



WEST END ACADEMY

SUMMER 2026



YOUR WEST END JOURNEY STARTS HERE



Welcome to West End Academy

Train in the heart of London with leading West End professionals. **The West End Academy** offers three unforgettable weeks of acting, singing and dance training inside the **Dominion Theatre** — one of the West End's most iconic venues.



Details at a glance:

Dates: Monday 20 July – Saturday 8 August 2026

Location: Dominion Theatre Studios, London

Ages: 16+

Levels: Standard & Advanced

Times: 10am–5pm (excursion days may vary)

Course Options: Choose to attend for 1, 2 or 3 weeks



Meet the Director

Rachel Bingham

Rachel Bingham is a West End performer, teacher and the Director of West End On Demand.

Rachel trained in musical theatre at the prestigious **Mountview Academy of Theatre Arts** and has worked extensively across theatre and television. Her theatre work includes **Les Misérables** (West End & O2 Arena), **Billy Elliot** (West End) and **The Sound of Music** (West End), among many others. Her screen credits include productions for the BBC and ITV, and she has also worked with the late Victoria Wood — an experience that spanned nearly a decade and remains a highlight of her career.

Rachel created **West End On Demand** to share her passion for the industry with aspiring performers from around the world. She believes that the skills developed through theatre — confidence, storytelling, teamwork and creativity — can transform lives both on and off the stage. Each summer, performers from across the globe come together to train, grow and be inspired in the heart of the West End.



Your week at West End Academy

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Each week at the Academy offers an intensive timetable of professional training led by West End performers and top industry professionals. You will take classes in acting, singing and dance, alongside stage combat, audition technique and West End workshops based on hit London shows. Every week also includes a matinee excursion to a major West End production.

Weeks 1 & 2: Core Training

The first two weeks focus on intensive development across acting, singing and dance, with workshops inspired by top West End shows. Each week features fresh choreography, scenes and themes to build versatility and confidence across all disciplines.



Week 3: Industry Week

The final week shifts focus from technique to performance and professional preparation. You will work with a West End creative team to stage material from a musical, take part in a showcase session for an agent or casting director, and continue specialised West End workshops.



Sample timetable:

MONDAY 20TH JULY	ARRIVE 10AM	WELCOME TO THE WEST END	WEST END WORKSHOP 1 Studio ACTING Gallery		LUNCH (1 HOUR)	WEST END WORKSHOP 1 Studio ACTING Gallery		BREAK	LES MISERABLES VOCAL REHEARSAL Studio (All)	
TUESDAY 21ST JULY	ARRIVE 10AM	WEST END WORKSHOP 2 Studio SINGING Gallery			LUNCH (1 HOUR)	JAZZ TECHNIQUE Studio SINGING Gallery			BREAK	JAZZ TECHNIQUE Studio STAGE COMBAT Gallery
WEDS 22ND JULY	ARRIVE 10AM	WEST END WORKSHOP 3 Studio			BREAK	DANCE AUDITION TECHNIQUE Studio SINGING Gallery		LUNCH (1 HOUR)	WEST END WORKSHOP 2 Studio STAGE COMBAT Gallery	
THURSDAY 23RD JULY		THEATRE TOUR							WATCH: WEST END SHOW MATINEE	
FRIDAY 24TH JULY	ARRIVE 10AM	DANCE AUDITION TECHNIQUE Studio SINGING Gallery		LUNCH (1 HOUR)	WEST END WORKSHOP 4 Studio ACTING Gallery			BREAK	WEST END WORKSHOP 4 Studio ACTING Gallery	
SATURDAY 25TH JULY	ARRIVE 10AM	WEST END WORKSHOP 5 Studio (All)			GOOD-BYES WEEK 1					

Example of a typical week at the Academy, packed with classes, workshops, and West End inspiration.

Certificate of Achievement



pablogbasurto And you know life can be beautiful 💙

Words can't describe how grateful I feel to have been able to meet so many people filled with so much love and passion that helped me and encouraged me to grow and to start trusting myself more and more, hopefully we'll meet again but this time on stage sharing the spotlight.



All participants receive a Certificate of Achievement to celebrate their training, progress and achievement in the heart of London's West End.



