



The London Literary Pub Crawl.

Commission-only sales position. Details...

What is the London Literary Pub Crawl?

The London Literary Pub Crawl (LLPC) is the acclaimed promenade theatre performance tour aimed at tourists and locals. It was conceived, written, directed and produced by Nick Hennegan, Artistic Director of the award-winning, not-for-profit registered charity, The Maverick Theatre Company. He wanted to do something to celebrate the literary history of London and continue Maverick's work attracting new audiences to the arts. It uses actors to portray writers and some dramatic events from their lives that happened at the various pubs on the tour.

There were a few monthly outings in 2012 and 2013. The tour went weekly in 2014 and 'AnyTime Any Day' tours were introduced for groups in 2015.

Please see www.LondonLiteraryPubCrawl.com for more details. This is the letter sent to those individuals successfully booked on the tour.

"Thanks for your booking. You are booked on the tour. Rather than post tickets, please bring your Amazon Voucher or your emailed ticket with you.

We meet at The Wheatsheaf Pub, 25 Rathbone Place, Fitzrovia, London, W1T 1JB. The nearest tube station is Tottenham Court Road or Goodge Street, but it's pretty central, just north of Oxford Street. Get a drink from the bar, then come upstairs.

We're there for about 30 minutes, then head off around the dozen or so pubs and clubs of the tour. It takes about two and a half to three hours and we end up about a mile away, in Soho, next to The Palace Theatre in Shaftesbury Avenue.

We look at places frequented by many of the great 19th and 20th century poets and writers, including Dickens, Brendan Behan, Dylan Thomas, Anthony Burgess, George Orwell and Virginia Woolf et al, and a few earlier writers such as Samuel Johnson and William Blake. We see where Dylan Thomas met his wife and look at other incidents that inspired some great works. We later include places visited and used by some more modern artists and writers; Paul McCartney: Damien Hurst and Julian Fellows, etc. There are readings along the way. The tour is run by writers and artists so sometimes varies but it will give you a unique insight into an area of London that changed the world creatively.

We don't go into all the pubs because they are busy and we'd get very twisted drinking in all of them (!) but there is plenty of opportunity for breaks. If you have any special needs, please let me know. I thought we might add you to our occasional mailing list too if that's okay. It's not very frequent and you can come off at any time.

Thanks again for the booking.

Cheers,"

We established a Limited Company, Literary London Ltd. and Nick won a Society of London Theatre 'Stage One' award in 2015 for the show.

Whats the job?

Although moving to a more commercial footing with the tour, the management of the London Literary Pub Crawl are still basically all writers and artists. The big advantage to this is that the product is highly creative and professional and has already been tested in the marketplace to wide acclaim. We scored highly on Trip Advisor and The Guardian gave us a great review. So now we need someone with commercial sales and marketing experience to join the team and turn a creative hit into a commercial hit.

To date we have used mainly Amazon Local Daily Deals for London-based retail sales. However at the end of 2015 Amazon ceased their local deals business in the UK. We need to replace that income.

Who are the potential customers?

The LLPC is a fairly niche travel product, yet as is often shown, there is still a great demand and interest in the works of our writers. They are names know the world over - Charles Dickens, Dylan Thomas, Virginal Woolf, George Orwell, etc.

Most of our customers, due to Amazon Local, have been from within the M25, but our earlier, pre Amazon customers were from overseas. Although called a pub crawl, the show is really about the literature and the artists rather than the booze and often we brand it The London Literary Tavern Tour. There are around 80 million tourists a year come to London and 90% of those state they come for London's heritage and culture.

There are also book clubs, U3A, WI and numerous other groups who have shown an interest. We have a regular deal for fresher from one London university - they approached us - so there may be potential there.

What marketing and sales have you done so far?

Not a lot! Amazon local and some social media. The travel industry has not been touched and is wide open!

Person Specification

You need to be keen to sell an artistic literary product and appreciate our culture, but you will also need to be a star salesperson! You really will need some experience of the travel trade as we have no idea about it! And the way you (and we) will make some money is to sell in bulk to inbound operators and other leisure industry companies. Probably! You'll know better than us! We are about to introduce Chinese, German and French language tours and a new tour to celebrate the 400th anniversary of Shakespeare's death. You'll have to sign a NDA - just prudence - and it would be good if you could come on the tour, but apart from that, we have no preconceived notions.

We are looking to start daily tours - at the moment we are out every Saturday. We would expect you to be confident of selling at least 20 tickets - 1 tour per week - to either UK groups, individuals or travel companies - or all of them. We've also had some success with company away-days and outings.

Payment

Tickets range from £18 each for a group of 8 or more to £24 for individual tickets. Groups are limited to 20, but we can run as many tours as you can sell tickets - every 30 mins from 11am - 9pm seven days a week. We are a premium product because we are more of a promenade theatre performance than a traditional tour. Our perceived competition is the West End Theatre rather than usual walking tours. There is an unadvertised student ticket price of £10. We can also do a 'student special' using coffee shops and those pubs able to cater for under 18 year olds. All booking is online and we do not encourage or indeed allow people to turn up and pay cash on the day, again reinforcing our premium status and enabling us to track sales sources.

Understanding the lack of commitment needed from both parties for a commission only sales role we want to try and make the opportunity as attractive as possible. Therefore we will commit to pay 20% of ALL ticket sales generated by the salesperson for the first three months of the engagement. Furthermore, commission on sales will be paid WEEKLY, every week, on receipt of income, though our booking portal.

We would expect you to be confident of selling at least 20 tickets - 1 tour per week - within a month of commencement.

As an illustration if you sell one tour of 20 tickets per week at £24 per ticket, you will earn 20% of each ticket giving you £96 per week, paid as soon as the parties book, which is £4,992 pa.

We intend to be running one tour every day, six days per week by May. You would drive this and be earning £29,952 on a £24 ticket price. If we have three tours running as outlined below, you would be earning £89,856 pa

We will introduce the new Shakespeare's Tavern Tour in time for the Bards' birthday in April 2016 and Chinese language Literary Pubs tours by May. In addition we are producing a range of 'special events' such as Dylan's Day in London in May celebrating Dylan Thomas and there will be earning potential from those events through ticket sales.

OTE should be £15,000 - £80,000 pa. But you are the experienced salesperson. So tell us if we've got anything wrong!

To Apply.

Please send a CV and a letter outlining why you think you could help us grow and go! Or email Nick Hennegan if you'd like to arrange for an informal chat.

Please email nick@mavericktheatre.co.uk



*"Bless us all, every one!"
Tiny Tim. A Christmas Carol by Charles Dickens.*