

INTRODUCTION

Our membership, and its diversity, makes our shows successful and reflects the vibrant community that we serve. It is our differences - be it age, gender identity, sexual orientation, ethnicity, disability - that make us what we are, and they are the foundations of Centre Stage London.

We are Centre Stage, a central London based amateur theatre charity that has been entertaining audiences with musicals and cabarets for 60 years! We first began life as a light opera company in 1966. Today, we put on at least two major musical theatre productions a year at The Bridewell Theatre, just off Fleet Street. We also produce several smaller cabarets and throw fun-filled socials open to everyone!

Our charity is run by a dedicated Board of Trustees, supported by excellent volunteers both front and backstage and has a very loyal and talented membership, with new people joining every day. Our Artistic Director is here to help you on all matters regarding the pitch process and putting on a show should we proceed with your suggestions. Please feel free to email them via artisticdirector@centrestage.london and use their knowledge and experience if you are stuck or looking for ideas or guidance.

We have secured dates at the Bridewell Theatre (a 135-seat venue) for 2027 in April, July, and November that are available for pitches. Each show will have a 11-12 week rehearsal period that does not overlap with the other shows. To help you visualise, the table below gives an idea of potential production timelines.

SHOW	AUDITIONS	REHEARSALS	SHOW WEEK
Spring Show	First Rounds: W/C 15 th November 2026 Recalls: W/C 22 nd November 2026	First Rehearsal: 9 th January Last Rehearsal: 3 rd April	Get In: 4 th April Dress: 5 th April Shows: 6 th – 10 th April
Summer Show	First Rounds: W/C 12 th April Recalls: W/C 19 th April	First Rehearsal: 1 st May Last Rehearsal: 19 th July	Get In: 18 th July Dress: 19 th July Shows: 20-24 th July
Winter Show	First Rounds: W/C 26 th July Recalls: W/C 2 nd August	First Rehearsal: 21 st August Last Rehearsal: 13 th November	Get In: 14 th November Dress: 15 th November Shows: 16 th – 20 th November

THE PITCH PROCESS

1. If you are pitching as a partial or full creative team for a new show the process will be the below:

STEP 1: EXPRESSION OF INTEREST (OPEN FROM 8th JUNE)

Teams wishing to pitch a production will submit their expression of interest forms using [THIS GOOGLE FORM](#). Once we receive your expression of interest, we will review it and either green light you to be able to pitch, or we will let you know why it might not be the right time for your production and invite you to submit again.

STEP 2: SUBMIT PITCH DOCUMENTS (DEADLINE: 1st JULY)

Green-lit teams will then have until 1st July to complete their pitch forms, and pitch budgets (which will be sent upon being greenlit) before submitting to committee prior to pitch meetings. *Please note any unsolicited pitch forms that have not been greenlit, will be discarded.*

STEP 3: PITCH MEETINGS (FROM: W/C 6th JULY)

The final step will be meeting and presenting your pitch to the committee - who will ask questions on the artistic direction, cast opportunities, set & tech, and the budget - to ensure the show will at the very least, break even. Successful teams will then be notified.

After the pitch meetings are concluded, the committee will make all teams aware of where they stand – and attempt to secure rights for the first-choice season. This is not always possible and subsequently other teams may then become first choice.

THINGS TO CONSIDER

We aim to put on great, high-quality shows that get as many of our members involved across the year as possible in a variety of contrasting productions. We have three slots at The Bridewell this year and are happy to consider musicals, cabarets and plays. We know that show selection is hard! A major item to consider in show selection is the expense of putting on a fully staged show including fixed costs (theatre hire, lighting etc), flexible costs (set, props etc) and rehearsal space. While as an amateur organisation we do not pay actors or the creative team, we do pay musicians for show week. Shows that have very significant costs for specific sets etc, are quite hard to make work financially.

As a registered charity, all Centre Stage shows must aim to break even or make a profit. We will not consider pitches with a budget that comes in at a loss. If you need help with your pitch budget, please contact our Artistic Director or Business Team and they can help you explore options to make your show financially viable. It's also important to think about the size of the show you are pitching. Though there are many amazing musicals with smaller casts (2-15) it is not often feasible financially to produce them as our main stage offering. This is because it reduces participation fee income, and most significantly increases the difficulty of selling out our shows. A full-scale musical would typically have a cast between 25 – 30. Over 30 becomes unwieldy both onstage and in the dressing room. However, we are open to ideas of how these smaller shows might be produced and break-even/make profit, so don't discard them as ideas completely!

If you are greenlit to pitch a show you will need to fill out both the pitch form and the budget form. This is a workbook in Excel which helps you to consider the financial viability of the show. There are fixed costs for you to consider as well as sections for all the flexible costs you will need to think about. We realise that flexible costs can be harder to lock down so far in advance and we are here to assist if you would like extra guidance. We have many budgets from past shows that can help in terms of predicting those unfixed costs. Some shows are set heavy, others costume and props; we appreciate every show will be different! Your budget will also need to include rehearsal space costs, which we will negotiate on your behalf. Don't panic if you've never done a budget before! We are here to help and will ask for clarification on anything we are uncertain about before any decisions are made. Our Pitch Budget Tool will also hopefully help!

Please don't panic about getting things perfect, we really want to hear your thoughts, suggestions and ideas. As trustees we have a wealth of experience, and we are here to help. Look through our website and the pages of our previous shows and you will see the types of shows that are a good fit for us!

DIVERSITY & INCLUSION

During the 2020 COVID-19 pandemic, we joined with two other major central London amateur theatre societies (SEDOS and Geoids Musical Theatre) to launch London Drama Societies, a working group with the aim of promoting and facilitating a greater degree of diversity and inclusion in all areas of activity of London amateur dramatics societies.

London Drama Societies Mission Statement:

"Collectively, we commit to take constant steps to be more inclusive and attract members and audiences reflecting London's diversity. We will identify and remove barriers to create a safe and inclusive environment. We want everyone to feel empowered to participate, on stage or off. We want stories to be told authentically." You may find policies on Casting and Authentic Storytelling and Marketing on the London Drama Societies Instagram account [@londondramasocieties](#). Before completing the pitch process forms, please read these documents carefully and keep these in mind when answering every section. Each creative team will be held accountable and is expected to adhere to these policies when working with Centre Stage London.

Read more about our commitment to Diversity and Inclusion by visiting:
<https://www.centrestage.london/diversityandinclusion>

Access Fund

Centre Stage London is committed to making theatre more accessible to those experiencing financial hardship. We are introducing an Access Fund which is dedicated to reducing participation fees for a limited number of members taking part in our shows. Distribution is based on trust and may be requested either during the audition or rehearsal process by contacting the production team or the Centre Stage trustees directly.

FINAL WORDS

It's important to remember that Centre Stage is not a "production house" — by which we mean, we don't just fund your original show. Throughout the process of putting on a show, the society will work collaboratively with you. We will help with production and technical requirements, planning, communications, and marketing. There are areas we will take off your hands completely and others where we can just advise. We are hands-on but not stifling; we just want to make sure our members and audience are looked after, and our brand is kept in the best possible light. You will receive support right through from announcing your show to the afterparty.

If you have any questions, please don't hesitate to email us:

- **Artistic Director (for creative and pitch process questions):** artisticdirector@centrestage.london
- **For all other questions:** centrestagetheatrelondon@gmail.com

We're so excited to hear from you!

THE CENTRE STAGE TRUSTEES