

Creative Producers Residency

Residency Dates: Monday 13 January - Sunday 19 January 2025

Deadline for Applications: Monday 2 December 2024



The Jacobs Building at Cove Park (photography, Tracey Bloxham)

PROGRAMME INFORMATION & APPLICATION GUIDELINES

Overview

Cove Park and Business of Broadway, in association with Capital Theatres, are pleased to announce a new residency for creative theatre producers to take place at Cove Park on 13 - 19 January 2025. Over the course of one week, participants will benefit from an immersive and creative space to connect and develop their theatre producing practice with guidance and support from Business of Broadway. This professional development opportunity is intended for early and mid-career theatre producers based in the UK and Ireland, and will include workshops and lectures on commercial theatre producing in New York City and beyond. Sessions will include topics such as: producing on Broadway 101, fundraising and pitching in the United States, financial models (budgets, recoupment schedules, royalty pools, etc.), U.S. unions & guilds, production and investment contracts, marketing, and more.

Developed from the [Musical Theatre Writing Residency](#), this residency reflects our aims to address gaps in the sector and provide more unique professional development opportunities for creative practitioners.

About Cove Park

Cove Park is an international artists' residency based on an outstanding 50-acre rural site in Argyll on the west coast of Scotland. We host local, national, and international artists and creative practitioners working in all art forms and at every career stage. Cove Park provides the facilities, support, and care required for the development of new ideas and projects, collaborations, and interdisciplinary practice. Residents stay on site in private accommodation with access to private studios, communal work and meeting spaces, and a library. We host up to 12 residents at any one time, offering every resident the opportunity meet and work alongside individuals and collaborative groups from a wide range of backgrounds and experiences. We organise informal peer-to-peer events to promote discussion, the exchange of ideas and experiences, and the development of new connections.

Please see <https://covepark.org/> for further information on our current programme and images of Cove Park's site and facilities. Our [FAQ](#) page answers general questions on Cove Park's residencies and access.



The Jacobs Building (photography, Paul Tyagi)



Cube Interior (photography, Tracey Bloxham)

About Business of Broadway

Business of Broadway is a collective of four New York City-based theatre producers [Sammy Lopez](#), [Erica Rotstein](#), [Heather Shields](#), and [Rachel Sussman](#). Their goal is to pull back the curtain and democratise the business knowledge of commercial producing that has so often been withheld and therefore perpetuated a hierarchical system with producers situated at the top.

By empowering you with deeper insight into how the artistry and economics interplay, their aim is not only to lay the groundwork for more effective and nonhierarchical future collaborations, but also allow you to urgently challenge the ways in which the business has historically operated and consider how we can build a more equitable, inclusive industry model that serves everyone.

Learn more about their courses and project-based consulting work at <https://www.thebusinessofbroadway.com/>



Sammy Lopez
(A Strange Loop)



Erica Rotstein
(Water for Elephants)



Heather Shields
(Cabaret)



Rachel Sussman
(Suffs)

About Capital Theatres

Capital Theatres presents world-class shows to entertain and inspire audiences of all ages. The three venues include two of Scotland's largest, oldest, and most respected theatres: Festival Theatre (1,915 seats), King's Theatre (1,124 seats, currently closed for a major redevelopment) and The Studio (155 seats). Together they host over 700 performances each year with a broad and inclusive programme featuring the very best in drama, dance, musical theatre, family shows, live music, comedy, and pantomime.

Capital Theatres is a receiving house which works with producers across the UK to programme their work. The organisation also commissions and co-produces a select number of productions of its own each year. Much of the programme is exclusive in Scotland, providing the only opportunity for audiences to see the biggest shows touring north of the border, the best in international contemporary dance and the latest productions from leading local and national companies. Capital Theatres is also the home of Edinburgh's largest community companies, providing them with a platform each year to share their work.

As Scotland's largest theatre charity, Capital Theatres supports access to the arts for everyone and has an extensive Creative Engagement programme of talks, workshops and events to introduce and develop participation and interest in the heritage of its buildings and all areas of live performance. Capital Theatres is also evolving an artist development programme, Open@TheStudio, and has won the UK Theatre 2023 Award for Excellence in Inclusivity for its work with people living with dementia.



Festival Theatre (courtesy of Capital Theatres)



Festival Theatre (courtesy of Capital Theatres)

Creative Producers Residency 2025: Key Points

- Time, space and peer-to-peer support to work on self-directed projects.
- Up to eight group sessions on commercial theatre producing led by Business of Broadway.
- Individual private accommodation for six nights (please note, the residency is self-catering except for one Welcome Dinner and Lunch)
- Workspace and meeting space within the Jacobs Building – a communal space which has a library, a large rehearsal room with a wooden floor, open-plan kitchen, and dining area.
- Unlimited access to our 50-acre site.
- Opportunity to network and connect with peers in the theatre industry.

What to expect

On Tuesday, 14 January 2025, Business of Broadway will lead a full-day introduction seminar to all Cove Park resident producers staying on site. We will provide open enrolment for up to 30 other theatre practitioners to participate in-person in this day event.

