



A story of life, death and friendship

EDINBURGH FRINGE 2025

PRODUCTION PROPOSAL FOR VENUES

for the attention of
Venue Management

performance dates:
Friday 15th to Monday 25th August 2025



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BRIXTON MONDAYS: THE SYNOPSIS

Brixton Mondays is the story of the self-proclaimed longest running 5-a-side football team in Britain. A remarkable twenty seven years kicking off in 1985, the era of Live Aid and Ronald Reagan, and ending (amid the onset of ageing limbs and receding hairlines) in the year of the London Olympics and The Queen's Diamond Jubilee, 2012.

The story revolves around the reunion, some years later, of four of the surviving players in the same south London Curry House where they traditionally met every week to relive their victories and embarrassments.

With the initial polite smalltalk swiftly set aside, it is open season for past rivalries, and previously unspoken grudges, to emerge even before the poppadoms are served.

But why is the fifth member of the team unavailable, and who is the young man lurking by the service counter? All will be revealed as the story unfolds, the lads relive their glory days while confronting issues of friendship, life and old age, and the main course of revelations are delivered.

A huge hit with London audiences, over three successful, sold out runs at three different venues, Brixton Mondays is poignant, hilarious, heartfelt and thought provoking in equal measure.

It's not about football. It's about life, death and friendship.

SUPPORTING MIND

The story is not fixated on men's mental health issues (and not in the slightest bit preachy) but a lot of the drama and comedy stems from the fact that men don't really talk to each other openly and honestly ...until they absolutely have to! Which is why a proportion of our ticket sales income (not just a percentage of profit) will be donated to Mind.



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BRIXTON MONDAYS: PROMOTIONAL VIDEO

REMEMBER 1985?

The QR link below takes you to our YouTube channel and the version of the promotional video we produced for Brixton Mondays when it was performed at Greenwich Theatre as part of the SLP show 'In Gloria's Bathtubs'. This video will be updated for the Edinburgh Festival once we have confirmed the venue.



TO VIEW THE VIDEO SCAN THE QR CODE



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BRIXTON MONDAYS: PREVIOUS PRODUCTIONS

Previous productions by Writer/Director

Johnnie Sinnott: BAKING HOT

It's the middle of the long summer heatwave of 1976 with temperatures above 90 for 30 consecutive days. A Pie Factory in the Midlands. Workers sweating over a production line and a hot oven. A shy lad has a holiday job before going to University. The air thick with flour. The workers call it "The Dust". It's conflict at every turn. Workers v Bosses. Trade Unions and the 3-day week. A time of soaring inflation. Pilfering and fiddles are rife. Confrontation is in the air. A threat of strikes and the threat of unemployment.

SCAN THE QR CODE BELOW TO VIEW THE PROMOTIONAL VIDEO



Most recent production by Producer **Nick Miller**

The SLP Theatre Company, based at London's off-West End Greenwich Theatre, perform a number of shows each year, comprising between 8 and 10 brand new comedy and drama plays in every performance. All shows, written, directed and performed by the cast, are sold out prior to the first date. The most recent production IMPROPAGANDA included a unique (and hilarious) experiment combining audience participation, improvisation and ChatGPT



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BRIXTON MONDAYS: CREATIVES

The cast and creative team have been with this production since it's inception and first run at The London Theatre (not quite as grand as it sounds!), the highly regarded White Bear Theatre in Kennington and off-West End at Greenwich Theatre.



Written and directed by Johnnie Sinnott

Johnnie has performed on various stages in plays and sketch shows as well as performing stand-up. He studied drama and writing at Morley College and City Lit. This is his second play following the sold-out success of Baking Hot at the White Bear Theatre in Kennington, London in 2021. And yes, he was part of the longest running five a-side team in Britain.



Producer, and design, publicity, videos etc Nick Miller

Currently Creative Director and Producer of the SLP Theatre Company based at Greenwich Theatre for whom he also writes, directs and performs. Nick's varied career has taken in stints as a presenter at Talk Radio, LBC and breakfast host at Jazz FM, comedy writer and comedy club host. His marketing and design business is responsible for all our promotions.



