**Artistic Programming**

**AIM**

Arts Alive strives to provide access for the rural communities of Shropshire and Herefordshire to touring work of the highest quality which is suitable for rural audiences of all ages. A wide range of high quality live performance will be offered and presented to include drama, dance, music, comedy, opera, physical theatre, circus, storytelling and multi-disciplinary art forms encompassing cultural diversity and international work.The scheme will enable access for promoters and audiences to work which affords new experiences, surprises, excites, satisfies and introduces audiences to different art forms.

**SELECTION CRITERIA**

Work is selected on the following criteria

* The ability to present work in non-equipped venues (the staging of the performance must be adaptable to the range of venue sizes and varied technical resources and seating arrangements)
* Quality and the innovative nature of the work.
* The track record of the company or performer(s) based on the scheme manager’s experience and knowledge, and/or references from other touring schemes, Arts Councils, local authority arts officers or specialist arts agencies, promoter reviews.
* Evidence of approval of quality in the form of Arts Council or Local Authority funding support or Arts Council assessors’ reports on companies or other verifiable sources
* The company or performers’ back up in terms of high quality and appropriate publicity materials, sound and efficient administration, full technical support and transport, insurance and adherence to other health and safety requirements
* Ensuring that a range of art form and companies are represented
* The contribution the work will make to the development of the scheme.
* Each year having at least 40% of programme offered to be new companies or new productions not previously offered on the scheme
* Aim to include at least 2 international companies in the programme per annum.
* Aim for at least 10% of the performances booked to be international or diverse
* Programme at least one specific children’s show per annum

Companies applying to the Arts Alive scheme are considered against the above criteria and balanced with budget restrictions

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**SUPPORTING ARTISTS**

* Arts Alive will work with companies new to Rural Touring to help them be as best prepared as possible for its challenges and opportunities.
* Arts Alive will give artistic and practical feedback to artists if requested by them or if deemed necessary by scheme manager. Visiting artistic companies will be emailed requesting feedback on their Arts Alive experience.
* Arts Alive will promote the publication ‘Eyes Wide Open’ designed to assist companies new to rural touring and produced by NRTF