

Lauderdale *House*



Concert Hire

CONCERT HIRE

Please take the time to read this information to help you become familiar with how the House runs when hiring for a concert. We have updated our concert brochure to help ensure a safe and enjoyable experience for you and your audience. Should you have any questions please contact Hannah Robertson on 020 8348 8716 or hrobertson@lauderdale.org.uk.

Lauderdale House is a Grade II* listed 16th century building set within Waterlow Park. We are an arts and education centre and the House is a very multifunctional building. It is an ideal venue for concerts. We have two attractive spaces for concert hire: the Lower Gallery & Entrance Hall on the ground floor and the Long Gallery on the first floor. There is a grand piano in each space.

In light of Covid-19, we are taking various precautions whilst the virus is still present. We understand that rules and regulations are constantly changing, so please speak to us nearer to the time of your concert to check the current government guidance.

Hire Charges: £300 (5 hour evening session)

This includes:

- Two event stewards who are responsible for:
 - managing the box office on the day
 - health and safety (more detail below)
- Rehearsal on the day from 5pm.
- Set up, management and use of our box office system.
- Use of the piano (If you wish to have it tuned there is an additional charge of £75).
- Setting up the chairs and putting them away.
- Any Performing Rights Society fees.
- Supporting you with your publicity – see publicity for more

The 5 hour session includes:

- 5pm: Rehearsal / Setup
- 7pm: Box office opens
- 7:30pm: Concert begins (includes interval)
- 9:30pm: Concert finishes
- 10:00pm: Audience have left & stewards pack away

If you require more time, please let us know and we can organise this for you at an additional charge.

The booking is secured by payment of the booking fee, which is required 2 weeks after the contract has been sent out.

Capacity

We can accommodate up to 100 audience members in both galleries, although while social distancing is still a concern we would recommend to cap the number at 70 seats to create some extra space between the seats and ensure your audience members feel comfortable.

Our current experience is that some people are still quite nervous so this provides a balance between ensuring good sales and encouraging people to feel confident enough to attend. Please discuss this with us when you confirm your booking and let us know your maximum capacity.

Box Office

We will run the box office through our ticketing system, Ticketsolve. Please be aware that the credit card and Ticketsolve processing fees cost £1.50 per ticket. This fee is payable by you, even if the concert cannot go ahead and the tickets have been sold. The money made from the ticketing sales will come into our bank account. We will then transfer the ticket sale revenue to you, minus the above fees. We can set you up with an account for our box office system so that you can monitor ticket sales. Within this system we can also arrange for a daily or weekly email to be sent to you including latest ticket sales.

Please do let us know how many tickets you would like us to put on sale for you. (see note on capacity above). If all the tickets do not sell in advance, we can sell tickets on the door, but advise you to sell in advance whenever possible to guarantee income. Seating will be unallocated.

Marketing & Publicity

In order to help you reach out to our followers and the wider community we will:

- List your event on our website.
- Include your event in any listings we send out to press.
- Include your event in our newsletter, dependent on timings.
- Support your event across our social media channels.

Website

We will require the information listed below to set you up on our box office system and add your event to our website. The sooner you can provide it the sooner we can add you to our website. **Please note: As we are a small team, we will require 5 working days to get your event up on our website.**

In order to do this we will need:

- A 300-word description of the event including name/s of the performer/s and composer/s, who is playing what, and a some information about the programme
- Start time, interval and finish time
- Ticket prices
- Links to any YouTube or Vimeo videos that you would like us to include
- An image sent as a jpeg of 72dpi resolution
 - Landscape image of 800 pixels wide x 600 pixels high
 - Portrait image of 600 pixels wide x 800 pixels high
 - File size of between 1MB and 4MB.

If you aren't sure if your images meet the above requirements please send them to us anyway and we'll check if they are suitable. Our website has been designed to a specific format which means we need to create a banner image for the event page – this can be created from one wide landscape image or 3 or 4 images put together as a collage. Our [current events listings](#) will give you a good idea of the layout.

Press & Print

We send press listings to local, national and specialist publications but cannot guarantee the publications will include you. If you are interested in chasing up editorial our Marketing Manager is always happy to advise you on drafting press releases and sharing our contacts.

You are responsible for producing, printing and putting up posters. We are happy to display one A4 laminated (portrait format) poster in the display board on Highgate Hill as you come through the gates to the House. It is not possible to display posters on the park railings.

You are also responsible for producing and distributing leaflets and we are happy to display them in the House provided they are no larger than A5. Please note that Camden Council has a virulent anti-flyposting approach, even for non-commercial activities, and you will be responsible for any fines incurred due to illegal flyering. Nevertheless, there are still plenty of public sites and accommodating shops and pubs locally so you shouldn't feel too restricted. It's well worth planning a walk around the local shops and pubs, subject to ongoing Covid guidelines.

Social Media

We are happy to help push your event across our social media channels so please do tag us in anything you post. As we are a small team, it is easier for us to share and retweet your posts rather than create our own, however we will try to post a couple of times from the Lauderdale House account if the schedule allows. If you have any rehearsal footage you'd like us to post or share let us know. Rehearsal and video content usually has the widest reach on our channels.

