

RE. ELSF Expanding to Newham

We would be thrilled to partner with East London Shakespeare Festival for their performances in Plashet Park, and to welcome them as an Associate Company of at Applecourt Arts Theatre.

Applecourt Arts has been successfully operating in Plashet Park since 2021 and strongly believe our audience network would engage with another outdoor production: September 2021 saw us take over Plashet Park for Art & Soul Fest, a colourful outdoor festival of performance, music, arts & crafts as part of Newham Unlocked. Over the festival period we welcomed over 6000 visitors through the park's gates, to enjoy the fun and celebrate our local community.

East London Shakespeare Festival's ticket prices are in line with Applecourt Arts affordable pricing.

Proposed Schedule:

Sat 22nd June 2024

ELSF Get-in, 10AM

Audience arrive/picnics 2pm

Matinee Performance 3pm-5:30pm

Audience arrive/picnics 6:30pm

Evening Performance 7:30-10pm

Clear 10:30pm

Sun 23rd June 2024

ELSF Get-in, 1PM

Audience arrive/picnics 2pm

Matinee Performance 3pm-5:30pm

Clear 6:30pm

Mon 24th June 2024

ELSF Get-in, 10AM

School Audience arrive 12:15

School's Matinee Performance 12:30-3pm

Get out 6pm

Applecourt Arts could offer support in kind:

- Storage Space
- Support liaising Parks team
- Promote the production via Newham's social media platforms & newsletters
- Connecting ELSF with key community organisations
- Connecting ELSF with Newham libraries

	Standard fee	Support in kind
Marketing Pack – outreach to our extensive audience base, featured in programme, flyers and	£1000	£500

posters in our busy café & in Plashet Park		
All ticketing	£150	£150
Community Cast Rehearsal Space	£100	£100
Storage Space, use of facilities i.e. toilets, green room during run	£450	£450
	£1700	£1200

Total for ELSF to pay = £500