



PURE DRAMA MANAGEMENT

AGENCY INFORMATION



ABOUT US

Welcome to **PURE DRAMA MANAGEMENT**. We are a Spotlight accredited agency representing both children and adults. We submit our clients for work in TV, Film, Commercials, Photography, Theatre and Voice over work. Founded by Lizzie Frances in 2021 as a casting agency for her Theatre School 'Pure Drama'

Client's work includes commercials for *Harringtons*, *Hays Travel*, *Three*, *Tommy's*, *Dettol*, *Tomi*, *Lastminute.com*, *John Lewis Christmas*, *McDonalds*, *Lloyds Bank*, *Berkely group*, *Otinova*, *AOSOM*, *Barnardo's* and *IKEA*. TV appearances in the BBC 3 Comedy '*Starstruck*' for HBO max, *The Snowman and Me*, *The Coordination game*, *Mittens and Pants* and Bafta winning TV Show *FYI*. Various feature films including *The Phoenician scheme* directed by Wes Anderson, *Lioness* directed by James Dunne, *Good Luck, have fun don't die* directed by Gore Verbinski, *The Last Screenwriter*- Spotlight Media. Short films include *Pylon* for Sixteen Films. *A Dance to Death- 8:35 films*, *Complexity*- Cape Films. Other short films include *Milk Candies*, *One night*, *Bubbles*, *Blurred*, *Sweet Love*, *I made you into a Weapon*, *I don't want to know*, *The Greenhouse next door*, *The Enforcer*, *Maude*, *Never moving Ever moving*, *An Unpaid Debt*, *Sunday Unwind* and *Darkness under the Light*. As well as Theatre productions

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including *The Snowman*, *West End*, *Beauty and the Beast- UK Tour*, *The Best Christmas Show Ever- Wimborne*, *Christmas Spectacular- The Regent Centre*, *Cinderella- The Kings Theatre*, *Water sprite- Pavilion Dance*, *Snow White and Peter Pan- Weymouth Pavilion* and *The Polar Express Swanage Railway*



THE PROCESS

Once we are sent a casting breakdown via **SPOTLIGHT**, we use a database called **TAGMIN** to check our client's availability, measurements etc and then submit the **HEADSHOT** of clients, who we think fit the bill. Generally, if the Casting director would like to see more, they request a **SELF-TAPE**. They email us audition instructions which we pass on to you and you are expected to film this at home. Sometimes with 24-48 hours' notice.

The next stage is usually an invite to meet the casting team. This tends to be in central London. If this is for a commercial or Tv job, the turnaround can be very quick. As little as 24-48 hours' notice. A family member or friend will be required to accompany the child to the Audition. We always request an after-school time slot, however in some cases this may not be possible and clients may have to leave school early to attend. Depending on roles, there could be further meetings. Expenses are sometimes covered for recalls. Shortlisted clients are then **PENCILLED**. This means they are in the running.

The next stage is **LICENSING**. All actors under the age of 16 need a license from their local council which allows them to work. We will manage this process. There is quite a lot of paper work which the council, the parent and the child's Headteacher (if required to miss school to work) have to sign. International licensing is slightly more complex, again we will help manage this process.

Once this is received, if the child is successful, they may then be **CONFIRMED**. Of course, all castings are different, some might skip the self-tape round, some may hold zoom meetings etc. **Every job is different.**

Once **CONFIRMED** a contract from the Production team will be sent to us which both Pure Drama Management and the Parent will sign. Sometimes a Non-Disclosure Agreement (NDA) will be sent if the project is top secret. Clients are then expected to attend wardrobe fittings and rehearsals.

These will be Paid. Depending on the contract, travel expenses, chaperones fees, per diems and accommodation may also be provided by the Production team.

Once on set clients and their chaperones are expected to behave in an appropriate manner and to work professionally. It is great fun and exhilarating but also can be hard work as some filming schedules can be quite long. Legally, children under the age of 9 can only work for 3 hours and be on set for a maximum of 8 hours. Children aged 9-16 can work for 5 hours and can be on set for up to 9.5 hours. Clients over the age of 16 can work the same hours as adults.

If a child is on set for more than 5 consecutive days then arrangements will have to be made regarding your child's education. Whether this is an on-set tutor or work sent from school etc.

AGREEMENT PERIOD

The agreement period will usually last for a year and will be stated in your contract. All representation is reviewed on an annual basis.