LIFE INSIDE THE WEST END ACADEMY

An inside look at the energy, creativity and friendships that make the Academy experience so special.

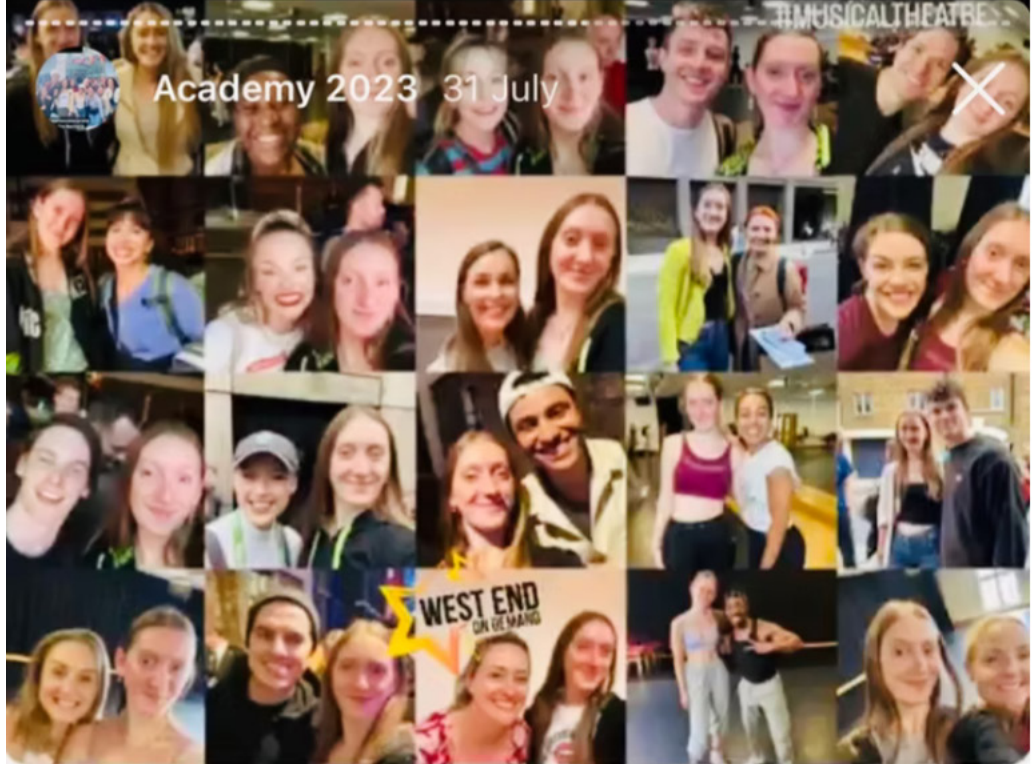




**THEATRE ROYAL
DRURY LANE**



Heading home after a super fun day!!



juliaguiniart Thank you for the best 2 weeks on @westendondemand where I've met the best people ever, worked with amazing professionals and learned so much about the musical theatre industry. Today I'm one step closer to achieving my dream. I'll have you in my heart forever ❤️



Working with top West End Pros

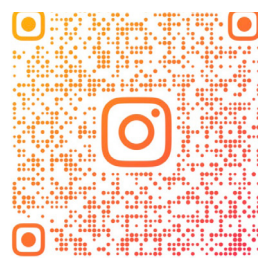
Each summer, our students work with leading performers, directors and choreographers from the West End stage. Every session is led by industry professionals who bring real-world experience, passion and insight from their work in major London productions.

While we can't confirm this Summer's team in advance — as performers' schedules are always changing with shows, rehearsals and tours — every Academy leader is personally handpicked for their creative excellence, professional credibility and genuine commitment to inspiring the next generation of performers.

Our students train with the best — and leave with the skills, confidence and insight to take their own performance to the next level.



See who we work with over on our Instagram page:



@WESTENDONDEMAND

Academy in class with West End Director/Choreographer Gary Lloyd

Credits include *Heathers* (West End & Broadway), *Cruel Intentions*, and *Thriller Live*.

