

TAKE ART: LIVE – WHAT THE SCHEME INVOLVES:-

A well established scheme set up to bring professional arts events to rural communities across Somerset, it relies upon a partnership between village organisations/individuals and Take Art.

Take Art is responsible for:-

- Sending out in May a menu of arts events available for booking from the following Autumn, together with a Booking Request Form. The main promotion seasons are late September to December and January to April.
- Providing more detailed information, if requested, including the company's own publicity, reviews, CDs, photographs etc.
- Liaising with the village promoter to discuss details of tour, finalising dates and checking technical suitability of venue - visiting and giving advice if requested.
- Sending each venue a Promoter Agreement Form confirming date of show, technical and performers requirements.
- Sending written contracts to artists, providing them with details of each venue and contact names.
- Providing publicity material 4-6 weeks prior to event including tickets and up to 30 A4 posters and 200 fliers. Issuing information to the local press, radio and TV for their 'listings'.
- Providing advice and assistance with marketing, tickets sales etc., when requested.
- Paying an agreed fee to the performers. Invoicing the promoter for the subsidised minimum fee or 80% of gross box office receipts, whichever the greater figure after the event

Village promoter is responsible for:-

- Generally taking on the role of becoming an 'arts promoter' – always a task best shared! Choosing and booking events. It is important to return the enclosed Booking Request Form as quickly as possible in order for the tour to be organised.
- Completing and returning Promoter Agreement Forms and Venue Information Forms once bookings have been confirmed; thereby forming a contract with Take Art! for the event.
- Organising the hire and payment for the venue.
- Ensuring the venue is appropriately licensed for your event in line with the Licensing Act 2003 - e.g. has the new Premises Licence including any permissions for alcohol etc. If in doubt, please check with your local authority Licensing Officer or call Take Art for advice.
- Making sure the venue is safe and welcoming and in line with health and safety requirements, including a policy for risk assessment etc. Also ensuring that children and vulnerable adults are not left unchaperoned with visiting artists (this is requested to fall in line with new advice from the Criminal Records Bureau).
- Deciding ticket prices in accordance with Take Art. Distributing publicity material, advertising the event locally (i.e. Parish Magazine) and organising the sale of tickets. Liaising with Take Art! about press releases for local papers, radio & TV.
- Running the event on the day; arranging access to the venue for the performers to set up (they usually appreciate a cup of tea and sandwich on arrival), organising any volunteer workers required for front of house etc. If at all possible, organising refreshments for the audience - a good chance to make extra profit for the hall.
- Hosting the performers - overnight hospitality is often required by performers on tour. Please note that it is in the 'spirit' of the scheme for promoters to offer hospitality as it makes the costs affordable. However, sometimes performers on tour need to change their plans at short notice - please do try and find hosts who understand this - offer them a free ticket in return for their goodwill!
- On receipt of invoice, paying the agreed Take Art fee plus filling in and returning a Box Office Return Form showing audience numbers, income/expenditure figures and an Event Report Form giving comments.

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