

Cheese and Grain

Guide for new promoters

If you are new to promoting at the Cheese and Grain, or someone who is hiring the hall for the first time, you may find it useful to read through these answers to some of the frequently asked questions below:

Q: Do I need to hire in PA and lights for a concert?

A: No. The hall hire is inclusive of PA and lights, and an engineer will be provided to oversee their use. Most bands use the in-house system very effectively. Many bands have very specific requirements however, in excess of what we can provide in-house. Before booking a band or show it is important to know their technical rider/requirements. We can help source the extra equipment needed from an external company, but this has to be paid for by the hirer.

Q: Do I need to print tickets?

A: No. Our box office system prints tickets as they are purchased. Ticketweb print tickets independently for on line sales.

Q: Can I sell tickets independently or through another outlet?

A: Yes. We are happy to print tickets to be sold by promoters or bands. We waive our ticket commission of £1.00 per ticket sold if tickets are sold independently, but will charge 25 pence per ticket for printing.

Q: Can the Cheese and Grain provide refreshments for performers or guests?

A: Yes. Many bands or performers will require a rider for refreshments. Our cafe or bar can provide this for a negotiated fee. Refreshments for performers and crew can be brought in from outside, but the kitchen cannot be used other than by Balmoral Catering, the franchise holder for the Cheese and Grain cafe, so hot food requirements will probably need to be provided in-house.

For all receptions and parties, Balmoral Catering are contracted to provide food.

Q: If I book the hall, what time can I get in to set up?

A: For a concert or similar evening event, the hire fee includes set up time from 4 pm. This can be extended to an earlier time at an hourly rate of cost, but get-in time cannot clash with a market or day time event.

Q: Do I need to hire Security for my event?

A: For a private party, or market type event, usually not. For a Disco, dance, or live concert, it is essential, in accordance with our public licence. The Cheese and Grain has an exclusive contract with Taurus Security, and we will book the required number of stewards, so the hirer does not need to worry about that. Issues regarding security are non-negotiable. Two security staff are required for

each performance up to an attendance of 299. Thereafter, one additional security person is required per 100 in attendance.

Q: What time do I need to finish my event?

A: Our curfew is at 1 am. Most music events finish by 11 pm. After midnight, an additional hire fee is chargeable, and security staff are paid overtime.

Q: Can I sell band merchandise or other items?

A: For a flat rate fee of £25, we will provide a table and a space in the foyer for band merchandise. Refreshments cannot be sold by the hirer.

Q: Does the hall provide tables and chairs?

A: Yes. This is inclusive in the hire fee.

Q: Do I need to pay the hire fee in advance?

A: In the first instance, a deposit is required on confirmation and contract, which is non refundable. For a private event or trade fair where no ticket sales are required, the remainder of the hire fee should be paid in advance by negotiation. For ticketed events usually the remainder of the hall hire after the deposit, will be deducted from the box office revenue along with the Performing Rights Fee and ticket commission. The promoter is then paid the surplus by cheque usually within two weeks of the event.

Note: It is not the responsibility of the Cheese and Grain to pay the bands/ performers on the night. Cash will not be made available to promoters for this purpose. The Cheese and Grain is a publicly funded charity and operates on the lines of a concert hall, rather than a pub or club.

Q: How will I know how many tickets have sold?

A: The computerised box office records every sale. On the night of the performance, door sales are recorded manually. The promoter can have access to all records.

A full reconciliation is normally done within 3 working days of the event, detailing all costs and income from the event. The Cheese and Grain as a registered charity does not charge VAT on its services including ticket revenue.

Q: What is the PRS?

A: The Performing Right Society- the organisation which collects fees for composers. They require 3% of gross from every concert, to pay the royalties to the composers. They require us to ensure that all compositions played are listed so that monies can be returned to the authors. No concert is exempt. All bands and composers can register their music with the PRS, and in effect, will eventually receive a payment for playing their own songs. Should they choose not to register, the money simply goes into the PRS funds.

Q: What will the Cheese and Grain do to help publicise my concert?

A: The Cheese and Grain will place advertisements in a local paper and a listings guide. It will include the event in its seasonal What's On brochure which is circulated to 2000 postal subscribers and place 3000 at distribution points over a 25 mile radius of Frome. The event will also be given significant coverage on the our website: www.cheeseandgrain.co.uk

Posters are usually supplied by the band or promoter, but we will undertake to place the posters on sites in and outside the hall, and on our poster boards in Frome. We cannot undertake to distribute posters and flyers outside of the town. This is a guide only. Full and binding details are in our terms and conditions.

For further enquiries please contact Martin at office@cheeseandgrain.co.uk

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