

STRODE THEATRE

“The finest small theatre in the west”



STRODE THEATRE HIRE RATE-CARD

3 April 2023 - 31 July 2024

INTRODUCTION

Strode Theatre is a not-for-profit venue, which is part of Strode College which is an exempt charity. Strode Theatre and Strode College strive to offer a professional facility for arts and culture in Somerset. Rates are offered to local and regular community users at substantially below commercial market rates, subsidised in part through a small grant from Street Parish Council.

Facilities available for hire include the main theatre (343-seater), Studio Upstairs (64-seater), Studio A1, the College Refectory and Theatre Foyer.

1. THEATRE HIRE RATES

The hire matrix on pages 4 and 5 provide hourly rate for available spaces. Before you consult the hire matrix, please read the following sections to determine which rating banding your hire will belong to:

- 1) Types of hirers (section 1.1., pg. 2)
- 2) Categories of hire (section 1.2., pg. 2)
- 3) Seasonal rate scale (section 1.4., pg. 3)

In addition to the hire rate, the theatre requests a 10% contribution of your total Box Office income. (see section 2, page 5).

Additional charges, including additional tech, marketing and licensing are listed in **section 3, pages 5-7**.

1.1. TYPES OF HIRERS

AFFILIATED COMMUNITY

We are able to offer a substantially reduced rate from commercial market rates to affiliated community hirers, **thanks partly to a small grant from Street Parish Council**. To qualify as affiliated community, you must be:

- A charity registered with the Charity Commission based in Street or within 5km of Street Parish Rooms (or with significant active operations in Street), who have used the theatre at least once in the last three operating years of the theatre
- A not-for-profit organisation not registered as a charity (This can include an unincorporated association such as amateur dramatic societies or a CIC) based within 5km of Street Parish Rooms, who have used the theatre at least once in the last three operating years of the theatre or who have provided significant services in kind to the theatre in the last year
- A sole-trader or incorporated company limited by shares or guarantee, or publicly listed company which contributes to local arts, culture, leisure and/or education and who have hired the theatre twice or more times in the last three operating years of the theatre; or who have provided significant services in kind to the theatre in the last year
- A local government authority or government agency which financially contributes to Strode Theatre by way of a grant of £10,000 per annum, or more
- A business, organisation or individual sponsor who have given £7,000 or more to the theatre or Friends of Strode Theatre in the last year

NOTE: for the hiring period 2023-24, the last three operating years were Aug 2018 - Jul 2019, Aug 2021 - July 2022 & Aug 2022 - Mar 2023

AFFILIATED COMMUNITY HIRERS AUTOMATICALLY QUALIFY AS MEMBERS OF THE STRODE THEATRE USER GROUP, WHICH WILL MEET AT LEAST TWICE YEARLY.

NON-AFFILIATED COMMUNITY

To qualify as non-affiliated community, you must be a not-for-profit organisation. This can include an incorporated charity, an unincorporated association (e.g.: amateur dramatics society) or Community Interest Company.

COMMERCIAL

Commercial hirers are companies limited by shares or guarantee or publicly listed, operating on a for-profit basis and who hire the theatre for commercial, for-profit use or as part of their operating or governance activities (e.g.: AGMs, conferences).

1.2. CATEGORIES OF HIRE

DRY HIRE RATE

- For activities requiring no technician or technical support, no technical equipment. This includes delivery and pick-up of sets and costumes
- House lights and working lights only. No technical facility is available, as part of this hire
- Access will be provided to the space required and dressing rooms as agreed
- There may be no Strode Theatre staff on site, but you will be provided with access
- Front of House, Box Office and Bar services are not available and may be in use for other events

TECHNICAL (WET) HIRE RATE

- As per dry hire, plus duty technician in attendance for support with rigging activities, etc
- Use of technical equipment, including: sound desk, lighting desk, lx and scenery bars
- Front of House, Box Office and Bar services are **not** available and may be in use for other events

PERFORMANCE RATE

- Full Facility with public present
- Duty technician in attendance and use of technical equipment (as per Technical Hire)
- Box Office and Cash Bar open staffed with paid Strode Theatre staff, including Duty Manager
- Front of House volunteer ushers
- There may be other events taking place sharing the Front of House, Box Office and Bar facilities.

1.3. SEASONAL RATES SCALE

Theatre rates vary depending on the time of year. Some times of year are commercially very active for the theatre with high audience numbers and high demand for hire space.