From 10am, Producing 101 (2.5 hour lecture) will include:

- Foundational terms/concepts
- Commercial avenues (with comparison to UK market)
 - Broadway, Off-Broadway, Off-Off Broadway
 - Regional, US Touring, Festivals
 - Theatre for Young Audiences
- Relationship between Producers & Theatre Owners (Broadway & Nonprofit)
- Creative Development Life Cycle (structures/systems for development in the U.S.)
- Financial Models

Catered lunch for all attendees

From 2pm, Fundraising in the United States (1 hour lecture) will include:

- Overview of Securities law, including accredited investors
- U.S. government's role in funding (tax credits and grants)
- Discussion about the state of fundraising in the U.S.
- Sample pitch decks from recent Broadway shows

Panel Discussion (1 hour): open forum for questions

From 4pm, Networking and Refreshments

On Thursday, 16 January 2025, Business of Broadway will lead another day-long seminar for Cove Park resident producers only and will include:

- Financial Part 2: Royalty pools, amortisation, profit perk calculations
- U.S. unions & guilds
- Terms of Approved Production Contracts for Broadway/First Class certifications
- U.S. investment paperwork
- U.S. marketing & ticketing

Costs

We are offering a sliding scale pricing structure for both the residency and the open seminar. If you are selected for the residency, your open seminar registration is included.

Residency Fee	Open Seminar Tuition	
£600	£35	if an independent producer or representing an institution with annual budget below £150,000
£700	£50	if representing an institution with annual budget of £150,000 - £499,999
£900	£75	if representing an institution with annual budget of £500,000 - £999,999
£1,200	£100	if representing an institution with annual budget of £1M - £1,999,999
£1,400	£175	if representing an institution with annual budget of £2M or more

Independent Producer Bursary

One fully funded bursary will be awarded to an independent or freelance creative producer based in Scotland. This bursary includes a placement in the residency programme, financial support of £550, and £75 travel allowance. Additionally, the recipient will benefit from a one-to-one mentorship meeting with a member of the Business of Broadway team.

Equalities, Diversity & Inclusion

We recognise there are significant barriers to producing theatre and these challenges are experienced more acutely by those facing marginalisation and deep-rooted systemic injustice. We are committed to increasing the diversity of creative practitioners working in theatre and especially welcome applications from those who identify as having characteristics currently under-represented in the theatre sector.

We want our residencies, programmes and resources to be open, inclusive and welcoming to all. We continue to assess how we work towards achieving greater equality and representation within all levels of our organisation and across all programmes.

Cove Park aims to provide a safe and positive environment for everyone, and to actively dismantle discrimination based on age, disability, gender identity, marriage or civil partnership status, pregnancy or parental status, race including skin colour, nationality, ethnic or national origin, religion or belief, sex, and sexual orientation. Additionally, we aim to dismantle discrimination based on accent, educational background, gender expression, hair texture and hairstyle, immigration status, language ability, markings and/or tattoos connected to spiritual rituals from pre-colonial cultural practices, neurodiversity, physical and mental health, size, and socio-economic status or background. As language, terms, and expressions inevitably evolve, Cove Park is committed to reviewing this statement regularly – and as often as it becomes appropriate – with our local, national and international communities.

How to Apply

Applications can be submitted via the online [Application Form](#). The Application Form must include:

- Your name, contact details, and access requirements (if applicable)
- A short bio (no more than 250 words) highlighting your work in the theatre sector.
- A statement (no more than 500 words) describing why you believe participation in this residency is important to your professional growth at this particular time in your career.
- Your CV
- Documentation of your producing work (this can include material such as production programmes, reviews, marketing materials, showreel or video documentation, etc.)
- If applying as a representative of an institution, please confirm your availability to attend by providing the name and contact details of your line manager.

We can accept submissions in audio or video formats if this is preferable to a written application. If you have a disability, please tell us if there are any reasonable adjustments to the application process that would be of assistance to you. If you would like to discuss this, or need help making your application, please contact Cove Park's Programmes & Communications Producer [Alex Marrs](#) directly.

If you would like to enrol in the Open Day Seminar only, you can do so via our online [Ticket Tailor registration form](#).

Selection Process

There are seven available residency placements and priority will be granted to applicants based in Scotland. To support parity amongst applicants representing institutions of varying sizes and resource, we aim to select at least one applicant per budget level.

Residency placements may be contingent on the completion of an online meeting with Cove Park.

Deadline for applications: Monday 2 December 2024 (by 5pm GMT)

We will acknowledge receipt of your application as soon as it is received. This acknowledgement will include a link to our anonymous Equalities, Diversity & Inclusion monitoring form for completion and we would be grateful for your time with this. If you do not receive this acknowledgement, please contact Cove Park directly to confirm receipt of your application.

Personal Data

Please note, we will store applications electronically for one year. The data contained within your application will not be used for any purpose other than short-listing, running, and evaluating the programme. We will not share your details with any third parties without obtaining permission from you to do so.

We would prefer not to receive applications by post. However, if you would like to submit supplementary material, such as catalogues, with your application please post these to the address below. If you would like this material to be returned to you, please enclose a self-addressed and stamped envelope.

Creative Producers Residency
Cove Park, Peaton Hill, Cove, Argyll and Bute, Scotland, G84 0PE

For further information please contact:

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