Set, costume and sound design Sara Williams

Sara worked with Johnnie Sinnott on his previous play Baking Hot at the White Bear Theatre, including dialogue coaching for Midlands accents – not required in this production! She also performs as an opera singer and in recital. Most recently appeared as Fortuna in L'Incoronazione di Poppea (opera scenes) and the Mayor's Wife in Jenufa (Midsummer Opera).



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BRIXTON MONDAYS: CREATIVES



Production assistant
Bernie Sinnott



Cast videos and photography
Alicia Clarke



Public relations **Percy & Warren**
See page 16



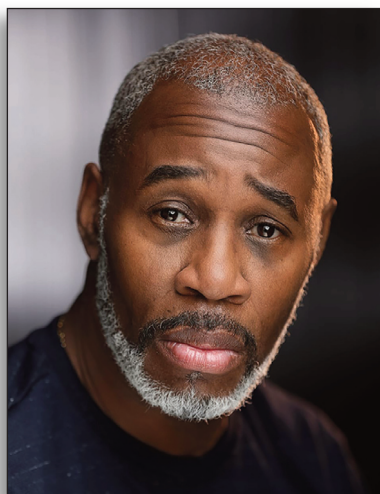
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BRIXTON MONDAYS: CAST



James McKendrick as Jimmy

James has performed at the Edinburgh, Prague and Brighton Festivals and at Riverside Studios and The Lyric. He recently appeared in The Proclaimers musical *Sunshine on Leith*. Directing work includes *Death and the Maiden*, *Trainspotting*, *Kafka's Dick* and the critically acclaimed *Work Makes You Free* at The Vaults and Brighton festivals.



Richard Bobb-Semple as DJ

Richard is an experienced actor both on stage and screen. Last year was particularly busy, having performed at The Contact Theatre, Manchester and The Fairfield Halls, Croydon in productions marking the 75th Anniversary of *The Windrush Generation*, as well as more work in front of camera.



Jez Frampton as Mad Al

Jez has appeared in, or directed, over 30 shows over the past decade, as a founder member of Leap Productions, recipients of many awards in the Bromley and Kent festivals, including *BU21*, *Terrorism* and *Pornography*. Most recently featured in *Entertaining Angels* for BADA and directed *Old Boilers* for Theatre62. During his working life he made countless TV news contributions around the world for the BBC, CNN, CNBC etc.



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BRIXTON MONDAYS: CAST



Nick Rutherford as Roger

The Famous Brixton Mondays was Nick's third appearance at the White Bear Theatre having played Les in Johnnie Sinnott's previous play *Baking Hot* in 2021, and before that he was in Clive Moffatt's *Nostalgia* in 2019. He has also performed at the Network Theatre in Waterloo, the London Theatre in New Cross and with the Imperial Players in Chiselhurst.



Ed Sinnott as Eddie

Ed also starred Johnnie Sinnott's first play *Baking Hot* at The White Bear Theatre in 2021. He has a degree in Musical Theatre from Goldsmiths where he performed in a production of *Picnic at Hanging Rock*. He performed in a musical called *Seedless Lovers' Plum* at the Tristan Bates Theatre and most recently in a production of *Murder in Play* at Theatre 62.



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BRIXTON MONDAYS: PROMOTIONAL CAMPAIGN

LEAFLETS

Naturally, the staple diet of Fringe promotion, we will be producing 50,000 A5 sized, double-sided flyers (more if required) similar in design to the poster below. The leaflets will, of course, feature the venue name and number, dates, times, ticket prices and booking links including a QR code.

As a producer who happens to have a design, print, marketing and web business, I am able to utilise all these facilities to best advantage.

POSTERS

We will produce posters in A4 and A3 size as required by venues. If required we can also print up to A0 size should street advertising be required/available.



POSTCARDS

We will also be producing a run of A6-sized postcards designed to hand out at our on-street promotional events, details of which can be found on page 14.



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BRIXTON MONDAYS: PROMOTIONAL CAMPAIGN

WEBSITE

Our stand-alone website brixtonmondays.co.uk to promote the show will officially be launched once we have secured our venue. The site will feature booking links (to the EdFringe website), ticket prices, cast and crew information, timings, venue details (including location map and venue number), and provide details of the times and locations of our promotional events and 'street interviews' (see page 14).

The website will also have extensive SEO preparation in order to ensure that search engines can easily find us.



