



**'A CELEBRATION OF
UK GRASSROOTS
LIVE COMEDY'**



in partnership with

**BBC
RADIO**



APRIL 1st

THE UK GRASSROOTS LIVE COMEDY SECTOR:

CONTRIBUTES
OVER
£1 BILLION
TO THE
ECONOMY

BRINGS
IMMEASURABLE
HAPPINESS TO
PEOPLE AND
COMMUNITIES

DEVELOPS &
SUPPORTS
COMEDIANS,
MANY WHO GO
ON TO BECOME
NATIONAL ICONS

IMPROVES
MENTAL HEALTH
& WELLBEING

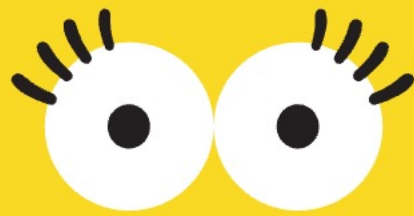
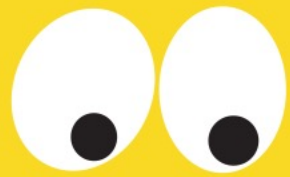


**THE UK
WITHOUT
COMEDY? ○○**

**YOU MUST
BE JOKING?**

A photograph of a comedian with a beard and curly hair, wearing a purple shirt, performing on a stage. He is holding a microphone and gesturing with his hands. The stage has a wood-paneled wall behind him. In the foreground, the backs of several audience members' heads are visible, showing they are seated and watching the performance. The entire scene is framed by a thick yellow border with a black outline.

**UNTIL NOW, THERE
HAS BEEN NO
UNITED VOICE
FOR PEOPLE
WORKING IN
COMEDY IN THE UK.**

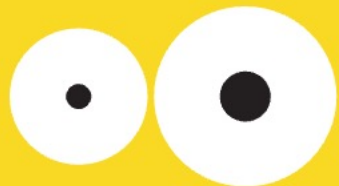


ALL EYES

ON

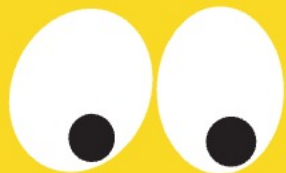


COMEDY



OUR AIMS:

CELEBRATE THE
ARTFORM OF
LIVE COMEDY –
THE PUREST
FORM OF
STORYTELLING



SUPPORT THOSE
WORKING IN THE
SECTOR BY
GIVING THEM A
NATIONAL
PROFILE



SPOTLIGHT THE
CRUCIAL ROLE OF
COMMUNITY
CLUBS,
PROMOTERS &
FESTIVALS ACROSS
THE UK



CHAMPION LIVE
COMEDY AS
BEING A
CRITICAL PART
OF THE UK'S
CULTURAL
SECTOR



WHAT WILL IT LOOK LIKE?

Highlight live comedy performances across the UK, listing all registered comedy shows taking place on April 1st

Significant PR campaign to support events nationally and locally.

It's a celebration of UK grassroots live comedy; everyone working in live comedy are encouraged to join us and take part.

All UK live comedy shows are encouraged to register for free with the website. This will be the place for people to learn about the day. The more that register, the more impressive it will be.

We will amplify all registered events and projects. Our PR agency will secure coverage, alongside BBC Radio 4.



Live
COMEDY
Day

HOW CAN YOU GET INVOLVED?



01.

PUT ON A SHOW

Promoter or producer?

Regular night in a venue? Put on a show as part of Live Comedy Day and register it FOR FREE on our website.

Participate in a national event and raise your profile. Use our logo to demonstrate you are part of a community.

02.

DO SOMETHING 'SPECIAL'

Encourage a 'big' name to play at a small venue (homecoming maybe?);

Promote a free show;

Do a 24 hour show;

Invite your local MP or councilor to visit your venue;

Anything to catch the media's attention.

03.

HELP US PROMOTE THE DAY

We will have official launch assets to help you, help us.

These include:

Logo

Website

Video Content

Register as part of the day and these assets will be available to you.

04.

SEND US VIDEO CONTENT

If you're a comedian, film yourself saying something supportive and why Live Comedy Day is a great idea.

Send it to us, or post directly to your socials and tag us in.

Become an official ambassador for the day & show your support for grassroots live comedy.

05.

SPONSOR US

The LCA is a Community Interest not for profit company. We think there is a massive audience for Live Comedy Day, so chat to us if you think your brand could benefit.

LCD will be an annual event taking place on April 1st each year and is guaranteed to grow.

If you can donate anything to support our work, you can do that via:

www.crowdfunder.co.uk/p/stand-up-give

ABOUT THE LCA



WHO WE ARE:

The LCA is the only membership organisation representing people working across the UK live comedy sector.

The 1600+ members include comedians but also promoters, agents, managers, promoters, festivals and venues.

The Community Interest Company was set up during the pandemic and further information is available from:

www.livecomedyassociation.co.uk

RECENT HIGHLIGHTS:

February 2025 launch of first Live Comedy Sector survey report

[View survey](#)

April 2025 Launch of LCA Advisory Panel

[Read More](#)

April 2025 Members spoke at the Parliamentary CMS Select Committee evidence session

[Read More](#)

August 2025 CMS Select Committee letter to Sir Chris Bryant (Minister for Creative Industries, Arts and Tourism) asking for live comedy to be recognised as an art form.

[Read the letter](#)

WANT MORE INFORMATION?



We will be having regular online meetings to discuss the project further, answer questions and hopefully build the community behind it. If you want to join these meetings, the easiest way to do that is to join the LCA. It's free and easy to do via:

www.livecomedyassociation.co.uk

If you want a specific chat about something and you just can't wait, feel free to email:

hello@livecomedyassociation.co.uk