

## **Information for Touring Companies**

### **Background**

Take Art: Live is the rural touring scheme for Somerset. We work with about 30 performance companies each year and tour around 130 performances to 75+ rural venues. We always try to offer new companies each year and we also enjoy building relationships with companies over the years.

### **What we are looking for:**

Work will be selected and offered to promoters on the basis of quality, appropriateness, availability and price and together the balance of companies on the programme should offer a variety of work that is enjoyable, memorable, involving, ambitious, well-performed, affordable and entertaining.

The work will have general appeal to a wide range and mix of audiences, many will be family-friendly shows, and will reflect the needs, wishes and tastes of local people and be drawn from a pool of international, national, regional and local performance companies. In most cases we book companies that we have seen or that come recommended by other touring schemes or venue promoters. If you are in our area, let us know and we will try to see you.

Take Art aims to support cultural diversity in its broadest form, performances that reflect the different cultures of communities throughout the country, as well as outside the UK and to offer experiences for people from diverse backgrounds and with different cultural values to come together.

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. We can sometimes offer workshops from companies, so please indicate if you offer this.

Take Art also aims to assist performers, companies and promoters to bring an element of new and challenging work, through contemporary writing and/or presentation styles as well as new commissions, to rural venues. Take Art will ensure that good equal opportunities practice is part of programming, performing, marketing and management.

### **How it works:**

Companies need to be aware of the limitations and advantages of working in rural venues. The venues are usually small, often cold, poorly equipped; the audiences are close to you, warm in reaction and mixed in age. Our promoters are volunteers – they will make you a cup of tea, put on the heaters and run the box office – they won't have a 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:**

The process followed is that throughout the year artists and companies are encouraged to submit information on the productions that they have available for forthcoming touring. We prefer to receive this by post and not by email (all the information has to be printed out for our files anyway and all emails tend to look alike which is very boring!).

During January-March a shortlist of productions, available for promoting between the following September to June, is drawn up. Those shortlisted are contacted to discuss; availability, technical requirements, target audiences, fees etc. A 'menu' brochure containing a list of all the productions is mailed out in the Spring to all village promoters who have registered their interest in the scheme. The promoters then make their choices and submit a booking request form. Take Art juggle the dates and organise tours – these are generally confirmed during June and July and followed up with a formal contract.

If you have a show that you want to be considered for touring on the Take Art: Live scheme, please send us **by post**, a brief outline of the production together with any existing publicity material etc.

Thank you.

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