



THE RUBBISH
SHAKESPEARE COMPANY



ROMEO AND JULIET



“Rubbish is certainly not a word that will be uttered when the audience leave the theatre.”

Families Online



“They set it up so cleverly that it really sings”

Daily Record



ABOUT THE COMPANY

Good morrow. The Rubbish Shakespeare Company (RubSC) are a children's and family-friendly theatre company, with roots in Creative Education.

RubSC was Founded by three LJMU graduates in 2007 to bring Shakespeare to all. That one need not be older, University educated and wealthy to access Shakespeare's work. Shakespeare should be for everyone, regardless of background and for those who resent it, RubSC want to show Shakespeare is not rubbish!



Founded originally as a street theatre company, after a performance in front of a delighted Primary School teacher, RubSC began their 8 years of delivering quality Creative Education. They have since adapted ten of Shakespeare's classics into their 'Rubbish' style - performed at a weeks notice - and collectively performed to tens of thousands. This has led to collaborations with both the **Royal Shakespeare Company** and **Canal & River Trust**.

In April 2016, RubSC performed at the Bard by the Beach, Morecambe - the first performance of a 'Rubbish' play open to the general public. Nerves were jangling, but after an overwhelmingly positive reception, RubSC realised performing solely for schools was selling the mission short: Shakespeare for ALL. And thus our tale begins...

ABOUT THE SHOW... RUBBISH?

Romeo and Juliet features the patented comic 'Rubbish reimagining'. It's a tale told by an idiot. Four idiots in fact. Four silly boys, who attempt to stage the most tragic love story ever told. Their journey through the piece becomes just as sweeping as the play itself. All throughout - in a maelstrom of energy - they drop in and out of character to squabble, break the fourth wall, and bring their personal tensions into the performance itself. Particularly Juliet and her Romeo. They do not get on.

At heart, the storytelling is key. Flipcharts, sausage rolls and even the audience themselves are used to tell the tale of star-crossed lovers. Wedded to this, the play features cheap, scavenged props, such as wigs and mops adds a chaotic and anarchic tone to the production. This, combined with the original text, modern contemporary language and pop culture twists makes *Rubbish Shakespeare: Romeo and Juliet* an engaging, vibrant, unique, and laugh-out-loud Shakespearean experience.

CONTEXT OF THE SHOW

Originally conceived eight years ago, as a Creative Education piece, after Morecambe RubSC realised that potential in a RubSC audiences would be interested in a national touring arm of their work.

This year, the show was put back into development with the help of **Liverpool Everyman and Playhouse** and producer **Alex Ferguson**. The aim was to adapt it for theatre spaces with an **Edinburgh Festival Fringe** audience in mind, and to engage all ages.

A series of six previews followed in the North West (June-July 2018). The reception was excellent, the show was award nominated, audience feedback was glowing, and four of the 100 seat and over venues sold-out.

Next came Edinburgh Festival Fringe (1st - 27th August 2018) at the 146 seat **Pleasance Above** (Pleasance Courtyard). This was a roaring success, especially for a debut fringe. *Rubbish Shakespeare: Romeo and Juliet* attracted 5 and 4 star reviews, excellent audience numbers, increased their national following and established a network for future shows and tour dates whilst turning a profit. Onwards!



AUDIENCE PROFILE

Demographics who follow RubSC's work and would be most interested in attending *Rubbish Shakespeare: Romeo and Juliet* are listed below. This is based on groups who attended a performance of RubSC's North-West tour, Edinburgh Fringe run, and who follow the company on social media platforms:

- ✓ Families of all ages
 - ✓ Children age 4+
 - ✓ Parents/ Guardians
 - ✓ Grandparents
- ✓ Theatre-goers
 - ✓ William Shakespeare enthusiasts
 - ✓ Slapstick comedy fans
 - ✓ Fans of comedy adaptations
- ✓ Suitable for first time and general audiences
- ✓ School groups
 - ✓ Primary age children
 - ✓ Secondary age pupils studying Shakespeare in English and Drama, particularly *Romeo and Juliet*
 - ✓ Returning custom from our nationwide school performances
- ✓ Educational Entertainment
 - ✓ Horrible Histories
 - ✓ Blackadder
 - ✓ Upstart Crow

RubSC are signed up to the **Family Arts Standards**, a pledge that our work is accessible for all ages. We have an advisory 4+ on our shows, however the work has been developed to be enjoyed by adults and teenagers alike.



