

Calling all freelancers... Our Spring season is all about you!

We want to work with freelancers and independent companies who live or work in the Three Counties (Hertfordshire, Bedfordshire and Buckinghamshire), and are interested in creating unforgettable live experiences for our audiences.

We want work that can help us reflect all of us today and bring in the next generation of theatre and live experience audiences to sustain our venue, and your company, as theatre evolves.

WHAT WE CAN OFFER YOU?

This is an exciting opportunity for us to get to know and collaborate with each other.

We will be selecting projects for the season and will support the artists and companies in applying for Arts Council England Project Funding, matching this with a menu of financial and/or practical support from us as a venue.

Your work can be at any stage of development. We will be offering support that is tailored to each piece. This could include marketing, technical expertise, producing expertise, workshop and Research and Development time or rehearsal space. This is not an exhaustive list, so tell us what you want and need to make your work happen. We can't promise we can do it all but we want to try!

WHAT WE ARE LOOKING FOR?

We want to support artists who can help us serve our community by appealing to four specific target audiences we want to reach:

1. THEATRE FOR EVERYONE

However you make it happen, we want our audiences to have a great night out for a reasonable price. We want great diverse theatre that is great entertainment! We want to draw in the widest possible community, not just the traditional white middle class theatregoers.

2. FUN FOR THE FAMILY

Watford has a growing and diverse demographic of families with children under 5. We're looking for beautiful, popular and engaging experiences to ignite a lifelong love of theatre in our town's under-fives - with titles or ideas which appeal to their parents, so they book tickets.

3. SHARED EXPERIENCE

Our largest demographic in Watford is young professionals between 25 and 39. They want exciting ways to socialize, and experiences they can't get from watching a box set on Netflix (other subscription services are available). We actively encourage you to offer innovative collective experiences. They do not have to be in a traditional theatre setting...or any physical /real world setting at all, it just must be exciting!

4. YOUNG PEOPLE IN SCHOOLS

Schools audiences can be a vital gateway to live theatre - even years later, an audience member can be drawn to book for a set text they know well from their schooldays. We're looking for bold, and

brilliant theatrical reinventions of texts from the syllabus, either for staging in our theatre or as small scale touring into schools.

WE'D LIKE TO HEAR ABOUT YOUR IDEA!

If you are interested in applying, then tell us in whatever form works best for you - written/video/audio/voice note. Don't worry about grammar and spelling - it's you and your creative idea that interests us.

WHAT YOU NEED TO TELL US

We'd like you to consider these five questions

- 1 – Why now? Who for?
- 2 – Tell us about it, including; what stage is your work at?
- 3 – How can we help? (if this includes any financial ask then please tell us as much as you can about the overall cost of the project, and do send a budget if you have one)
- 4 – How many freelancers will be working on your project?
- 5 – Where in Bedfordshire, Hertfordshire or Buckinghamshire do you live and work?

Please send your written/video/audio/voice note application to artisticdirector@WatfordPalaceTheatre.co.uk with FREELANCER FESTIVAL in the subject line

Please do this by midnight on 18th November

Three Counties Freelance Season

This is a selective process. We will not be able to support and host all applications, but we will respond to everyone who applies.

If you have any questions at all please contact us on
admin@watfordpalacetheatre.co.uk