What's Included



THEATRE TICKETS

Every week our group will watch a West End show. This will take place on a mid-week matinee.

THEATRE TOUR

Week 1

CLASSES

Work on your technique in acting, singing, dance and stage combat

WEST END SHOW WORKSHOPS

Learn the blocking and choreography from the top shows taught by West End cast members

AUDITION TECHNIQUE MASTERCLASS

Gain insider insight into West End audition rooms and refine your performance skills.

WEST END REHEARSAL EXPERIENCE

Stage a section of a show with a top director and musical director and learn what happens in a West End rehearsal.

WEST END AGENT/CASTING DIRECTOR SHOWCASE

Perform a song, dance or monologue for a leading West End musical theatre agent or casting director

CERTIFICATE

Celebrating your achievement in the heart of London's **West End**.

Booking

Your West End journey starts now

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Week 1:

Monday 20th July -
Saturday 25th July

Week 2:

Monday 27th July -
Sat 1st August

Week 3:

Monday 3rd August -
Sat 8th August

Sign up to 1, 2 or 3 weeks

Course Prices

Week 1: £650

Week 2: £1,250

Week 3: £1,875

Prices include classes, workshops, theatre tickets & VAT

Booking & Payments

Ready to join us? Complete our online booking form to secure your place. A £200 deposit is required for 1-week bookings, or £400 for 2- or 3-week bookings. The remaining balance is due by 1st May 2026.

Accommodation with fellow Academy students can be added to your package. Please see our separate Accommodation Brochure for full details.

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Book Here

Applications are now open for Summer 2026



Limited places available

www.westendondemand.com

enquiries@westendondemand.com

*“One of the most incredible experiences
I’ve ever been part of” @iulia_eliza*



Dominion Theatre Studios

**268-269 Tottenham Court Road
London
W1T 7AQ**



WEST END ON DEMAND

DOMINION THEATRE

WITH JONES, LESLEY JOSEPH, LEMAR, LEE MEAD, LIZZIE BEA, ALISON JEAR, CARL MULLANEY

YOUR WEST END JOURNEY STARTS HERE



ACCOMMODATION 2026

For the 2026 Academy, West End On Demand is working with two trusted accommodation partners — **Prince Consort Village and Host King's Cross**.

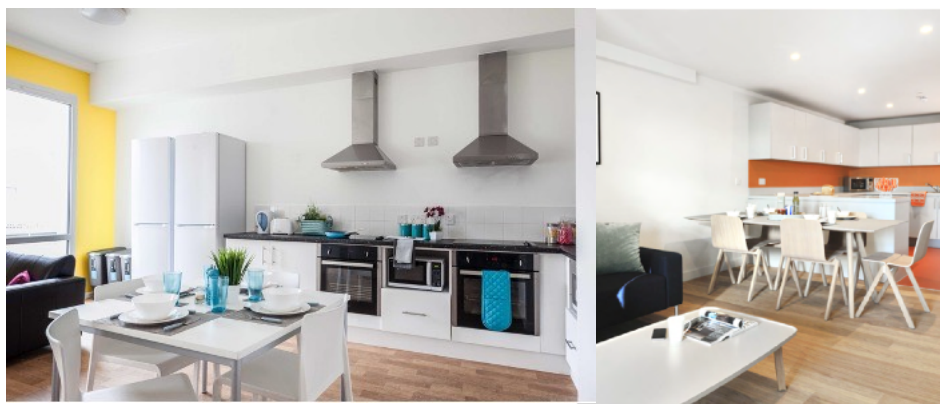
We've worked with both providers at previous Academies, and they offer safe, well-managed student living in convenient London locations.

Rooms are modern, comfortable and purpose-built for students, with ensuite facilities and shared kitchens designed to provide independence and a friendly community atmosphere.