TYPE OF ENGAGEMENT

We offer Sole Agency Representation meaning the Client cannot be represented by another agency during the agreement period, unless an extras agency or a stills only non-sole agency. Pure Drama Management will submit the client for:

1. TV and Film work
2. Professional Theatre work
3. Commercials & Advertisement Opportunities
4. Voiceovers
5. Local unpaid performance opportunities

BOOK FEE

An annual fee of £55 is to be paid to Pure Drama Management. This covers administration costs and the costs for inclusion on our website. During the first 30 days of signing the contract, clients have the option to cancel or withdraw from the contract without a penalty (or making a payment). The book fee will be requested 30 days from the commencement of the contract.

SPOTLIGHT FEE

All Clients need to be registered with Spotlight. There is an annual fee of £121.20 which is paid direct to Spotlight. This can be paid in instalments or by monthly direct debit. Bursaries are also available.

COMMISSION

Pure Drama Management will take the following Commission of all work earned by the client: -

- Theatre & Events - 20%
- Television & Film - 20%
- Commercials - 25%
- Photographic/Print - 25%

The commission is taken from the Client's daily rate, usage fees and royalties (if applicable). We do not take commission on recall fees, chaperone fees or any expenses.

HEADSHOTS

Clients are required to have a professional headshot for us to use on our casting database. We arrange a yearly photography session, usually in February, in Bournemouth for clients to attend with our professional photographer as a cost-effective option for clients. There will be an additional cost for this service. For our clients based outside of Bournemouth, you are welcome to attend this session or source your own professional photographer. Likewise, if you are local to us and unavailable for the date or would prefer a different photographer to take your headshot, you are more than welcome to go elsewhere. We are happy to recommend or advise here.

Clients will be expected to update their head shot every 12 months or when any major change of image occurs such as a drastic haircut.

COMMUNICATION

Communication plays a vital role in the relationship between a client and agent. The casting world moves at fast pace, so it is very important that you check emails regularly and respond to any requests. We also ask that you update your availability and your child's measurements on the [TAGMIN](#) database regularly and your measurements, training, credits and skills on your [SPOTLIGHT](#) profiles. Industry professionals expect a speedy response from an agent, So, it really is a team effort.

Communication between you and your Child's Headteacher is also very important as any jobs that are filmed during school time will need the Headteachers written permission. Often at short notice.

LONDON BASE

Some of the jobs that come in require a London Base. There are various reasons for this. A job may be filmed in London and Accommodation isn't included in the offer. The filming takes place in London and the car will collect the actors within the M25 to take to Location. The Actor may be required to be on set early in the morning etc. A London Base could be your own property or a friends/ family members property etc. If you have a base in London, please let us know we can submit you for appropriate jobs. Please don't worry if you don't have a base in London there are still other opportunities

WORKING ABROAD

A large percentage of the jobs that come in for TV, Film and Commercials are filmed abroad. A valid passport for both the Client and their parent chaperone is required.

CHAPERONING

Parents will need to chaperone the Client to certain jobs if their child is under 16. If the job is for a long period of time, then professional Chaperones will be provided, however, if it is a shorter contract then parents are expected to accompany their children, often at short notice.

EXPECTATIONS

Whilst we certainly can't cannot guarantee your child will be in Hollywood or in fact be asked to self-tape. We can guarantee that we will put your child up for every suitable opportunity. We are very proactive and we will push for your child to be seen. Whether this for a huge film or a local panto. Some months they may have a couple of Self tapes and a London recall, some they might have nothing. All the time though, we are busy submitting them for various jobs and keeping ahead of the game. The casting process is exciting and exhilarating but at times it can also be disheartening. It's a tough industry. Quite often children are auditioning for roles within families or younger versions of lead actors. The final decision often goes to the child who simply looks most like the lead actor.

We remind our client's this regularly and encourage them to just celebrate being chosen to Self tape. Anything else. Well, that's a brilliant bonus!



