

**Community Stage 2021**  
***‘A showcase for local performers’***  
**Brief for applicants**

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Welcome all community performers! We hope that if you are reading this, you are interested in being part of our new Community Stage at the Great Exhibition Road Festival 2021.

**What is the Great Exhibition Road Festival?**

The Great Exhibition Road Festival is a free annual celebration of curiosity, discovery and exploration in South Kensington. The proposed dates for next year’s festival are Saturday 3 and Sunday 4 July 2021 (11.00-17.00 daily).

Join us for a Festival weekend that brings together science and the arts in a unique programme of creative workshops, talks, exhibitions and performances - all in the spirit of Queen Victoria and Prince Albert’s vision for the Great Exhibition 1851.

Since the Great Exhibition, South Kensington is where engineers, artists, educators and scientists from around the globe have reimagined the future. Their common spark? Curiosity. The Festival celebrates this spirit of innovation by bringing the arts, science and culture out onto the road we share.

The Festival was scheduled for July 2020. Sadly, it was cancelled due to Covid-19. However, a successful digital programme, Explore at Home, was launched in October 2020.



*Musical Theatre Society  
performing at the Great  
Exhibition Road Festival 2019*

# THE GREAT EXHIBITION ROAD FESTIVAL

## Introducing the Community Stage

The Community Stage will be located on Imperial College Road as one of the focal points of the Festival. In 2019, emerging talent from the local student populations entertained audiences with a huge variety of performances throughout the day – including music, dance, magic and martial arts! This year, the ambition is to engage performers from Westminster City Council, the Royal Borough of Kensington & Chelsea (RBKC) and Hammersmith & Fulham to showcase and celebrate the talent in our local communities. Performances can be in many forms; including live music, spoken word, dance, drama or roaming entertainment for the wider Festival.

To create the line-up for the Community Stage, a panel of representatives from the local creative district will review the short-list of applicants and decide together the programme for the stage.

The panel will be formed of representatives from Imperial College London, Westminster City Council, Royal Borough of Kensington and Chelsea, The Exhibition Road Cultural Group, Kensington and Chelsea Art Weekend, Royal Albert Hall and Royal College of Music.

## How do I apply?

To apply, simply complete the [application form](#) before the deadline (*midnight on Sunday 31 January*).

A strong application will have:

- A short biography of your act. You should introduce the main performer(s) and any collaborating artists such as choreographers, composers etc. You should also mention special achievements and past performances here.
- A clear ethos of the individual or group
- Clear specification on the type of performance. For example, if you are applying as part of a dance group you should specify what type of dance you do (such as street dance, jazz, ballet etc.)
- Reason(s) why you want to perform at the Festival
- Links to footage and images of your performance
- Details of any collaborations you are doing in your local community, or organisations and individuals you have worked with in the past

*Belly Dancing Society  
performing at Imperial Festival  
2018*



## Guidance for applicants

### Accessibility

We encourage performers of all backgrounds and physical abilities to apply. Please specify on the application form what your needs are and how we can support you. We want to showcase the cultural diversity of local artists across the boroughs.

Some examples of support we can provide are:

- Step-free access to stage
- Disabled toilets and changing facilities
- Accessible transport to and from the Festival
- Festival documentation translated in large print, braille or other languages
- BSL interpreter
- Sensory room

### Performers Under 18 Years Old

We welcome individuals and groups who are under 18. However, the application form must be completed by a responsible adult over 18 years old. The individual or group will need to be chaperoned by a responsible adult at the Festival.

We will ask to see a risk assessment and can provide support with this.

### Public Liability Insurance

All performers will need public liability insurance to cover the performance period.

If you are unable to provide this, please get in touch and we can discuss how we might be able to help you.



*Street Performers at the Great Exhibition Road Festival 2019*

## Frequently Asked Questions

### Is there a performance fee?

As a community festival with a limited budget, sadly there isn't a performance fee. We would like to offer an honorarium of £50 per act in recognition for your contribution to the day and to cover personal expenses. The festival will also be highly publicised through social media and covered by journalists reporting on the festival. Refreshments will also be available.

### I am waiting for a decision on my immigration status. Can I still apply?

Yes, you can. Performing at the festival would be categorised as an unpaid volunteering opportunity.

### What style of entertainment are you looking for?

All genres of entertainment are welcome. If you're a band, soloist, duo, dance troupe, poet, acrobat, theatre group, street performer or martial artist, we'd love to hear from you!

### How big is the stage?

The stage is a 5m x 10m stretch tent at ground level. The footprint of the performance space is approximately 4m x 9m (totalling 36m<sup>2</sup>)

### What equipment is provided on stage?

A PA system and basic backline will be provided. If your application is successful, the festival team will discuss your equipment requirements in more detail. If you wish to bring your own equipment, please specify in the application form.

### Are changing rooms available?

Due to Covid-19, it is unlikely that changing rooms can be provided. However, this will be confirmed nearer the date in line with government guidelines. When planning your performance, keep this in mind.

### Are there storage facilities for performers when on stage?

Due to limited space, we cannot provide a storage area for personal items. However, we can provide limited storage for things like instrument cases and props. This must be booked in advance.

### Is there a warmup area?

Like the subject of changing rooms, due to Covid-19 it is unlikely that changing rooms can be provided. However, this will be confirmed nearer the date in line with government guidelines. When planning your performance, keep this in mind. Your exact time of arrival will depend on the final programme. As a guide, expect to arrive 45 mins-1 hour before your performance slot.

### What if the festival is cancelled?

If the festival is unable to go ahead for any reason (e.g. due to the enforcement of government guidelines) we will inform you as soon as possible. In the event of cancelling, we will run a digital version of the festival and endeavour to include a performance element.



*Roaming Performers at the Great Exhibition Road Festival 2019*