

# BRIGHTON FRINGE

## Venue Managers' Meeting Minutes 24 November 2023 Hosted at The Dance Space and on Zoom

### **Attending from BF:**

Rhiannon Lingwood - Marketing Manager / Artists & Venue Manager  
Sarah French – Artists Services Assistant  
Maddie Lock – Artist Marketing Co-ordinator  
Duncan Lustig-Prean – Chair

### **Attending From VMS:**

Rhiannon Rolf – Marina Studios  
Sian Willet – South East Dance  
Alex Petty – Laughing Horse  
Philip Davis – St Mary's Church  
Amy Mac, Joe and Frankie – The Actors

### **Dates and Deadlines Reminder:**

Early Bird Registration Discount for artists ends on December 4<sup>th</sup>. Shows registered before this date can save 30% on registration fees.

Brighton Fringe are currently advertising for a Marketing Manager. The closing date is December 7<sup>th</sup>. More details available on our [website](#).

### **Print Update:**

The map that was produced for the 2023 season received mixed feedback. We are not in a position to produce a full brochure for 2024, but are exploring the possibility of printing upwards of 1000 copies of listings to have available at the Box Office and venues for people not able to use the website.

All agreed this was a good idea.

### **Outdoor Advertising:**

Fringe staff are in conversation with Brighton and Hove Council to confirm additional outdoor advertising space. These will hopefully include:

Queen's Road

Seafront

The Lanes

The Level

Freestanding poster sites will also be available, potentially along the seafront and Valley Gardens.

These posters are available for venues as well as shows. These marketing options will be available and on sale before Christmas.

### **Flyering Update**

After negotiations with Brighton & Hove City Council, a new policy regarding flyering restrictions has been imposed on Brighton Fringe 2024.

This policy has been enforced by the council to bring Brighton Fringe's flyering restrictions in line with their city-wide policy on flyers and waste management. Whilst Brighton Fringe has pushed back hard on the council over the past few months, we must acknowledge that Brighton Fringe has been the recipient of compromise from the council after their considerations on the financial implications this policy will have on Brighton Fringe artists.

In summary, artists will now require a license to physically hand out flyers in certain areas and times in Brighton, and these can be collected from the Artists Hub during the festival.

Feedback welcome: [flyering@brighton-hove.gov.uk](mailto:flyering@brighton-hove.gov.uk)

For a map of the current restrictions, please see our website [here](#).

### **Artist and Venue Manager Observers to the Board**

Three new Artist Observers to the Board have been appointed and will be announced following approval from the Brighton Fringe Board. Three Observer positions have been created in an attempt to have a broader consensus opinion represented at Board level, rather than a sole voice.

There will also be three new Venue Manager Observer positions available. The position is currently held by Ben Carter (programmer The Caxton Arms, Presuming Eds) and has a fixed one-year term. The position will be up for re-election in January 2024, nominate yourself [here](#):

The Venue Manager Observer to the Board of Brighton Fringe will work alongside the Artist Observer in bringing ideas and recommendations of the Artists and Venues of Brighton Fringe to the Board. This role is unpaid.

These new Observers will be given training, team introductions and support to understand the legalities of being a charity.

Brighton Fringe is also appointing 2 new trustees, but still looking for someone with a background in arts funding. If you are interested, or know someone who is, please visit our website for more details: <https://www.brightonfringe.org/work-with-us/brighton-fringe-trustee/>

## **Venue Manager Updates**

Alex Petty – all going very well. 80 shows booked across the venues so far, so all looking very positive for this time in the year.

Philip Davis – provisionally bookings for every weekend already and one week long booking which is something new for St Mary's. A number of provisional bookings for the Hall as well as the Church and looking busy!

Amy Mac – 3/5 booked up already with almost 40 shows. Lots of theatre so far, as well as some more unusual bookings including a live podcast and a weekend escape room.

Sian Willett – started uploading details in Eventotron and will have some availability in the Creation Space as well as the main Fringe venue of the Weston Research Space. Particularly interested in family shows, but also in hiring out rehearsal space.

Rhiannon Rolf – Studios available for hire for both shows and rehearsals. Also looking at additional options of a pop-up bar and black out curtains. All spaces will be available at the community rate. Fringe staff advised to stick to straight hire model rather than a ticket split for this first year as there is less admin to consider.

## **Bursaries:**

Winners of the first round of bursaries will be announced next week.

Winners of the Venue Bursaries were drawn at the Meeting and are as follows:

- The Brunswick, Hove
- Laughing Horse – The Quadrant
- Artista
- Arcobaleno
- City Coast Centre
- The Actors
- The Caroline of Brunswick
- Laughing Horse – The Temple Bar
- Brighton Unitarian Church
- The Bees Mouth

The 10 venues who are supported by this bursary will each receive:

3x Lamppost board advertising sides

1x Solus email to marketing database (approx. 18k subscribers)

1x Social media post on Instagram and Facebook (approx. 35k followers)

1x 1hr mentoring with the Brighton Fringe team for marketing or programming your venue

The next Venue Managers Meeting will be held at the Brighton Toy Museum on December 18<sup>th</sup>.