Teddy in the John Lewis Christmas Commercial



SELF TAPE AUDITION INFORMATION

(Aged 4-7)

All tapes should be filmed on a phone, landscape, with a clear plain background and naturally lit via a window behind the camera. Please ensure there is no furniture, radiators or clutter in shot that could be distract from the performance. Please ensure that the camera is held still, ideally on a stand and there is no background noise. Please send us the following;

- 1. PHOTOGRAPHS:** Please send us two current photographs. Taken on your phone is absolutely fine. One full length and one head and shoulders only. Please wear a plain top (No logos or hoodies), have neat and tidy hair and stand in front of a plain neutral background. Please do not use any filters. Teens- Please do not wear any make up. If successful, this shot will be used as your holding photo until your professional headshot is taken.
- 2. IDENT:** Filmed introduction. **Please look directly into camera** and confidently state your name and age. Please show us your favourite toy and tell us why you like the toy.
- 3. COMMERCIAL SELF TAPE:** Please film the following scenario. Please imagine you are reading a book, a monster then comes into the room, you are scared. After a while, you look at the monster and realise he is a friendly monster. Slowly, you smile and show him your book. Please use a prop book. No dialogue is needed for this just natural and subtle reactions. **Please do not look into the camera.**
- 4. SKILLS:** If your child has any additional skills, please film them performing these. For example, a short song, a short section of dance or gymnastics (If your child takes formal graded dance or gymnastics classes) If they possess any other skills that are tricky to demonstrate on screen for example sailing or swimming, please talk about these and state any relevant qualifications



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Please label your photographs with the following; **Name- Headshot** and **Name- Full Length**. Please can you stitch all the videos together into **one** video (This can be done via apps such as Video Leap. Please do not use IMOVIE as these are not compatible with all software) and label the file with your **Child's name**. Please then upload the **two** photographs and **one** tape to <https://www.dropbox.com/request/9M42ueVjTWjbl0xgxPB8>

These tape requests are based on similar self-tapes that we receive for professional castings. So, it is vital that everything is done correctly at this stage. Therefore, if tapes are **not** labelled correctly or are **not** in the correct format we cannot consider your child for representation.

We are very excited to watch your tapes. We will let you know if your child has been successful within two weeks of submitting. I'm afraid we can't offer feedback on all submissions.



Dotty in 'Starstruck for BBC3



SELF TAPE AUDITION INFORMATION

(Aged 8-17)

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PHOTOGRAPHS: Please send us two current photographs. Taken on your phone is absolutely fine. One full length and one head and shoulders only. Please wear a plain top (No logos or hoodies), have neat and tidy hair and stand in front of a plain neutral background. Please do not use any filters. Teens- Please do not wear any make up. If successful, this shot will be used as your holding photo until your professional headshot is taken.

- 1. IDENT:** Filmed introduction. **Please look directly into camera** and confidently state your name, age, height and location. Please keep this friendly and informal. Then please tell us a little about yourself, why you love to perform and talk about any relevant experience.
- 2. COMMERCIAL SELF TAPE:** Please film the following scenario. Please imagine you are reading a book, a monster then comes into the room, you are scared, you return to reading your book whilst you calm yourself down and think what to do in this situation. After a while, you look at the monster and realise he is a friendly monster and just misunderstood. Slowly, you look at him, slowly smile and show him your book. Please use a prop book. No dialogue is needed for this but natural and subtle reactions. **Please do not look into the camera.**
- 3. SCRIPTED SELF TAPE:** Please learn **one** of the duologues included in this pack. Please look **slightly** off camera for this delivery. Please have an adult read in the other lines. Please keep your delivery very natural and really stay in character and listen and react naturally to the lines being spoken to you. *Adults, please keep your voices quieter than the performer and try not to 'act' too much.*
- 4. SKILLS:** If your child has any additional skills, please film them performing these. For example, a short song, a short section of dance or gymnastics (If your child takes formal graded dance or gymnastics classes) If they possess any other skills that are tricky to demonstrate on screen for example sailing or swimming, please talk about these and state any relevant qualifications.



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Tivvy on set for 'The Greenhouse next door'



AUDITION SCRIPTS FOR AGED 8-11

HORRID HENRY AND THE SECRET CLUB

Please learn the role of **MARGARET**. Please do not reference the film.

SUSAN: Can I have a biscuit?

MARGARET: Have two. Then we'll get down to business. Have you brought your spy report?

SUSAN: Yes

MARGARET: Read it aloud.

SUSAN: *(Reading)* I watched the enemy's house for two hours yesterday morning

MARGARET: *(Interrupting)* Which morning?

SUSAN: Saturday morning. A Lady with grey hair and a beret walked past.

MARGARET: What colour was the beret?

SUSAN: I don't know

MARGARET: Call yourself a spy and you don't know what colour the beret was?...It's Henry. Quick! Hide!



AUDITION SCRIPTS FOR AGED 12-17

HIS DARK MATERIALS

Please learn the role of **WILL**. Please do not reference the TV series.

