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Ignite Presentation June 2011



National Rural Touring Forum

working in partnership with rural communities

What is Rural Touring?

- Rural Touring is not about artistic compromise
- It has 2 aims - access to a high quality arts experience and making a meaningful contribution to the social fabric of a rural community
- There is a national network of 40 organisations working with 1,500 rural communities to promote over 2,500 performances each year
- Turnover exceeds £2m and audiences number 200,000 matching those of a major state funded venue in London like the South Bank Centre
- The heart of Rural Touring is the relationship of the Rural Touring Scheme manager and the Local Promoter/s

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Who is a Local Promoter?

- Most villages have a village hall committee planning activities for their community
- Alternatively many villages have a handful of enthusiastic volunteers who want to see high quality arts events taking place in their village
- A further possibility is that a passionate individual wishes to achieve the same end
- What unites these kinds of groups is a desire to keep their villages 'alive and kicking'
- Without these key and committed people rural touring **WOULD SIMPLY NOT HAPPEN!**

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Who Does What? - The Touring Scheme?

- Offer a shortlist of companies and their availability – most schemes have an artistic programming policy
- Provide financial support to offset possible financial risk
- Offer marketing support, provide posters, tickets and publicity
- Draw up legally binding contracts between promoters and artists
- Paying artists and billing local promoting groups
- Collating statistics and collecting feedback on shows

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Who Does What? - The Local Promoter

- Choose and book events for their village
- SELL TICKETS!
- Provide hospitality (food and accommodation to artists if required)
- Deciding on ticket prices
- Paying a minimum fee to the touring scheme as contracted
- Ensuring adequate insurances are in place

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Rural Touring - Practical Logistics

- Generally 2 seasons - autumn (October to December) and spring (January to March)
- Fees to artists can range from £400 to £1100 per show
- Schemes operate across different geographic areas - in Somerset our catchment is a 250,000 rural population living in 300 settlements
- In Somerset we work with 80 promoters and support about 120 shows per year
- Our average audience per show is about 85 which might represent 30% of a village population

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Tango Siempre: Audience Rapport



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Opportunity to Socialise



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StopGap: Diverse Programming



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Goodson Mbewe: Linking With Local Schools



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NRTF & South West Arts Marketing Research

- 33% audiences only see arts events through this medium
- 66% live within 5 miles of the village hall
- 40% are unwaged, unemployed, retired or look after the family
- 85% agreed that shows were of a high quality
- 80% highly valued these events being held in their village hall

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The National Rural Touring Forum (NRTF)

- The NRTF is an umbrella body representing the interests of the individual touring schemes/organisations
- Nationally there are 1,300 promoting groups involving 7,000 volunteers
- 2,500 performances in local venues attracted 180,000 people
- £2m spent by schemes and £500,000 reinvested by promoters in their own communities

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NRTF Map

NRTF Touring Scheme Members

Scotland

Associate Members

- 1 PAN – Promoters Arts Network
- 2 NEAT – North East Arts Touring

North West

- 3a Highlights – Northumberland
- 3b Highlights – Cumbria
- 4 Arts Out West – West Cumbria and Barrow
- 5 Spot On – Lancashire Touring Network
- 6 Cheshire's Rural Touring Network

North East

- 3c Highlights – Teesdale and Wear Valley
- 7 Elements – Durham County

Yorkshire

- 8 AiR – Arts In Richmondshire
- 9 On Tour – North Yorkshire
- 10 ArTERY – East Riding of Yorkshire
- 11 Livelines – North and North East Lincolnshire

West Midlands

- 12 Live & Local – Staffordshire
- 13 Arts Alive – Shropshire and Herefordshire
- 14 Artservice: Shindig – Worcestershire
- 15 Black Country Touring – Sandwell, Walsall, Dudley and Wolverhampton
- 16 Live & Local – Warwickshire

East Midlands

- 17 Live & Local – Derbyshire
- 18 Village Ventures – Nottinghamshire
- 19 Lincolnshire's Rural and Community Touring Scheme
- 20 Artservice: Centre Stage – Leicestershire and Rutland
- 21 Northants Touring Arts

East

- 22 Arts in Cambs on Tour – Cambridgeshire
- 23 Creative Arts East – Norfolk and Suffolk
- 24 Essex on Tour