MARKETING SUPPORT

To help reach as wide an audience as possible we will be able to supply you with:

- ✓ A press release
- ✓ Multi-platform social media activity/ suggestions for content (Facebook 15K reach).
- ✓ Flyers and posters
- ✓ A digital e-flyer
- ✓ Links to high-resolution images



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SHOW COPIES

LONG COPY (150 WORDS)

Enemies.
Balconies.
Kissing.
Sausage rolls!?

Shakespeare's epic tale of star-crossed lovers has been 'Rubbished!!!'

Sporting a national reputation - from Edinburgh Festival Fringe to collaborations with the Royal Shakespeare Company and national school tours - this all-male, all-silly, troupe present an hour of multi-roling, wigs, water, and floppy swords. It's Shakespeare's most anarchic tragedy yet.

Cheer as Romeo and his bearded beloved meet. Celebrate as they marry and reunite their warring families. Guffaw as all the while our four highly-strung performers squabble, bicker and strive to have the last laugh.

Rubbish Shakespeare: Romeo and Juliet is perfect, both as an introduction to Shakespeare or even the most ardent fan of the bard - from wide-eyed schoolboy to cultured Nan and everything in between. A true family show that really is Shakespeare For All.

"Rubbish is certainly not a word that will be uttered when the audience leave the theatre"

★★★★ Families Online

MEDIUM COPY (100 WORDS)

Enemies. Balconies. Kissing. Sausage rolls?!
Shakespeare's epic tale's been 'rubbished!'

Sporting a national reputation - from Edinburgh Festival Fringe, work with the RSC and national school tours - this all-male, all-silly troupe present an hour of multi-rolling, wigs, water, and floppy swords. It's Shakespeare's most anarchic tragedy yet.

Cheer as Romeo and his bearded beloved meet. Celebrate as they reunite their warring families, and guffaw as all the while our four highly-strung performers squabble, bicker and strive to have the last laugh. Ideal for the whole family.

"They set it up so cleverly it really sings"

★★★★ Daily Record



SHORT COPY (50 WORDS)

Enemies. Balconies. Kissing. Sausage rolls?!
Shakespeare's been 'rubbished!'

This all-male, all-silly troupe present a hilarious hour of multi-roling, wigs, water, and the burliest Juliet yet. It's Shakespeare's most anarchic tragedy ever. Perfect for all ages.

"They set it up so cleverly it really sings"

★★★★ Daily Record



WATCH THE SHOW: RUBSC.INFO/ROJU



BOX OFFICE INFORMATION

What's the play about? A silly and anarchic reimagining of Romeo and Juliet, played by four daft boys, that's definitely NOT rubbish.

Company and Artists? Performed by Rubbish Shakespeare Company: Lee Hithersay, Alex MacDonald, Clem Studholme and Mark Lea.

Written by William Shakespeare, Lee Hithersay and devised by Rubbish Shakespeare Company.

Produced by Alex Ferguson.

Directed by Rio Matchett

Length? 60 Minutes

Interval? No

Age Range and Guidance? 3 - 303

Ticket Information? Adult - full // Under 16 - Concessions // Babes in arms - free

Ticket deals: We would like to offer a family ticket deal (2 adults, 2 children). Group discount bookings for schools (free tickets for teachers)

Ticket reports sent to? Alex Ferguson producer@rubbishshakespearecompany.com

TECHNICAL DETAILS

Running Time: 60 Minutes with no interval.

Lighting requirements and design: Full general cover plus house-lights.

Sound: Mini Jack.

Get In: 1 Hour minimum.

Get Out: 15 minutes minimum.

Set/Props: minimal to no props and set for the production.

Company size: 4 on the road

Venue Technician: None required



The show is incredibly versatile and can be played outdoors, in traditional theatres and in most community spaces and libraries.

ADDITIONAL WORKSHOPS: EDUCATION ADD-ONS

With a practised background in Creative Education from KS1 upwards, we can offer all manner of workshops to schools in the local area of the venue. 30 students preferred, 40 students maximum.

These workshops can target the school's Shakespeare study needs, will be bespoke, and can be of varying lengths - from a one hour session up to a full day. Our workshops can also be performed in house for a range of ages.

Workshop cost to be negotiated.

✓ *We'd also like to offer a free ticket deal to teachers accompanying pupils to the production from these workshops.*

✓ *Post-show discussion and Q & A available.*

✓ *All members of the company hold up to date DBS checks.*





PRAISE FROM INDUSTRY EXPERTS



“Rubbish is certainly not a word that will be uttered when the audience leave the theatre.”

