



Brighton Fringe Venue Managers' Meeting: 01 July 2024

Attendees:

Rhiannon Lingwood (Artist & Venue Services Manager), Duncan Lustig-Prean (Chair of Board of Trustees), Maddie Lock (Artist Marketing Coordinator), Sarah French (Artist & Venue Services Assistant), Ben Pearson (Box Office Manager), Amy Keogh (Managing Director), Hannah Turk (Finance Officer)

Paul Diello (Ironworks Studio), Tamsin Shah (Lionhouse), Amy Macgregor and Joe (The Actors Theatre), Jenny Good (Purple Playhouse), Emmeline & Craig (Daltons), Sian Willett (South East Dance) Sam & Luke (Waterbear)

1. Settlements

All settlements have now been paid; they were paid around three weeks ahead of schedule. Any issues or queries can be discussed with Hannah (finance@brightonfringe.org)

2. Brighton Fringe 2024 Sales

Total Sales: £602,508.83 over 627 paid events vs Last Year £689,301.50 over 766 events (+6.8% increase per event)

3. Feedback Themes

- Visibility of the Fringe
- Brochure / App
- Flyering: we are hoping to return the previous system where artists can flyer with the logo on their flyers. There is a meeting to discuss this with the council on Thursday.

Lantern Theatre won the free registration for filling out the Venue Managers survey.

4. Changes in Venue Application

Due to some issues around licensing and accessibility, there will be some changes in how venues can apply to become Fringe venue. Instead of being automatically approved, an extra step will be added to ensure that all venues have had either a phone or email conversation with a member of the team so that we can ensure all information is accurate and everyone understands their responsibilities.

5. Venue Managers' Agreement Update

Updates will be made over the summer and circulated prior to registration opening. We are looking to tighten up some aspects of self-run venues. If anyone has any feedback on the agreement, please do send to takepart@brightonfringe.org to be discussed at the next Board meeting.

6. Office Move & Summer Office Closures

Wednesday 17th July we will move offices to:

Office 4, The Old Courtroom, 118 Church St, Brighton and Hove, Brighton BN1 1UD

Closed 17th July (office move)

Artist & Venues Services closed 26th July

7. Rhiannon Leaving

Artist & Services Manager application deadline Friday 5th July 12pm

<https://www.brightonfringe.org/work-with-us/artist-venue-services-manager/>

Rhiannon leaves 8th August.

Update from the Chair

Thanks to all venue managers for making such a successful Fringe in 2024. The next stage is to collate all the surveys and feedback and use them to prepare a report for the Board to see what lessons can be learned.

Fringe 2024 was 12% above the income projections. Projected to be in a much stronger place next year and can start to rebuild our resources again.

In conversation with multiple potential partners about sponsorship, including looking at a possible return to a full brochure and Fringe City.

Many thanks to Rhiannon for all her hard work and good luck for the future.

Venue Manager Updates:

Lionhouse have been taking part in Fringe for 5 years with their end of terrace house in a residential area. Only one event this year but sold out and very positive experience. Won the Audience Choice: Best Brighton Fringe Venue Award. Keen to expand next year.

Waterbear one event that sold very well and was very successful. The students really enjoyed being a part of the Fringe. Would like to host more events next year and branch out into other genres.

Ironworks Events on most nights throughout Fringe, including PACE events during the day time. Very positive and successful Fringe. Interested in looking at more options for using the space in the future and ways to attract more people to PACE events.

South East Dance First Fringe and hosted 4 shows, some with multiple performances. Ticket sales were good and it was a very positive experience. Fringe enabled them to reach new audiences by hosting events from different genres, so more people were able to discover the building. Have started thinking about different ways to use the space as a result. It was also a useful learning experience that will help when hosting events in the future. Eventotron was a great tool. But there were challenges when handing over to other colleagues. Overall it was a great experience.

Purple Playhouse Joined very late but with support from the Artists and Venues team, were still able to host multiple events. Fringe helped to launch the Laughter Lounge for neurodiverse comedians which was so successful it will now continue year round. Participants loved being able to say that they were a part of Fringe. There may be building works taking place later in the year. May move to the Railway Club for the interim period if that goes ahead.

The Actors 50+ shows across the month of Fringe. All sold very well and all broke even. In general ticket sales were better than last year, with fewer sell out shows, but consistently good audiences across all shows. Shows that sold less well were the shows that did not do any promotion. First time hosting an escape room for Fringe which sold out almost immediately! As a result now have a new event to take into the autumn and use throughout the year too. Accessibility is always an issue but looking to introduce camera feeds and considering live streaming or pre-recorded shows too. Some issues with shows overrunning. May consider introducing fines in the future. Generally everything went very well.

Daltons hosted two shows during Fringe, as well as showcase earlier in the year. Really enjoyed the cabaret shows they hosted. Would like to be more involved next year and host more daytime, family friendly events/ workshops etc. Back rooms are also available for rehearsals for other shows. Very keen to support other venues and shows and help build a community. Happy for artists to flyer in their venue and suggested creating a list of other venues who are prepared to do the same thing. A map of where other venues are located to display on the wall would also be helpful.

AOB:

Next Meeting: September TBC