

## How [act] Works

Arts in Cambs on Tour [act] offers support to people throughout rural Cambridgeshire who want to see professional performances taking place in their village or town. [act]'s shows are run by local volunteers in local venues and tickets are reasonably priced. To book telephone the number on the 'at a glance' page. Booking opens about six weeks before the show. It's worth remembering that the booking service is usually run by volunteers, so you may have to be patient and leave your details on an answering machine. If you would like to see professional performances in your town or village or learn more about [act] contact Digby, details below.

All the artists and companies that are featured in this menu have been selected because they are of good quality and are touring a performance suitable for rural audiences. In many cases the artists or companies have chosen to create work especially for those audiences. They are reliable, professional and used to coping with limited facilities. They will be happy to answer all your enquiries, give you more information about their company and the show, and provide additional advice about how to 'market' their show.

### Publicity Material

Good quality publicity material is an important aid for attracting audiences, and this is expensive to produce. [act] will provide publicity material; usually A5 flyers and, A4 and, if available, A3 posters for local distribution. Publicity images and copy will be emailed to promoters however; the specific nature of the publicity largely depends on what artists provide. Bearing in mind comments re suitability of promotional material received from promoters I will aim to source more suitable images if there is time before the performance.

As a promoter you will normally need about 400 flyers, which can be distributed through schools, clubs, shops, pubs and even door-to-door with the parish magazine or via the local post person. We also normally supply 50 posters for display in the locality and surrounding area. Please let us know if you need more or less of any of these items. Established promoters use email marketing lists built up through audience attendance. If you or the venue you are using have a website a link to this can be placed on the ADeC website.

### Ticket Pricing

This is always a controversial point! The tendency is to assume that it is best to keep tickets very cheap, but this can be counterproductive. If things are cheap people assume that they are lacking quality – and this goes for theatre shows as well as washing powder! In addition, if tickets are £3 rather than £6 you have to get twice as many people to come along – which means more work rather than less.

[act], therefore states that full-price tickets should be **no less than £5 and no more than £8.50 each**. If you wish to charge more for a show please contact Digby directly. You are expected to offer concessions of at least £1 for students, senior citizens, those with disabilities and those on benefit. You might want to offer a larger discount for children under 16 years old to encourage them to come, or consider a family ticket for shows that are suitable for the whole family or group rates for parties of ten or more. Where people with disabilities (e.g. wheelchair users, those with hearing or sight impairment) need the assistance of a companion or carer we recommend that you offer two tickets for the cost of one full price ticket. [act] is committed to extending access to as many members of the community as possible, so this should be reflected in your ticket prices.

You might also want to consider encouraging people to buy their ticket in advance by offering a discount on advance purchases. But remember, if you do this, to make the basic ticket price a little higher so that you do not lose out (e.g. £5.50 in advance or £6.50 on the door). Offering reserved seating or tables can help to encourage early bookings.

#### Accommodation and Food for Artists

In the pages that follow we sometimes ask if you can provide the artists with accommodation and food. Accommodation means hospitality in a local home and does not have to be luxurious. Artists are sometimes happy to share a room (though not a bed – unless they request it!) and can be spread amongst a few households.

A put-you-up will sometimes do, but a mattress on the floor is usually unacceptable!

The artists may prefer to eat either before or after the show. In some cases you may need to provide food for them, particularly if there is no restaurant, café or pub available. Where these circumstances arise, please provide a simple, preferably hot, supper. Check with the artists if there are any special dietary requirements when you speak to them about arrival times. A cup of tea or coffee on arrival and a drink in the interval is usually expected. A warm welcome after a long journey is often appreciated.

You will be contracted to provide these essentials where appropriate, so you cannot claim back these costs as expenses.

#### Reminder about How the Scheme Works

1. Consider which of the tours you would like to book and which date suits you best. Check on the availability of your proposed venue, that it fulfils the technical requirements and that the date does not clash with any other known local or national events. You should make a first, second and third choice.
2. It is advisable to speak to me on **01353 616993** before making your final choices. Some shows may be over subscribed, which leads to

disappointment and wasted effort. Then complete a Booking Form. Although there are no guarantees the earlier you book the more chance you have of getting the show/s you want.

3. I will prepare contracts and publicity material. You will need to sign the contract promptly and this includes a 'rider' about cancellation arrangements.
  4. It is your responsibility to distribute posters and flyers locally, to place an article or advert in any local publications (e.g. parish magazine) and to contact the local press. I can advise about these and will also help to get publicity in regional publications and listings.
  5. You will be given the name and contact details for the company. It is essential that you speak to them well before their visit to check on their planned time of arrival, make sure they have directions and find out if they have any specific requirements. If overnight accommodation may be required, check whether they do actually need it and give them the necessary details.
  6. On the day of the performance meet the company as arranged, make sure they are comfortable and check with them about setting out the seats and other arrangements. Remember to collect all unsold tickets from ticket outlets so that you know how many you may sell on the door. Don't forget a cash 'float'.
  7. Do not pay the company, but complete the Event Return Form giving details of all your costs, including the Performance Fee, and all your income from ticket sales. (You do not need to include any costs or income from refreshments, raffles, etc.)
  8. If you made a profit on ticket sales you will need to share that with [act]. [act]'s share will be as follows:
    - a) For a profit up to £100, [act]'s share would be 50% of the profit. Example: for a profit of £88, [act]'s split should be £44.
    - b) For a profit of over £100, [act]'s share would be 50% of the first £100 and 75% of any profit over £100. Example: for a profit of £140, [act]'s split should be 50% of £100 plus 75% of £40, which is £50 + £30, which is £80.
- Add [act]'s share of the profit to the agreed performance fee and send a cheque for the whole lot to [act] with the Event Return Form. Cheques should be made payable to 'Arts in Cambs on Tour'.
9. If you made a loss from ticket sales you may claim 50% of the loss by completing the slip attached to the Event Return Form. However, you

should still send a cheque for the agreed Performance Fee with your form.

10. When completing the Event Return Form make sure that you fill in the Performance Assessment section, since this lets us know what you and your audience thought of the show. Please feel free to add any extra comments.