

Bring the magic of outdoor theatre to your venue



Summer 2012 tour

'A Midsummer Night's Dream'
by William Shakespeare



*The Little
English Theatre*

We're pleased to introduce

The Little English Theatre

We bring relaxed, accessible theatre to beautiful outdoor settings in the UK and further afield in France. As our name suggests, our productions are classic English plays or musicals, performed by our company of professional actors – at the highest standard.

Beautiful gardens, historic houses, courtyards and castles all provide a perfect, natural backdrop for theatre. It is this marriage between the outdoor setting and live performance that makes the experience so unique and memorable for the audience, and they continue to come in their hundreds to soak up the atmosphere and enjoy a little escapism.



*The Little
English Theatre*



As the sun sets and the stage lights up,

we create a truly magical ambience...

Everyone feels that they are sharing in a very intimate and special experience together. Outdoor theatre provides a rare opportunity for the audience to feel right in amongst the actors, who will also come out into the crowd, drawing everyone into the story. Music always plays an important part in our productions, further adding to the wonderful atmosphere we create, and immersing everyone in our imaginary world.

We also tour a successful indoor winter production each year and in 2012 we will bring *The Snow Queen* to venues across England.

A creative experience

Our parent company, 'Sideways Theatre Ltd', is well known for its fantastic hands-on workshops for children and young people, delivered in schools and with partners such as Birmingham Hippodrome theatre. We can also offer a workshop experience earlier in the afternoon, before the performance.

*" Beautiful
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What happens at our open air shows?

The concept of 'outdoor theatre' continues to be hugely successful and we expect audiences of between 150 and 300 people, of all ages. People will arrive early with picnics, and to enjoy the venue. For many of them, this event becomes a special occasion in the diary, and they return year after year. Usually, the event takes place on a large area of lawn or sometimes the event is in a courtyard setting, where the venue sets up chairs, theatre-style.

The performance usually starts at 19:30 and finishes around 22:00, with an interval of 20 minutes. Often, the venue will organise a BBQ, ice creams and a bar – all making for the perfect evening!



The opportunity

for host venues

Hosting a show from the Little English Theatre provides the venue with a wonderful opportunity to...

- supplement revenue with little or no financial risk or outlay
- attract a mix of new visitors and tourists
- build a reputation that connects your venue with an exciting cultural experience (perhaps annually)
- put the spotlight on your venue through:
 - an opportunity for positive publicity
 - extensive marketing activity funded by us.



What we provide

In addition to the production itself, we will support the event by providing...

- Promotional materials: We will ensure leaflets and posters are provided to the venue itself, tourist offices and other locations that receive a high volume of visitors.
- Advertising and publicity in local press and society magazines.
- The necessary public and employer's liability insurances, which extend to Europe. We also take responsibility for performance rights of words and music used during the event.
- We bear the full risk for significant up-front investment in the production costs, administration, ticketing fees, print and promotion, touring costs, actor and director fees (during rehearsals as well as performances).



“Director Stephan Bessant injects humour to keep the pace going, while an energetic cast leap in and out of various characters over a fun-filled hour.”

(‘The Scotsman’)

The commercial opportunity

Option 1: Share of revenue

We will provide venues with a share of the ticket revenue. *

Please note: All ticketing is managed by The Little English Theatre.

Option 2: Purchasing the production

Alternatively, venues may choose to buy the production at a fixed fee* and take responsibility for ticket sales. In this case the venue would, of course, retain full ticket revenue.

What we ask of venues

- To provide a suitable space and environment for the event.
- We ask venues to work in partnership with us. The event will only be successful if our host venues support it actively, taking an interest in promoting the event in the local community.
- We would like venues to seize the opportunity that this event offers and maximise revenue for themselves. This could mean opening a bar, BBQ or ice creams, stalls selling local wine or food, etc.
- Whilst we will provide the entertainment, we ask venues to take responsibility for facilities on the site, such as adequate toilets and car parking (including attendants)

*Please see our separate proposal document for detailed figures, practical and technical requirements, and details of our insurance.



“a sustained delight”
(‘The Stage’)

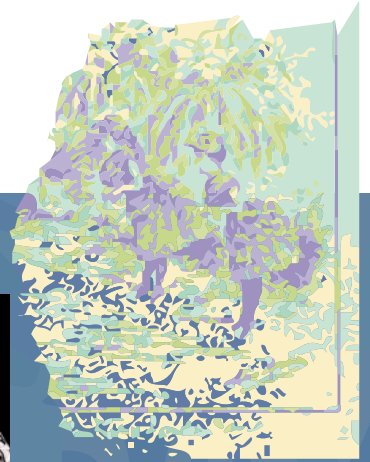


If you would like to **host a performance...**

If you would like to discuss the possibility of hosting performances in Summer 2012, please contact:

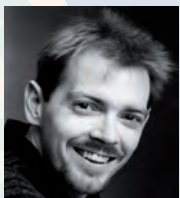
Helen Bessant on +44 (0)1905 592479 / +44 (0)7773 395757

or email **info@thelittleenglishtheatre.co.uk**



The Company

The Little English Theatre is a new venture from an established UK theatre Company, Sideways Theatre Ltd. Our Company of actors are all professionally trained at accredited drama schools and have a wealth of experience performing professional theatre of all kinds.



Artistic Director, **Stephan Bessant**

After graduating from the renowned Webber Douglas Academy of Dramatic Art in London, Artistic Director Stephan Bessant went on to gain years of experience as an actor in UK theatre (including London's West End) and in film. Five years ago he began producing and directing theatre tours in the UK, including many acclaimed productions designed for family audiences.



Managing Director, **Helen Bessant**

Helen joined the team after a 15-year career in marketing and event management. She worked as a project manager for companies in London and Birmingham before joining husband Stephan to manage Sideways Theatre Company and The Little English Theatre in 2010.



Venue co-ordinator (France), **Samantha Bottomley**

Samantha is based in St Jean d'Angely, and will be working with us as the main contact for venues in France.

Other key members of the team include James Hollamby (Production / Technical adviser), Anne Harrison (UK Venue co-ordinator and PR) and John Brotherton (Finance).

www.thelittleenglishtheatre.co.uk



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