Facebook: <https://www.facebook.com/lauderdalehouse>

Twitter: <https://twitter.com/LauderdaleHouse>

Instagram: <https://www.instagram.com/lauderdalehouse/>

LinkedIn: <https://www.linkedin.com/company/lauderdale-house>

Please send all information and any questions to Marketing & Communications Manager, Jenny Hall, on jhall@lauderdale.org.uk

Entertainment License Rules

Our stewards will be on duty during the concert and will ensure that your set-up complies with the entertainment licensing rules. Clear routes (minimum 3'7" in width) must be maintained to fire exits and shutters and these exits must remain clear for the duration of the event. The front door must remain unlocked. Audience numbers must not exceed 100. Please be helpful if our steward asks you to move equipment, etc – s/he is not being difficult. If we have an unexpected inspection and fail it could jeopardize our license.

In the event of a fire or emergency our stewards are responsible for calling the Fire Brigade/Police and for the management of the building and will remain on the premises until the audience has left. Our stewards will be responsible for evacuating the building, and will know in advance how many tickets have been sold and how many people are attending the concert.

Hirers are responsible for the conduct of all persons at their event.

Lauderdale House Society accepts no responsibility beyond Public Liability for any persons using the House.

Performing Rights Society (PRS)

As you may know, the Performing Rights Society (PRS) is responsible for collecting fees in respect of the use of

music and arrangements which are in copyright. They charge Lauderdale House a quarterly fee dependent on what music has been played during each quarter in the building, so we need details of your programme.

You will need to send us your PRS form which lists the names of the pieces of music played together with the composers, arrangers, etc one week before your concert date.

Piano

We have 2 pianos:

- A 6-foot Steinway in the Lower Gallery/Entrance Hall (Ground floor)
- A 9-foot Erard in the Long Gallery (1st floor)

The tuning fee is £75 per piano and, where possible, tuning should be arranged at the time of the initial booking. **Should you require a tuning to be booked you will need to advise the office at least two weeks before your concert date.**

Rehearsals

Please be aware that the office closes at 6pm and in general, stewards arrive one hour prior to the concert start time. For this reason, there may be a brief period while you are rehearsing when you are unaccompanied in the House. If this is the case the office will brief you fully before closing.

Our stewards will discreetly setup around you during your rehearsal.

Stewarding

We will require **two stewards** on the night to ensure the safety of everybody attending.

We'll need one steward who will:

- Be at the front door to welcome people
- Manage the box office
- Remind ticket holders to use hand sanitiser
- Ask ticket holders to scan the Track and Trace QR code (or will take the name and contacts details otherwise)
- Remain at the front door to welcome any latecomers
- Help direct people to toilets to avoid any congestion
- Be responsible for any evacuation in case of emergency

The second steward will be responsible for:

- Managing the seating in the room and circulation around the building
- Directing people to the toilet
- The security of the house and is a point of contact in case of emergencies
- Cleaning the toilets throughout
- Any queries regarding lighting etc
- Deal with any fire alarms and contacting the emergency services if necessary

One of the event stewards will also make an announcement before the show to remind people (as is applicable at that time) :

- That they should be aware of other peoples' space and try to social distance as far as possible
- Confirm the latest rules on socialising and ask that people adhere to them
- That a mask must be worn unless when drinking

It is important for us to ensure the safety of your musicians and audience, and we can only do this by providing enough staff on the night.

Covid-19 and how we keeping you safe

Our advice and measures will change in accordance with the most recent government guidance. If the below appears to be outdated, please get in touch with our team who will help clarify. Please help us to help you.

We are:

- Keeping a record of contact details for everyone attending
- Extra regular cleaning
- One-way system
- Welcoming you with hand sanitiser
- Designating toilets for your event
- Your own entrance
- Good ventilation
- Advising performers, audience members and staff to wear masks, unless exempt or when eating/drinking
- Recommending taking a lateral flow test for everyone attending

We will email advance bookings to inform them of the measures we are taking and to let them know what to expect on the night.

Bar/Refreshments

The availability for refreshment is subject to Covid-19 regulations and is provided by our internal caterers. If you are interested in having refreshments, we will discuss this with you when your booking date is confirmed.

We do not permit you to bring in any food or drink yourself / use an external caterer.

Cancellation

As we are a registered charity and run as an arts and education centre, we rely very heavily on our rental income. We recognise that Covid-19 has created significant uncertainty around the promotion of concerts and other performances. We have therefore adapted our strict 'no refunds' policy to accommodate the exceptional circumstances.

In the event that the regulations relating to Covid-19 mean that your concert cannot go ahead we will offer you the choice of two options:

- **Postpone your date** – we will agree on a new date for your concert not more than 12 months after the date of the event which was cancelled.
- **Cancel your date and issue a refund** less a £40 cancellation fee as a contribution to the administrative management and marketing time required.

Smoking

Smoking is not permitted inside the House at any time.

The use of candles is prohibited

Owing to the age and flammability of the building, and their tendency to set off the fire alarm.

Lights

The lighting is on pre-programmed settings. Please liaise with the steward.

Lavatories

Our toilet suite is situated near to the concert hall and we have two toilets for disabled people on the ground floor.

We will designate a number of toilets for your musicians and your audience on the night, which will have been cleaned in advance.

Disability Access

As a historical building, we have some limitations but we will do everything we can to ensure the experience is as easy and comfortable as possible. We have a lift, two disabled access toilets on the ground floor and there is a disabled parking bay right outside the front of Lauderdale on Highgate Hill.

Please be aware that these are subject to Covid-19 changes.

**For further enquiries please contact our Events & Sales Manager,
Hannah Robertson, on 020 8348 8716 or hrobertson@lauderdale.org.uk**

**Alternatively, you can head to our website (www.lauderdalehouse.org.uk) and fill in
our enquiry form under the 'Hire the house' section.**

Lauderdale
House