



Application Form - Edinburgh

BEFORE COMPLETING YOUR APPLICATION PLEASE READ THE ACCOMPANYING TERMS & CONDITIONS

Name:	Fruity Metcalf
Title of Project:	The Deep Sea Diver
Date of Birth and age at time of application (you must be aged between 16-25 at the point of application):	10/12/1988
Address:	
Email:	
Mobile Phone:	
How did you find out about IdeasTap?	

Audience and
Theatre styles

1. What is your performance and why is it original and innovative? (up to 100 words)

'The Deep sea diver' will combine imaginative staging and storytelling to create a family tale using puppetry, live action and an originally composed score. The audience will be invited into the underwater world, a metal enclosure that transports us into the world of the diver. A series of underwater scenes are created, using shadows and light from head-lamps and scuba gear, the diver's story will be played out. The intimate space will draw the audience in and aim to invoke emotions surrounding the theme of loneliness. The protagonist is a small puppet who lives alone with his memories, transporting him into the past.

Theme

Staging and
audience capacity

2. What size and type of venue would you ideally like for your performance and why? (up to 50 words)

Theatrical auditorium or a Cabaret style Auditorium seating roughly 200-300 people.

3. How would you benefit from mentoring, production and marketing support? (up to 200 words)

As a young emerging company we are filled with ambition and creative ideas however, guidance would allow us to realise these ideas within fully rounded practical business models. The group formed while studying Drama and Theatre Arts at university, we all specialised in different creative fields such as



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directing, ~~playwrighting~~, community theatre and contemporary performance. This means that we can bring a wealth of creativity to the project but as a company we lack **administrative experience**. We would use the opportunity of mentorship to build up our administrative skills in creating the project.

Observation of
skill gaps

4. How many people will be involved in your project? (please list roles)

Fruity Metcalf - Director

Iain Brindi - Performer

~~Freddy Fotherington~~ - Performer and Puppet Designer

Isis Jones - Set Designer

~~Jaxon Fruilly~~ - Music Composer and Performer

Flores Jimenez - Graphic Designer for Marketing Images

Bonnie Frampton - Lighting Designer

Realistic
timeline

5. Please summarise the start and finish dates and key milestones of your project (up to 200 words)

Start: January 2010

End: September 2010

Jan:

Draft 1 from

Production pitch to a venue

March:

Confirmation of venue

Draft 2 of play

April:

Copy sent to Fringe brochure.

Route of the Pod agreed with local authorities and venues.

May:

Casting.

Marketing designed.

June:

Casting.

July:

Rehearsals commence

~~1st Marketing print drop-off in Edinburgh.~~

August:

Get-in. 7/8 August.



September:

Editing of testimonials and online premiere of promo reel on IdeasTap.

Detailed
budget
breakdown

6. Please provide a summary of your project budget

EXPENDITURE	COST	RUNNING TOTAL	NOTES
Fringe Venue	£1638.00	£1638.00	Based on Diverse Attractions Rental 08
Fringe Programme Entry	£282.90	£1920.90	Based on 08 Early Bird offer.
Fringe Programme Advert	£2,400	£4320.90	Based on 08 advert costs
500 posters and 10,000 flyers	£500	£4820.90	Based on Zed Print offer for high quality publishing
Set Construction	100	£4920.00	
Props and Puppet Construction	500	£5420.90	
Costume	100	£5520.90	
Rehearsal Space Hire	In kind	£5520.90	
Van rental	In kind	£5520.90	
Recording Studio for Score Recording	£150	£5670.90	Recording over 1 days based on renting from Shore Sounds Music at £150 a day
Set Construction Space	£500	£6170.90	Based on renting space at £30 a day
WAGES			
Director	£1,000	£7170.90	
Performer	£1,000	£8170.90	
Performer	£1,000	£9170.90	
Puppet and props Designer	£1,000	£10170.90	
Set Designer	£1,000	£11170.90	
Lighting Designer	£1,000	£12170.90	
Graphic Designer	£400	£12570.90	
Flyer Distributors	£900	£13,470.90	Based on 2 people at £8 an hour for 24 hours a week for 3



Realistic Budget. They are not relying totally on the IdeasFund award which indicates their ambition and confidence in their ability to fund raise

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			weeks
ADMINISTRATION	200	£13,670.90	
Contingency	£1,367.09	£14,837.99	10% of Budget
TOTAL BUDGET		£14,837.99	

7. Describe your approach to raising additional money from other sources (including earned income) and explain what you will do if you do not raise as much as you planned (up to 250 words)

Experience of managing a budget.

Currently we do not foresee ourselves going over budget as we stuck to a strict budget in last year's fringe, which came almost entirely from each company members own pockets. We have developed a good way of resourcing materials and spaces to use and this will help us to make the most of any amount of funding we are given. We have put aside £1,000 from tickets sales last year to begin developing this project. We would look to raise as much 'in kind' support as possible.

own investment

8. Tell us about yourself and why you are applying to the Edinburgh Award (100 words)

I am a twenty-two year old producer and director who now runs Brimble and Sons, which since being founded in 2009 has become a producer of new work working with arts organisations in the North West.

Our first show 'Forest' debuted in 2009. We would like to broaden our experience, as a new company we are always looking for ways to develop our skills, we would greatly benefit from the money to ensure we have the highest production values possible and to bring more people into the devising and creative process, alongside getting mentorship. We would be able to give 100% to the project and give ourselves the opportunity to excel in our creative ambitions.

The fund will take them beyond their achievements of last year.

9. What organisation or individual can provide a reference for you and your project? (Please give name, position, organisation and contact details)

REMEMBER:

- You must be between the ages of 16 and 25 at the time of your application



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- Your Project must be a performing arts production to be produced for the 2011 Edinburgh Fringe Festival