



Information for Companies 2022

Arts Alive is the rural touring scheme for Herefordshire and Shropshire. We work in partnership with volunteer Promoters to bring professional performing arts events to communities across the two counties. By touring 100+ live shows to around 70 small-scale venues (mostly village halls), audiences can access great art in a local, friendly venue, and artists can enjoy performing in small, informal spaces.

What we are looking for:

Arts Alive works with a broad range of performance companies that produce and tour accessible shows of a high quality. We work with local, regional, national and international artists, offering new companies each year, while building successful return relationships. We tend to book companies we've seen or those recommended by other touring schemes. Let us know if you're in our area, and we'll try to see you.

In rural touring, artists and audiences have an informal and intimate space to meet each other. There's 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 read the NRTF's guide '**Eyes Wide Open**'. <https://www.artsalive.co.uk/media/y3lmlnc3/eyes-wide-open-a-guide-to-rural-touring.pdf>

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.

Most of our venues are not technically equipped, so it's easier if companies tour their own lights and sound. Our Promoters 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.

Communication is key – both with our Promoters and us! Also attractive, informative, professionally produced publicity is essential. We're happy to advise you on this whilst you are at the design stage.

How to apply to us:

If you would like to tour your show with Arts Alive, please complete and return the **Company Application Form** on our website. If you have a show trailer or video that we can present to our promoters, all the better. We hear from hundreds of companies each year, so it helps to stay in touch.

What happens next:

We research shows from April in the previous year, so let us know your plans well in advance.

In January each year we compile a list of all shows available for the following season (September to Spring / early Summer), that we think will work well in our range of spaces.

In February we create a shortlist of about 40 shows and produce a Menu which is offered to our promoters at the end of March. They then choose what shows to bring to their communities. If we're able to include your show in the Menu, we will let you know and work hard to get you a booking.

From mid-May we contact all companies in the Menu to let them know if they have been successful. We discuss and confirm any bookings received, then issue contracts for the following season.

We look forward to receiving your application and please contact me with any questions. Thank you

The Live Team

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