Families Online



“They set it up so cleverly that it really sings”

The Daily Record



“The troupe managed to bring a lot of humour into their performance at levels which delighted both the adults and the younger audience members”

Buxton Fringe



“If you asked my 9 year-old now to tell you the story of Romeo and Juliet I think she’d probably get it about 90% accurate, in an abridged version. With the benefit she thinks Shakespeare is fun, and entertaining.”

An Organised Mess

“Your kids will love it; so will you!”

Simon Nelson, Development Executive: BBC Writers Room. BAFTA Nominated

“100% amazing”
Lucy Porter, Comedian

Past work: *“Unique and vibrant”*
Express





AUDIENCE FEEDBACK FROM EDINBURGH FESTIVAL FRINGE

“Funny and clever interpretation, accessible to very young children, but entertained all generations, skillfully incorporating Shakespearean language with contemporary twists”

“Fantastic knockabout fun from some excellent entertainers”

“An hour of absolutely sparkling fun .. watch someone launch a sausage roll in anger, and sit back whilst Plan A all goes decidedly wrong.”

“5/5 Brilliant Brilliant Brilliant. A great hours entertainment for all ages. Highly recommended”

“It was the best show that we went to at the Fringe, and to think we nearly didn’t go! Great for kids and adults of all ages.”

“Extremely silly and energetic but a treat for kids and also for the grown ups!”

“Very funny show for all ages and the four performers are likeable, funny and this is very accessible ‘Shakespeare’.”

“The 8 year old was fascinated that all the parts were played by just the four actors and laughed all the way through. Even the 13 year old cracked a smile or two throughout and both declared it their best show”

“A wee bit of audience participation plus silliness kept the kids interested and the adults loved it too. Amazing how much Shakespearean language you can retain in an adaptation suitable for small children.”

“Very clever on so many levels but so entertaining. The most understandable Shakespeare I think I’ve ever seen and so funny. If you think you might not like Shakespeare you should try this first”



ARTISTIC TEAM

Lee Hithersay - Performer/Artistic Director (Juliet, Benvolio, Apothecary)

Lee is a professional writer, actor and comedian with 10 years' experience of adapting Shakespeare's work for all audiences. Lee has performed in ten Edinburgh Festival Fringe productions from cabaret to slapstick and sketch comedy; his work with sketch troupe *The Legion of Doom Comedy* led to an international tour of Europe and the finals of London Sketchfest, plus a sold-out Edinburgh Festival Fringe run in 2017 for *Cabaret at the End of the Universe*. He is also a director, writer and performer for *Funny Looking Kids*, a national touring children's comedy club.



Clem Studholme - Performer/ Director of Education (Romeo/ Montague)

As well as a professional actor, Clem is in charge of all educational output of RubSC, including workshops and performances. He is also a magician and entertainer for Non-Stop Kids Entertainment who provide award-winning entertainment services to Alton Towers. A Creative Education Specialist with 11 years experience, he has delivered thousands of high quality workshops and lessons to people aged 2-82.



Alex MacDonald - Performer/ Operations Director (Tybalt, Friar Lawrence, Paris, Guard)

Alex is the co-founder of RubSC and led the company from street theatre troupe to creative education company. Proficient at circus skills, Alex a puppet maker and puppeteer; graduating from the London School of Puppetry in 2012 and trained with Handspring. He has also engaged large audiences as the co-founder and director of The Kinematic, an independent cinema which runs regular pop-up Film Club screenings.



Mark Lea - Performer (Mercutio, Lord Capulet, Capulet, Balthazar)

Mark is a freelance actor and director in the Northwest and established the Liverpool Art Society two years ago, a network designed to bring multi-disciplinary arts together in Liverpool, and produces shows and exhibitions.



Rio Matchett - Associate Director

Rio has recently returned from a national tour of *Nina: A Story About Me and Nina Simone* as Resident Director. As an assistant director, she has worked with Tom Morris, Gemma Bodinetz, Nick Bagnall, Matthew Linley and Dritero Kasapi, for theatres including the Unity Theatre, Liverpool Everyman and Playhouse, Young Vic, Bristol Old Vic, and the Traverse. Rio was the 2016 Artistic Director of the Ticket to Write Festival and has also researched and published for companies including Headlong.

