

We need a new programming model. Every year it gets more difficult for emerging and mid-career companies to work Off-West End.

Theatre rents pile risk onto artists so even the most talented theatre-makers are locked out. The proliferation of “festival programming” means emerging creatives are often capped on small box office splits for very limited performance runs, with no chance to build audiences or be ambitious with their technical designs or set.

**Something has to change.**

We need to demonstrate confidence in our artists, build them significant audiences and help them raise funds. We want to give artists all they need to make their best work: work that’s high quality, accessible, and open to all.

We think we’ve found the model to do it.

Next season, we’re reducing the number of companies presented in our main season from around thirty, to seven. Rather than helping artists “get by”, we want to make a game-changing difference for the most talented groups.

Of course, we’ll still programme Two Night Stands, the amazing INCOMING Festival and deliver our full award-winning Artist Development Programme – meaning plenty of opportunities for new ensembles to perform on our stage.

Something had to change, let’s get to it.

## A Five Week Run

Over next season, we're building up to running productions for five weeks at a time. This will help enhance press coverage, allow word-of-mouth to spread and help build audiences. On-top of this, each show will get a full week of technical time to realise their ambitious vision.



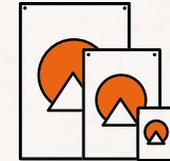
## £10,000 Investment for Each Company

We're committing £10,000 in cash for every company doing a five week run (£2,000 per week). As well as this upfront investment, once we've sold 50% of tickets for a run, we'll split the remaining box office 50/50. This means artists aren't taking the risk, but they can still reap the rewards of a successful show.



## Full Press and Marketing For Each Show

We're bored of offering Press and Marketing "support". This time we're taking on the full responsibility of selling tickets. For each company we will provide photoshoots, video trailers, print all flyers and posters, pay for advertising and we're even hiring a Marketing and Audience Development Manager for the first time. And, working with PR gurus Borkowski, we'll organise the press campaign for every show.



## New Mid-Scale Venue Partners

We want to prove that our supported artists have got the potential to work on the mid-scale and we're going to work to get them there. We've started partnerships with Royal & Derngate, The Barbican and 59E59 Theatres Off-Broadway to give them first option to support and transfer successful productions.



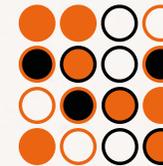
## Offers Across the Whole Season

For the first time, we're standardising ticket prices and offers across our whole season. This means we're able to offer local ticket discounts for every programmed show and £3 preview tickets for those on Job Seeker's Allowance for the very first time.



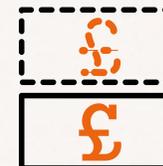
## Access and Diversity

As part of the offer, we'll be providing multiple access performances (captioned and relaxed) for all shows in our season. Coupled with the £3 tickets, we're trying to remove all barriers to seeing work at New Diorama. We're also going to be introducing diversity targets for the first time to increase the number of disabled, D/deaf, black, Asian and minority ethnic artists working on stage and behind the scenes. Our targets are more ambitious than even those of the National Theatre and we'll be working with our companies to reach, and hopefully exceed, them.



## Theatre Tax Relief

To make sure all our artists get the full benefit out of theatre tax relief, we're working with each group so New Diorama can make a joint claim and return all eligible funds back to the companies – giving them a new source of income.



## Future Life

This new deal is about investing in the future success of our artists. Therefore, despite this substantial and game-changing investment, we will not be take any future-life royalties or payments for any production that we develop.



**“New Diorama’s heady generosity and skill in supporting independent theatre companies is unique.”**

Lyn Gardner, *The Guardian*.