South East

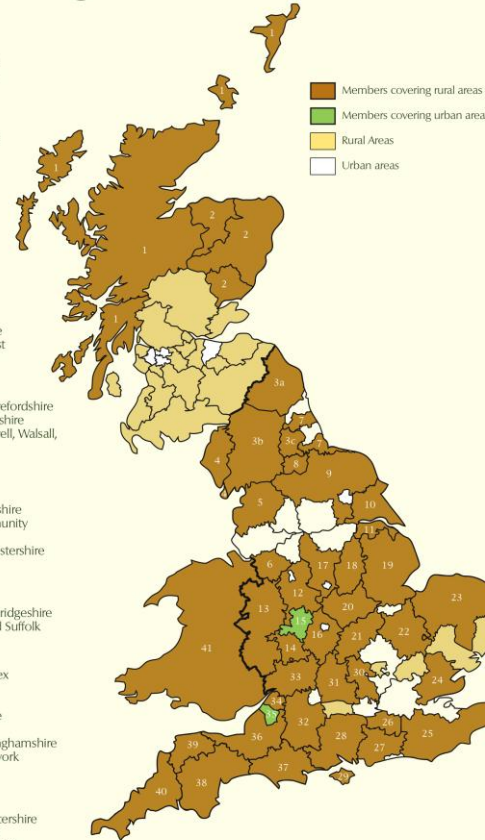
- 25 Applause – Kent and East Sussex
- 26 Farnham Maltings – Surrey
- 27 Making Tracks – West Sussex
- 28 Hog the Limelight – Hampshire
- 29 Arts Away – Isle of Wight
- 30 Theatre in the Villages – Buckinghamshire
- 31 Oxfordshire Rural Touring Network (Live & Local – Oxfordshire)

South West

- 32 Rural Arts Wiltshire
- 33 Air in G – Arts in Rural Gloucestershire
- 34 Razzle – South Gloucestershire
- 35 Lighting the Touch Paper – Bristol
- 36 Take Art – Somerset
- 37 Artsreach – Dorset
- 38 Villages in Action – Devon
- 39 Beaford Arts – Devon
- 40 Cam to Cove – Cornwall

Wales

- 41 Night Out – run by Arts Council Wales in conjunction with local authorities



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Website: www.nrtf.org.uk

Designed by Naked Marketing - www.nakedmarketing.co.uk

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NRTF: Information for companies and artists



NATIONAL RURAL TOURING FORUM

INFORMATION FOR COMPANIES AND PERFORMERS



"For me as an artist, it allows me to perform at my relaxed best in a very intimate setting, to a very welcoming group of people. I feel that these performances build on my existing strengths and add to my abilities." Martin Simpson, musician

Over the last 12 months the rural touring schemes worked with:

- 125 small-scale theatre companies
- 250 musical groups representing all genres from classical and opera to jazz and folk
- 20 dance companies producing work specifically for rural venues
- 40 multimedia, visual and cabaret artists, poets and storytellers

Why not subscribe to the NRTF website

Annual cost £10

Subscription allows you to:

- Download a free copy of *Eyes Wide Open*, a practical guide to rural touring and essential reading for those new or returning to rural touring
- Download a list of the contact details of all the rural touring schemes so that you can post them your publicity information
- Access the email link to all the touring schemes so that you can email them all in one go
- Have your company or performer contact details, website link and information about your show on the company and performer database so that touring schemes and other promoters can find out about you and what you do

How to get there: go to www.nrtf.org.uk, click 'companies and performers' then click to register your details, either pay on line via paypal or click to request an invoice.

Or become an Associate member of the NRTF

Annual cost £100, £50 or £25 (depending on size of company)

Associate membership gives you all the benefits above plus you can:

- Attend NRTF meetings and conferences with priority booking and pay members' rates
- Receive regular email updates from NRTF
- Keep in touch with NRTF members via the notice board and chat areas
- Be a valuable part of the NRTF network
- Receive free copies of NRTF publications and research documents

How to get there: go to www.nrtf.org.uk, click 'about the nrtf' then follow the links to find out about membership and how to join.

National Rural Touring Forum | Tel: 01759 303624
Email: admin@nrtf.org.uk | www.nrtf.org.uk



Supported by
**ARTS COUNCIL
ENGLAND**

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Eyes Wide Open: a toolkit for artists and companies

NOW AVAILABLE EYES WIDE OPEN

A 40 page practical guide to rural touring for companies and performers which includes:

- What is rural touring? Schemes, promoters, venues, and audiences.
- Are we compatible? What does an artist need to make it in rural touring?
- Getting noticed. How schemes find you – and vice versa.
- Artistic programming. Are there limits?
- You're booked! - Dates, fees, and marketing.
- It's showtime. Checklists before the night – and on the night.
- Hospitality. Eating and sleeping etiquette on the road.
- Evaluation and feedback. Who feeds back to who and how it can help?
- International artists.
- Why not join The National Rural Touring Forum?
- Sample of a scheme programming policy.
- Independent Theatre Council (ITC's) legal recommendations.
- Sample of a company enquiry information form.
- Sample of a scheme menu.
- Sample of a performer responsibility contract.
- Sample of a marketing request sheet.

tel 01759 303624 email admin@nrtf.org.uk

visit www.nrtf.org.uk for a free download or to order a printed copy



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NRTF & Links with decibel showcase

decibel ▶

Performing Arts Showcase

Manchester UK 13–16 September 2011

- Scheme staff and local promoters will go to decibel
- NRTF is working with ACE to connect rural touring with diverse work
- NRTF has briefed decibel showcase artists prior to previous showcases

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