SOCIAL MEDIA

This will, of course, be a key target for promotion, and we have set up accounts on FACEBOOK, INSTAGRAM, TIKTOK, BLUESKY, X and YOUTUBE. The latter will be key as it will feature a number of promotional videos such as the one you can see linked via the QR code on page 14.

POP-UP PROMOTIONS: INTERVIEW BACKDROP AND PENALTY KICK COMPETITION

These promotions, which are to include these two examples, more of which can be seen on page 14, will be set up around the City (hopefully including the Royal Mile).

VIDEO

The link on page 14 is an example of the promotional videos we will be setting up on our YouTube channel to promote the shows on our Website and on all social media channels.



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BRIXTON MONDAYS: PROMOTIONAL CAMPAIGN

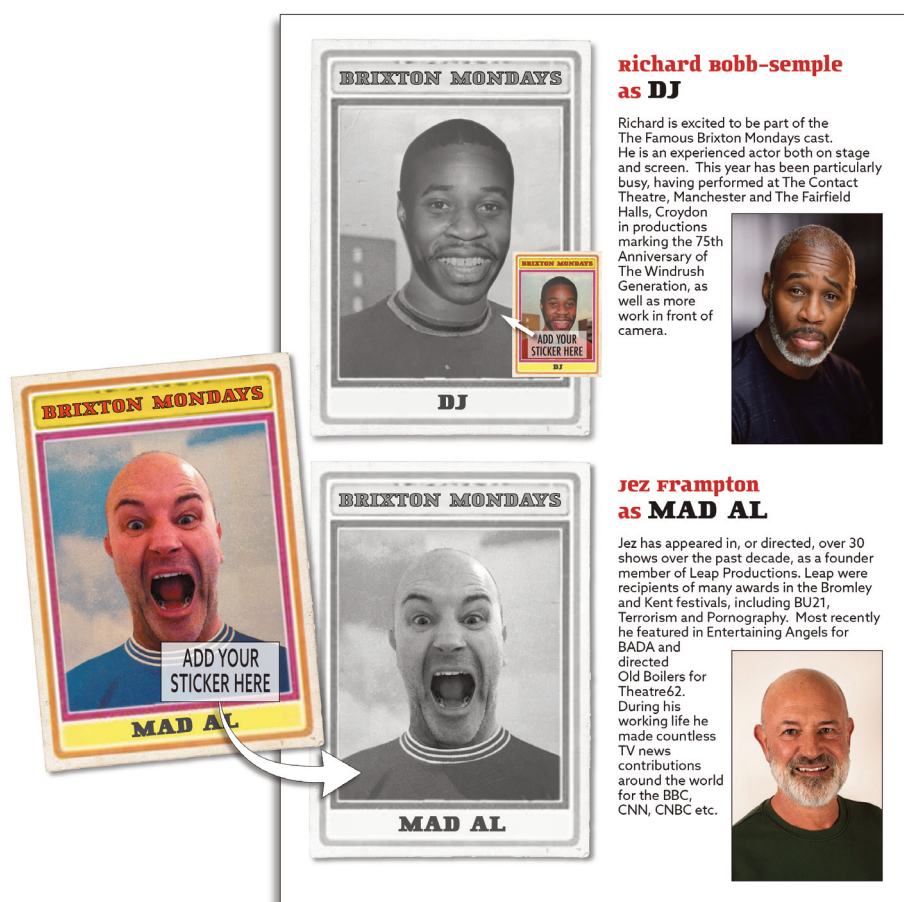
PROGRAMMES

Bucking the trend, in that virtually no other shows provide this, we will be producing a short-form version of the programme produced for our London runs, and offering them at no extra cost to all audience members.

The sticker album gimmick (deliberately mimicking Panini sticker album - see below) has proved to be very successful in the promotion of previous runs, and we believe that this can be a unique asset at the Fringe. The idea is to encourage potential audience members to bring the sticker to the show and to stick it in the appropriate place in the programme. There will be a prize on offer to the holder of one programme in each performance.

In our previous London runs, this has proved to be a great way of encouraging word-of-mouth, as we ask audiences to pass on the programme to their friends when we take the curtain call.

Given the facilities available to us in term of design and print, the cost to produce these programmes will account for a very small percentage of our budget.