WK NOS	DATES	RATE SCALE
14-17	3 Apr - 30 Apr 2023	LOWER PREMIUM
18-20	1 May - 21 May 2023	STANDARD
21	21 May - 28 May 2023	ECONOMY
22-25	29 May - 25 Jun 2023	STANDARD
26-35	26 Jun - 3 Sep 2023	ECONOMY
36-37	4 Sep - 22 Oct 2023	STANDARD
38-45	23 Oct - 12 Nov 2023	LOWER PREMIUM
46	13 Nov - 19 Nov 2023	STANDARD
47	20 Nov - 26 Nov 2023	LOWER PREMIUM
48-52	27 Nov 2022 - 31 Dec 2023	UPPER PREMIUM
1-2	1 Jan - 14 Jan 2024	LOWER PREMIUM
3-4	15 Jan - 28 Jan 2024	STANDARD
5-6	29 Jan - 11 Feb 2024	LOWER PREMIUM
7-8	12 Feb - 18 Feb 2024	ECONOMY
9-11	19 Feb - 17 Mar 2024	LOWER PREMIUM
12-13	18 Mar - 31 Mar 2024	STANDARD
14-17	1 Apr - 28 Apr 2024	LOWER PREMIUM
18-20	29 Apr – 19 May 2024	STANDARD
21	20 May - 26 May 2024	ECONOMY
22-25	27 May - 23 Jun 2024	STANDARD
26-30	24 Jun - 28 Jul 2024	ECONOMY

1.4. HIRE MATRIX FOR THEATRE & STUDIO

Rates are **PER HOUR**. MINIMUM HIRE PERIOD OF 4-HOURS.

	AFFILIATED COMMUNITY						NON AFFILIATED COMMUNITY						COMMERCIAL					
	MAIN THEATRE			STUDIO			MAIN THEATRE			STUDIO			MAIN THEATRE			STUDIO		
	DRY HIRE (NO VAT)	TECH/WET (+VAT)	PERFORMANCE (+VAT)	DRY HIRE (NO VAT)	TECH/WET (+VAT)	PERFORMANCE (+VAT)	DRY HIRE (NO VAT)	TECH/WET (+VAT)	PERFORMANCE (+VAT)	DRY HIRE (NO VAT)	TECH/WET (+VAT)	PERFORMANCE (+VAT)	DRY HIRE (NO VAT)	TECH/WET (+VAT)	PERFORMANCE (+VAT)	DRY HIRE (NO VAT)	TECH/WET (+VAT)	PERFORMANCE (+VAT)
ECONOMY	£38.00	£58.50	£79.00	£10.00	£20.00	£28.00	£53.20	£81.90	£110.60	£16.00	£32.00	£46.00	£69.00	£106.50	£143.80	£22.00	£44.00	£62.00
STANDARD	£40.00	£60.00	£80.00	£12.00	£24.00	£34.00	£56.00	£84.00	£112.00	£18.00	£36.00	£50.00	£72.80	£109.20	£145.60	£24.00	£48.00	£70.00
LOWER PREMIUM	£43.50	£64.00	£86.00	£14.00	£28.00	£40.00	£60.90	£89.60	£120.40	£20.00	£40.00	£55.00	£79.00	£116.50	£156.50	£22.00	£44.00	£63.00
UPPER PREMIUM	£46.00	£66.00	£89.00	£16.00	£32.00	£45.00	£64.40	£92.40	£124.60	£22.00	£44.00	£60.00	£83.70	£120.00	£161.00	£24.00	£48.00	£69.00

PLEASE NOTE that hire rates are affected by the following costs and discounts:

SET DELIVERY AND PICK-UP

Set and props delivery and pick-up outside the main hire period (e.g. on days before or after the hire period), will be charged at the DRY HIRE rate, for a minimum of 1 hour.

CLEAR SCREEN DISCOUNT

Daytime hires up to 5pm where the theatre screen is left clear for commercial use in the evening attract a **20% DISCOUNT** for that day's total hire cost.

MID-HIRE BLOCK LEVY

Days in mid-hire where the theatre is not in-use by the hirer, and the space cannot be used commercially by Strode Theatre (e.g.: screen is not usable) attract a FOUR-HOUR DRY-HIRE RATE FEE.

1.5. HIRE MATRIX FOR STUDIO A1/REFECTORY & THEATRE FOYER/BAR ONLY

Rates are **PER HOUR**. MINIMUM TOTAL HIRE PERIOD OF 4-HOURS (unless otherwise agreed).