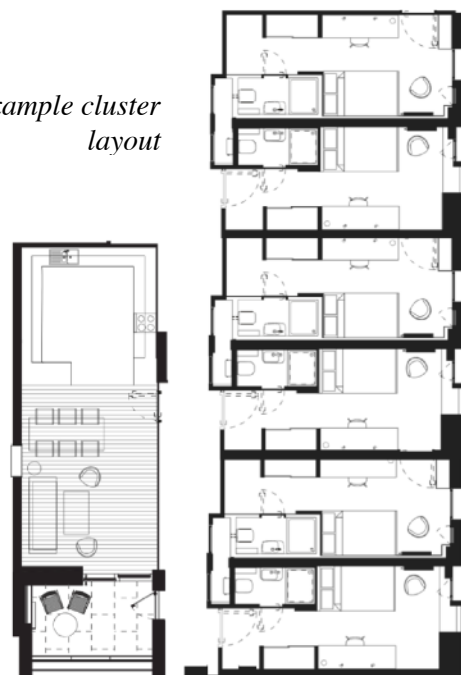
Students will be placed in one of the two residences depending on availability, our overall group size, and course length. Wherever you stay, you'll have everything you need for a secure and enjoyable experience while training in London.

The accommodation is arranged in clusters, with several private ensuite rooms sharing one kitchen and dining area. Wherever possible, we aim to house Academy students together in the same cluster, although this depends on overall numbers and availability.

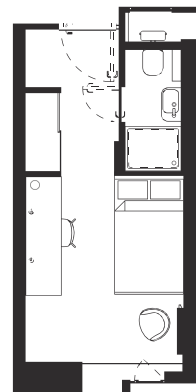
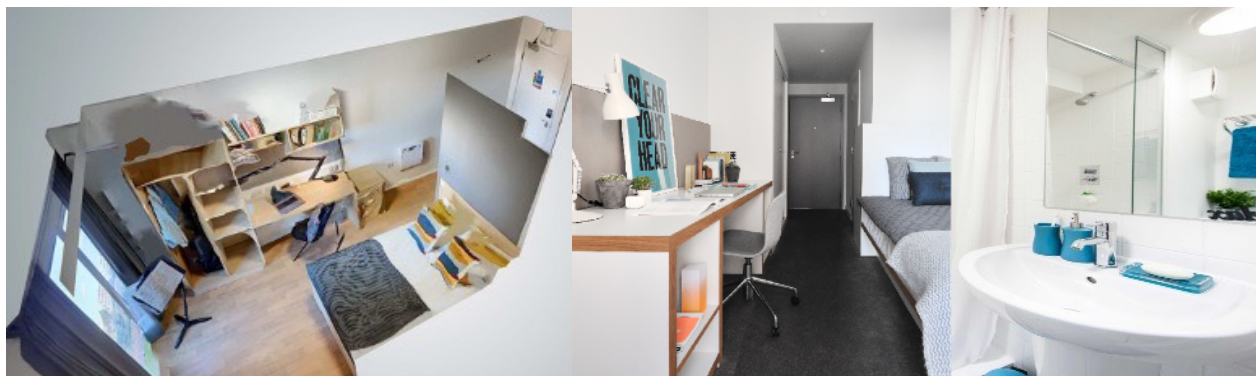
Example shared kitchen/diner at Prince Consort & Host



Example cluster layout



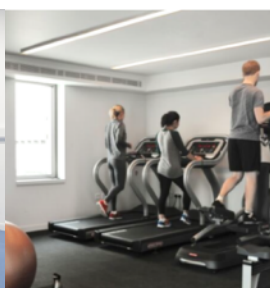
*Example bedroom at Prince Consort & Host
(note the rooms come plain)*





Facilities (at both residences)

- Private lockable single ensuite bedrooms (private shower, toilet and sink)
- Shared kitchen and living spaces within each cluster
- On-site laundry
- Free Wi-Fi
- 24-hour reception and security
- Access to gym and social spaces
- Easy travel links to the West End



Check In: 3pm

Check Out: 10am

Arrival Dates 2026

Departure Dates 2026

Week 1: Sunday 19th July

Sunday 26th July

Week 2: Sunday 26th July

Sunday 2nd August

Week 3: Sunday 2nd August

Sunday 9th August

You can sign up to our course for 1, 2 or 3 weeks. Check in/out occurs on Sundays each week, however for week 1 if you would like to arrive on Saturday 18th July this can be arranged for the extra per night cost. For any additional nights outside of this please request them with us and we will check if it is available. If you need to arrive earlier than 3pm please message us to check availability.