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BRIXTON MONDAYS: PROMOTIONAL CAMPAIGN

LOCAL RADIO AND TV

Our PR partners, Percy & Warren (see page 16) are in the process of contacting all the local and regional TV and radio stations (including STV, digital and internet radio stations and even hospital radio) to offer them interviews with the cast or with myself and the writer/director Johnnie Sinnott. Media companies are always looking for content. STV local news and the BBC are always supportive when it comes to covering fringe preview shows.

MARKETING: THE FRINGE BROCHURE

We will, of course, promote our show in the listings in the Fringe brochure and website etc.

MARKETING: IN VENUE

We aim to provide the venue with whom we will be associated, with as much marketing literature (in particular leaflets and posters) and support as is required.

MARKETING: MERCHANDISE

As well as handing out leaflets at our promotional events, we will also be offering merchandise such as separate stickers of each of the cast (see notes on the programme on page 11) and ask potential audience members to keep them safe and to stick them in the free programme at the show. At each of the shows, one programme will have the equivalent of a 'Golden Ticket' in the form of a free gift such as a T-shirt or signed football.



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BRIXTON MONDAYS: COMMUNITY SUPPORT

FOOTBALL LINKS

With the new season kicking off in August, timing is fortuitous and we have contacted the PR departments at Hibernian and Hearts about the potential of setting up joint promotions and offered them free tickets to come along to one of our performances.

Both clubs also have radio stations, and we have offered them interviews with the cast or with myself and the writer/director Johnnie Sinnott.

Access to their social media channels may also provide an excellent springboard for us. Hearts boast that their social media channels have over 275,000 followers.

Each club is keen to continue developing their community links, and each has a charitable organisation (the Hibernian Community Foundation and the Big Hearts Community Trust) and have offered them VIP ticket packages (which we will pay for - not comps) for them to offer key staff or competition winners.



SUPPORTING MIND

The story is not fixated on men's mental health issues (and not in the slightest bit preachy) but a lot of the drama and comedy stems from the fact that men don't really talk to each other openly and honestly ...until they absolutely have to! Which is why a proportion of our ticket sales income (not just a percentage of profit) will be donated to Mind.



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BRIXTON MONDAYS: PROMOTIONAL EVENTS

In order to create a more unique way of drawing attention to our show we will be setting up two pop-up events as a device to encourage passers-by to find out more about the production.

INTERVIEW BACKDROP

For the two most recent runs of the show we produced a full-sized spoof football interview backdrop (as below). We sited this in the foyer of the venues and used it for the cast to pose for publicity photos and for audience members to pose for selfies with the cast.



TO VIEW THE VIDEO SCAN THE QR CODE

The backdrop will be set-up at various locations around the city during the run. One of the cast or crew will dress up as an archetypal football interviewer, wearing the classic John Motson-style sheepskin coat and holding an old-fashioned microphone. We will invite passers-by to pose for a selfie with cast members and offer them flyers and merchandise.

Continued over...



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BRIXTON MONDAYS: PROMOTIONAL EVENTS

PENALTY KICK COMPETITION

We will also be setting up a temporary goal and organising penalty kick competitions at various locations around the city during the run.

I am researching locations in advance to ensure that we are only in spaces where we are allowed to do this. The balls we use will be lightweight and therefore unlikely to cause any damage to surrounding properties (for example cups and glasses on café tables).



We have used this promotional device before and it has proved to be a great way to encourage passers-by/potential audience members to find out more about the show. You can only collect so many flyers from promoters without cursing the leafleters, so such a gimmick comes as a pleasant change.

MERCHANDISE



The merchandise will include single stickers of the cast members as featured on the posters and flyers. The idea is to encourage potential audience members to bring the sticker to the show and to stick it in the appropriate place in the programme.

One programme in every show will have a space that says Golden Sticker, and if the audience member happens to have the appropriate sticker they will win a Brixton Mondays T shirt or football signed by the cast.



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BRIXTON MONDAYS: PUBLIC RELATIONS

We have engaged Percy & Warren, a West End-based public relations agency to help us promote the show.



Percy & Warren define themselves as a global creative communications agency specialising in PR, media strategy, personal publicity and social media for film, TV, entertainment and culture.

Their clients include all the major UK TV channels plus an impressive list of international film and TV production companies.

Their brief is gain us press, radio and TV media coverage prior to, and during, our run at the Festival.



percywarren.com



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