	STUDIO A1 / REFECTORY					FOYER / BAR ONLY		
	DRY HIRE (NO VAT)	TECH/WET (+VAT) - as part of a Main Theatre booking	TECH/WET (+VAT) - as a stand-alone booking	AUDIENCE (+VAT) - as part of a Main Theatre booking	AUDIENCE (+VAT) - as a stand-alone booking	DRY HIRE (NO VAT)	TECH/WET (+VAT)	AUDIENCE (+VAT)
AFFILIATED	£7.00	£9.80	£22.00	£14.00	£24.00	£12.00	£25.60	£33.30
NON AFFILIATED	£8.40	£12.00	£23.00	£16.80	£28.50	£14.40	£27.50	£35.80
COMMERCIAL	£12.60	£18.00	£26.00	£23.50	£40.00	£24.50	£36.00	£47.00

PLEASE NOTE: Café-Bar service is included free of charge for events with 25+ attendees using the bar. For less than 25 attendees, café-bar service is available for £45 (up to 4 hrs).

2. CONTRIBUTIONS ON BOX OFFICE TAKINGS

If your event involves the public sale of tickets, a **10% contribution of total ticket sales is payable for the Main Theatre and 5% of Box Office for Studio hires.**

This is to help cover costs which incrementally increase with volume of tickets sold. These include Box Office system commission, staff time taking bookings, admin from related email enquiries, phone costs and paper ticket stock/printer costs. This replaces a fixed rate of £1 per ticket plus fixed Box Office fees which were previously levied (up to 2019) irrespective of % of tickets sold.

3. ADDITIONAL CHARGES

3.1. TECHNICAL

ITEM	DETAILS	COSTS
NEW Short throw projector (e.g.: for scene & animation projection)	Panasonic PT-RZ870 (8,000 lumens) Projector & Panasonic LEO35 SHORT THROW Lens with flying bracket	£1,000 +VAT per week
Data Projector (Theatre)	Sanyo PLC-XF60A 6.5K lumens data projector.	No extra cost.
Digital Cinema Projector (Theatre)	Barco DP2K-12c 10K lumens cinema projector.	£100 + VAT per performance/show.
Digital Cinema Projector (Studio)	NEC 900C 4.5K lumens cinema projector.	£50 + VAT per performance/show.
Light rigging & plotting (subject to availability)	The theatre can arrange lighting to be rigged and plotted for your show (subject to availability of subcontractors).	£170 (no VAT) performance/show.
Additional Technician charges	One duty technician is provided as part of the hiring charge for a tech rehearsal or performance. Additional technician time may be available and must be booked in advance.	£15.00 + VAT per hour per technician.
Piano Tuning	The theatre can arrange tuning of the Steinway baby grand piano (subject to availability of subcontractors).	£110.00 (no VAT)

3.2.1. MARKETING

What is included in your booking:

- A Box Office booking service is included as part of any PERFORMANCE RATE booking
- Inclusion of your event on the Strode Theatre website is included as part of any PERFORMANCE RATE booking
- Leaflets and posters you supply will be displayed at the venue
- Social media posts will be created for the following milestones: “on-sale now”, “two weeks to go” **free of charge**. We may occasionally share posts you have created, upon request or where there is space in our social media schedule.

Strode Theatre is not responsible for the marketing of your event or for ensuring adequate audience numbers for your event. We provide options (listed below) which may help with your marketing. We recommend that you develop and implement a marketing strategy to target your audience/s.

ITEM	DETAILS	COSTS
Brochure entry	From July 2023, Strode Theatre’s brochure will be published two times per year and mailed to approx. 5,500 patrons. A further 5,000 brochures are printed for display in the venue and distribution throughout Somerset.	£110 + VAT for a brochure entry of one third of a page DL size or £176 + VAT for a double width entry.
NEW Trifold brochure entry	The trifold brochure is circulated directly by Royal Mail to 59,000 homes in Somerset.	£200 +VAT single entry
Box Office display screen advertising	The Box Office features a digital display screen, which can play slideshow presentations or videos to promote your event (for up to four weeks).	£32 + VAT per week. £110 + VAT for four weeks. (upto five slides, including videos/trailers)
NEW E-newsletter promotion	E-newsletters are sent out to lists of 1000’s of patron email addresses every month. You can be included in the newsletter listing or as a feature.	Listing: £50 + VAT Feature: £70 + VAT Dedicated target email: £100 + VAT
NEW Data sharing	Strode Theatre can ask audience at the point of sale if they are happy for us to share their data with the hirer. This will involve a data-sharing agreement between the hirer and Strode Theatre; and includes the hirer being able to demonstrate that they are GDPR compliant with a full Privacy and Data Protection Policy.	£50 + VAT, administration fee for data sharing contract & set-up on Box Office. £0.70 + VAT per contact who has agreed to have their data shared.

