



## LIFT (London International Festival of Theatre) PR Brief

Battersea Arts Centre (BAC) is seeking a PR agency to lead the press strategy and deliver world class coverage for LIFT (London International Festival of Theatre), as it begins a new chapter under BAC's leadership in 2027. The contract will run August 2026 - July 2027, with potential to extend for future festival years planned for 2029 and 2031.

### Background

In October 2025, LIFT [announced](#) that BAC would take on the festival's leadership. This concluded an [open call](#) inviting proposals from individuals, organisations and consortia to present a viable, values-aligned vision to build on LIFT's 45-year history and lead the festival into an exciting future.

The merger of BAC and LIFT brings together two organisations that have spent decades redefining what theatre can be. BAC's commitment to artistic experimentation, internationalism and inclusivity combined with LIFT's bold international vision for the city opens up a powerful new chapter for live performance in London and beyond.

Planning is underway for the 2027 festival, which will see LIFT return as a collaborative, London-wide celebration under the leadership of BAC, following a three-year hiatus.

### About LIFT

LIFT was founded in 1981 by Rose Fenton and Lucy Neal to “challenge British theatre and open a window on the world.” It has championed international theatre and performance through a biennial festival and off-festival programming for over four decades, bringing daring and unforgettable theatre from around the world to London. LIFT has pushed the boundaries of where, how, and with whom theatre takes place, creating radical, multidisciplinary, innovative productions—using the whole city as a stage and amplifying lesser-heard global perspectives.

Notable recent LIFT productions include *The Second Woman* (2023), *Sun & Sea* (2022), *Phobiarama* (2018), *East Wall* (2018) and *Fly by Night* (2018).



## **About Battersea Arts Centre**

Battersea Arts Centre (BAC) is a Home for the Extraordinary. We harness the incredible power of art, creativity and collective imagination to create a better future for everyone. A future that is more inclusive, more sustainable and more fair.

Our commitment to being A Home for Extraordinary Artists, Young People and Communities is stronger than ever. Recently celebrating our 50th year, we work with ground-breaking artists across the globe to present innovative, exciting and socially engaged work. Most shows at BAC are available on a Pay What You Can basis. Behind the scenes, BAC's Creative Development Programme supports artists at all stages of their careers – from space to develop work in our building to commissions and support to scale-up and connect with other artists across borders. We also deliver trailblazing programmes for 11–29-year-olds, including Beatbox and Dance Academies and Next Gen Producers.

BAC is housed in the former Battersea Town Hall — an iconic building once home to infamous speeches and radical political debate. That spirit of bold ideas and collective imagination continues to shape the work we present today.

## **Positioning and Narrative**

LIFT 2027 will mark a new chapter for the festival under BAC's leadership, reimagining how people connect with the city, each other and possibilities for the future.

Core ambitions include:

- Increasing scale and visibility - a bigger, bolder, more ambitious festival for London.
- To create a festival made for the city - transforming unexpected spaces and reclaiming public space
- The festival as a civic space - bringing together international, diasporic and migrant communities and perspectives.
- Demonstrating the power of imagination to inspire and connect

## Communications Objectives

- Launch BAC's vision and leadership of LIFT
- Maximise profile for LIFT across London, the UK and internationally
- Cultivate a London-wide buzz with the energy and spirit of a festival
- Drive engagement with new, diverse audiences, growing total audience footfall.
- Position LIFT as a UK cultural highlight and a festival that belongs to all Londoners

## Target Audiences

- **London-wide first-time theatre goers and brand-new audiences**  
Non-traditional theatre audiences currently underserved by the arts
- **Contemporary theatre enthusiasts**  
Including LIFT and BAC core audiences who are already engaged
- **Experience seekers under 45**  
Digitally savvy with appetite for risk – socially/politically driven
- **Cultural communities**  
Ethnically diverse, strong local community ties, appetite for community-led work
- **Domestic and international tourists**  
Seeking the best of London as a global creative city.
- **Creative sector and opinion formers**  
Sector peers, influencers, policymakers and content creators

## Scope of Work

The focus is on cultivating a highly impactful mix of coverage across traditional and non-traditional media to celebrate LIFT as a London-wide festival. The scope covers three areas:

- Devising the overall press strategy for LIFT 2027, shaping PR milestones to maximise profile and tell key stories.
- Delivery of PR campaigns for hero events and projects in the (circa 4-week) programme, to drive awareness, engagement and attendance.
- Support with reputation management and knowledge sharing as required. This includes crisis comms support, should the need arise.

*We also welcome discussion about support with influencer strategies and partnerships.*

**Expected deliverables include the following:**

- A kick-off meeting with key members of the BAC team to agree an approach, including timescales, milestones and targets.
- Creation of a concise written press strategy
- Creation of press releases, pitches and reviewer invites as required.
- Attendance at meetings, including focused press meetings and LIFT working group meetings. It is expected that you will feed in expertise to maximise key press moments as programme details take shape.
- Occasional attendance at wider meetings with key stakeholders.
- A regular written update to include pitches and coverage.
- Presence and media management at key events across the year, including the programme announcement (pencilled for March 2027).
- A final written report / coverage book to feed into evaluation. Format to be discussed and agreed with BAC in advance.

**Key contacts**

You will work primarily with the LIFT core working group at BAC including:

- Director of Marketing and Communications
- Head of Marketing, LIFT
- Artistic Director, LIFT
- Executive Producer

You'll also liaise with BAC's Communications, Artistic and Development teams, and with BAC's organisational PR, to ensure alignment.

You may also need to engage with partner venues and organisations, artists and photographers, supported by the team at BAC.



## Key Dates

- **Autumn 2026** – sector announcement outlining BAC’s vision for LIFT
- **Spring 2027 (March tbc)** – LIFT 2027 programme announcement
- **June/July 2027** – Festival dates

## Budget

We anticipate an indicative budget in region of **£10,000 – £12,000 + VAT**

## Selection Process

To respond to this brief, please submit a **concise document** (max 3 pages) by **4pm, Friday 17 July**, which includes the below:

- Up to three examples of relevant previous work, where you have raised the profile of a festival, campaign or organisation.
- The team you would put forward to deliver the brief
- A quote, broken down by deliverables
- Two references

Bids will be assessed on the basis of **30% Price / 70% Quality**

We are particularly interested in hearing from those who can demonstrate:

- Experience of gaining significant publicity for a major festival, campaign or organisation
- Strong relationships across contemporary performance, culture and lifestyle/destination press.
- An approach that combines media relations with strategic storytelling and narrative-building.
- Ability to work collaboratively at pace within a focused timeline

A small number of agencies will be invited to join a conversation to discuss their proposal and approach to LIFT 2027.

Following these conversations, we aim to appoint a PR partner promptly to align media strategy ahead of our autumn sector announcement.

**Please return your responses to Director of Marketing and Communications, Layla El-Deeb, at [laylae@bac.org.uk](mailto:laylae@bac.org.uk) by 4pm, Friday 17 July. We will be holding conversations with shortlisted agencies on Monday 27 July.**