



INFORMATION FOR COMPANIES

Hello Producers!

Arts Alive is the rural touring scheme for Herefordshire and Shropshire. We tour over 100 'live' performances a year to about 70 venues. We work in partnership with volunteer Promoters across the two counties to select and host professional performing arts events in non-traditional, small scale venues (mostly village halls). This way, communities can access great art in a friendly place without travelling far, and artists can enjoy performing in small, informal spaces. We always try to offer new companies each year, and we enjoy building relationships with companies over time.

What we are looking for:

Arts Alive works with a broad range of performance companies that produce and tour accessible performances of a high quality, for local audiences. We work with companies and artists based locally, regionally, nationally and internationally. In most cases, we book companies that we have seen or that come recommended by other touring schemes. If you are in our area, let us know and we will try to see you.

We are particularly keen to extend the cultural diversity and art form style of companies we offer, and have a commitment that at least 10% of our programme will be international or culturally diverse.

The majority of our venues are not technically equipped and we find it much easier to work with companies that bring their own lights and sound.

Attractive, informative, professionally produced publicity is essential. We are happy to give advice to you on this whilst you are at the design stage.

How it works:

In rural touring, artists and audiences have an informal and intimate space to meet each other. There is no stage door, so make sure you are prepared for the delights and challenges that rural touring offers. If you are new to rural touring, we strongly recommend you downloading the NRTF's guide '**Eyes Wide Open**' from our website.

There is also a short film on our website called **Our Work** that offers a 5-minute introduction to what we do. <http://www.artsalive.co.uk/About-Us/Films-of-our-work.aspx>

If you have a show that you want to offer for touring with Arts Alive, please complete and return the **Company Application Form** on our website along with any downloads or Youtube links. Please be aware that we hear from hundreds of companies wanting to tour with us. We like companies that are communicative, hot on publicity and responsive.

Our Promoters are volunteers. They will give you a warm welcome, put the heating on, make you a cup of tea and run the box office, but are unlikely to have a formal marketing strategy or be able to operate a lighting board. Your willingness and ability to communicate well with our Promoters is of great value to both them and us!

When we need to hear from you:

Our deadline for applications is **30 November** each year.

From applications, we compile a list of all the shows available from the following September to Spring / early Summer.

In February we finalise this list as a **Season Selection** consisting of about 40 shows that will work well in our range of spaces.

The Season Selection is offered to our Promoters from the end of March and, with guidance from us, they choose what shows to bring to their communities.

We can confirm any bookings you receive in May / June for the following season.

Getting on the Season Selection does not mean you are booked – but we hope that you will be, and will work hard to achieve this.

We are researching shows from April in the previous year, so do keep us informed of your plans well in advance. If you miss the Season Selection you may still get booked, but your chances are greatly reduced.

I look forward to receiving an application from you and please email or ring me with any questions.

Thank you.

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