3.2.2. THEATRE BROCHURE RELEASE DATES 2023-24 (for information)

Week beginning 31st July

- new format brochure (twice yearly, live shows & live broadcast content only)
- special 60th anniversary edition
- Deadline for all copy: Monday 10th July 2023

Week beginning 29th January 2024

- new format brochure (twice yearly, live shows & live broadcast content only)
- Deadline for all copy Monday 8th January

3.3. MISCELLANEOUS

ITEM	DETAILS	COSTS
Bank Holidays	Bank holidays may be available for shows if agreed in advance.	Double rate.
Cleaning	The backstage areas are supplied clean for the start of the hire period. It is the hirer's responsibility to ensure backstage areas are kept clean and orderly. Any additional cleaning costs incurred to Strode Theatre will be recharged to the hirer.	Additional clean at cost price.
Additional Time	Start time cannot be varied from the agreed time, unless by prior arrangement. Additional time at the end of any hire period not agreed at least one week in advance is charged per hour, after a 15-minute grace period.	Hourly rate applies after first 15-minute grace period.
Cancellation charges	If a performance is cancelled 4 weeks or more before the date of performance, a cancellation fee will be levied. If the performance is cancelled for reasons other than force majeure with less than 4 weeks' notice, the whole performance hiring charge will be payable.	Cancellation costs: Before 6 weeks: £250 Between 4-6 weeks: £500 4 weeks or less: full hire
Damage charge	All damage to equipment or building arising from use during the hiring	Cost of repair and/or replacement. Min rate: £150.00.

3.4. PERFORMING RIGHTS SOCIETY

TYPE OF EVENT	PRS RATE
Live music (tribute/covers band)	Up to 4.2%
Live music (originals band, possibly unpublished)	Up to 4.2%
Live music (classical concert, possibly public domain)	4.8% or based on attendance. If the tickets are £5 or less the charge is based on attendance. If the songs are all public domain there is no charge.
Live music (improvised jazz, background music, no admission fee)	The royalty charge per session for the first 100 persons capacity of the room is: £10.61, and per 25 persons capacity (or part thereof) thereafter is £2.69
Live music (concert revue, may contain published and/or public domain music); discotheques, Karaoke, Music quizzes, other featured recorded music.	Auditorium: £37.51 Studio: £10.61
Dance showcase (using original music, possibly unpublished)	If the music played is not in the PPL and PRS repertoire there is no charge.
Spoken word (with preshow music)	Covered by background OEX (no charge to hirer)
Spoken word (without music)	No charge
Pre-show/post-show music	Covered by background OEX (no charge to hirer)
Walk on, walk off (i.e. for comedy shows)	0.2%
Theatrical performance (pantomime, circus, variety revue)	2%
Theatrical play (licenced from third-party, uses incidental music)	Incidental Tariff T: £9.93 per week
Theatrical play (original work, uses published music)	Dependent on the music used. This may be Grand right and this must be declared to the publisher not PPLPRS (declaration and licencing is the responsibility of the hirer). Or could fall under incidental Tariff T (see above).
Theatrical play (original work, uses original music)	No charge
Theatrical play (musical or song-play, licenced from third party)	No charge
Any of the above, presented by schools	If the piece is being performed to allow a student to gain an award as part of the national curriculum there will be no charge (this must be declared at time of booking). However, if this is not the case the relevant charges will be applied.

PLEASE NOTE:

- The above rates are subject to change, as per PPL PRS rate changes

- PPLPRS does not licence Grand Rights. A Grand Rights Licence should be obtained from the owner of the rights (such as Disney) for any show that directly visually represents OR indirectly references themes in the original work by way of set, props and /costumes, or which includes any costumed dancing. It should be assumed that, unless the performers are dressed only in black, the performance cannot be licenced via PPLPRS and Grand Rights should be sought. These notes are advisory only and hirers are recommended to seek their own advice concerning licensing.

Strode Theatre is a part of Strode College, supported by Strode College, Street Parish Council, Friends of Strode Theatre & British Film Institute.