Location

- Both accommodation providers are based in central London (Zones 1 and 2), offering easy access to theatres, studios and transport links across the city.
- **Prince Consort Village** is located in Shepherd's Bush, a lively West London neighbourhood close to Westfield Shopping Centre and the vibrant music and arts scene in the area.
- **Host** is located in King's Cross, one of London's most dynamic and well-connected areas, surrounded by restaurants, cafés and cultural landmarks.

Prices: Summer 2026

- 1 week (7 nights) – £485
- 2 weeks (14 nights) – £960
- 3 weeks (21 nights) – £1,420
- Extra nights charged at £65 per night

Prices include: Ensuite accommodation, Wi-Fi, linen pack, towel and use of on-site facilities.

Once you are allocated your provider we will send you an information pack with the details for the specific site. This will happen in May once we have everyone's applications in and we have a greater idea of our numbers.

Booking

- Accommodation must be booked through West End On Demand.
- The full accommodation balance is taken at the time of booking to guarantee your room. Accommodation payments are refundable until 1 May 2026 (less a 10% administration fee and any transaction or processing fees).
- After 1st May 2026, rooms will have been confirmed with our providers and payments will become non-refundable.
- By 1st June, you will receive confirmation of your allocated residence once all group numbers have been finalised. You will receive an accommodation brochure specific to your accommodation provider with all the final details you will need.
- We strongly recommend that all students take out comprehensive travel insurance to cover any unexpected changes, cancellations, or medical needs before or during their stay.
- If you have any questions about accommodation or arrival dates, please email enquiries@westendondemand.com.



Accommodation FAQs & Practical Information

Will I have my own room?

Yes. All students have their own private, lockable ensuite bedroom, with a shower, toilet and sink.

Who will I share with?

Each residence is arranged in clusters, with several bedrooms sharing one kitchen and dining area.

Wherever possible, we group Academy students together within the same cluster, although this depends on our overall numbers and availability.

Are there communal areas?

Yes. Both residences have shared social spaces where students can relax and meet others on the course.

Can I choose where I stay?

Students are placed in one of our two accommodation partners — Host King's Cross or Prince Consort Village — depending on availability, group size and course length. Both provide safe, comfortable student living in central London locations.

Is food included in the accommodation?

No, meals are not included. Each cluster has its own shared kitchen and dining area where you can prepare your own food. Both accommodation sites are close to supermarkets, cafés and restaurants, so it's easy to cook for yourself or eat out with friends.

What should I bring for my stay?

All bedding and a towel are included in your linen pack, and each kitchen is fully equipped with basic cooking items. The beds are small doubles, so if you prefer, you can bring your own sheets or duvet cover from home. We recommend bringing an extra towel or two, your own toiletries, and any home comforts to make your room feel personal. Please note that candles and incense are not permitted in the accommodation for safety reasons. A full list of suggested items and packing information will be included in your June course information pack.

Is there 24-hour support on site?

Yes. Both residences have reception and security teams on site 24 hours a day.

Is bedding included?

Yes. A linen pack is provided, including bed sheets and a towel. If you'd like fresh linen during your stay, additional packs are available for £17 each.

Can I do laundry?

Yes. Both residences have on-site laundry facilities.

How do I travel to the Academy each day?

Both accommodation sites are within easy reach of the West End by public transport. Students usually travel by bus or tube, and journeys typically take between **30 and 45 minutes**, depending on the route and time of day.

We recommend allowing **up to an hour** for travel each way to account for any delays or busy periods — this also gives plenty of time to arrive relaxed and ready for training.

You can pay for all public transport in London using **contactless card or mobile payment** (Apple Pay/Google Pay), or purchase a **weekly travel card** for unlimited travel in central London (around **£42–£47 per week**, Zones 1–2).

Are 16 and 17-year-olds allowed to stay in the accommodation?

Yes. Students aged 16 and 17 are welcome to join the Academy.

For safeguarding reasons, it is a contractual requirement of the accommodation provider that a group leader is housed on site when under-18s are present. This ensures appropriate supervision and support throughout their stay.

Any additional accommodation costs associated with the group leader will be emailed to you.