WILL: Let's go in here, where it's not too busy.

LYRA: Will! It's the Botanic Gardens. We've got one in my Oxford too, just the same.

WILL: Sit down. How did you know about me?

LYRA: I asked this. *(She produces the alethiometer)* It's an alethiometer. I ask whatever I want to know and it tells me.

WILL: You're spying on me!

LYRA: I wasn't! Well, not much. So, what are you looking for?

WILL: I'm looking for my father. He went to the Arctic on an expedition when I was still a baby, and he vanished. His name was John. John Parry. A soldier. And when I got older, these men started hanging about the house. My mum said they were spooks...like... secret-service people.

LYRA: What did they want?

WILL: This *(He shows her a green leather writing case)* It's got my father's letter inside, that he wrote from the Arctic. This is the last letter he wrote.

PURE DRAMA MANAGEMENT



Frequently Asked Questions

My husband and I work full time, but my child's Grandparents live locally. If my child books a job could the Grandparent chaperone them?

Grandparents can accompany children to auditions but it has to be a legal guardian/parent who chaperones them on set. Professional chaperones are only provided on longer contracts.

My Daughter is a brilliant singer and lots of people say she could play Matilda in the west end. Do you put children up for West End auditions?

West End contracts require a London base within 1 hour door to door to the Theatre. If you live within this distance and have the skills required then we will submit you. Unfortunately, if you do not live within the distance you will not be seen. Children are expected to attend school in the morning or afternoons before shows. If the contract is shorter (less than 3 months) you have a London base and are prepared to pay for an on set tutor then your child's council may support this. Legally children need 15 hours of schooling a week. On average West End contracts are between 6-9 months long.

I would like my Son to be on the agency, but we could only do auditions at the weekend. Would this work?

Unfortunately not, no. We never know when auditions will come in. They often come in with very little notice. If you don't have the flexibility required then the agency isn't for you.

How much do child actors get paid?

How long is a price of string? As a guide, Commercials tend to pay very well, as, as well as a daily rate, actors are also given a buy out fee. This could be anything between £100 to £100,000. Film tend to give you a package deal. TV tends to pay equity rates, around £60 a day, Theatre pays anywhere between £30-£100 a day. Sometimes accommodation and travel is provided but not always. If you are chaperoning your child then you will also be paid. Some jobs are unpaid, however these types of jobs provide invaluable experience. Film is a very different genre to Theatre and there is a certain etiquette to learn, so we encourage and support our clients to take up every opportunity, paid or otherwise.

How do I give my child the best chance on the agency?

This is a great question. The best thing is to be really open minded, patient and be as flexible as you can. A lot of commercials film abroad so having passports, for both parent and child actor will open up more potential opportunities. If you can, be willing to drop/ change plans last minute. My son is quite busy on the agency and we have had to change plans very last minute, including leaving holiday earlier or arriving later than planned as filming dates have clashed. I would really recommend being open to unpaid shoots such as student films. These are a great learning experience plus you get footage for a Showreel which looks great on your Spotlight CV. I'd also suggest treating every audition/ self tape as if it's the last one you'll ever get. Working with your child can be stressful at times, so make time, stay calm and patient and never rush a tape. If they are not feeling it then step away and try again later. If it's a tight deadline then set the alarm early to film before school. Read all self tape instructions twice and then once more. Practise filming and editing tapes so when they come in, you are confident and ready. Find places in your home that are suitable to film in. Plain wall, with ideally a window in front. Tapes in natural light are favoured over ring lights. If your child has learnt all her lines, worked really hard and performed beautifully, however you send the tape in portrait, with poor light, then we will ask you to redo. Which isn't fair on your child so please read all instructions carefully. Update your SPOTLIGHT and TAGMIN profiles regularly. If your Spotlight doesn't have any skills or training on it you are putting your child at a huge disadvantage as their profiles simply don't look as good as others. Update your TAGMIN with your availability regularly. Any birthday party, dance show, holiday booked then put them on TAGMIN. The worst thing for us is when we secure you an audition and you then tell us you can't do it as you're on holiday, which wasn't put on TAGMIN. We will put your child up for work all year round if your TAGMIN calendar is free of dates. So please, please update your profiles. Finally- stay positive and trust the process. Try not to compare your child to others. If a child seems to be getting more than work, this could simply be down to eye colour, height, a certain skill etc. So try to just focus on your child.