

FAQS for performing arts companies/individuals

Will you book my show?

Plugged In doesn't book work directly in the same way a traditional arts centre would. We offer a curated menu of recommended companies and shows to volunteer community promoters who take charge of our venues. They have to make sure the show is suitable for a public event and attractive to their local audiences. They choose a show they like from our menu, which is sent out twice a year. It can take up to two months between earmarking dates with companies to knowing if you have bookings.

How do the community promoters choose their show?

Not every company that contacts us makes it on to our menu. Overall we offer a menu of around 15 artists and present this to our promoters twice a year. They choose the show based on its suitability for the venue (will it fit technically etc.) and how much it will appeal to their audience. Our promoters aren't scared of taking a risk or two, and are willing to give anything a go, so their decision comes down to the quality of the material we can present to them for your show. Trailers, posters, reviews, invites to previews all help to convince them, so don't be afraid to send us LOTS of information!

I'm not a professional performer, will you book my show?

No. Plugged In supports professional artists who earn the majority of their income from their art. Whether that is through touring, performing, or running workshops. We are funded by Arts Council England Strategic Touring and we see our job as making sure that the work that comes to Pennine Lancashire is the same high quality you would get in well known established Manchester, Edinburgh and London arts venues.

I'm new to touring and have a show I want to try out. Will you book it?

No. We want a tour ready piece of work. We're not scared of taking a risk, so if the show is in development but will be tour ready by the time you come to us, we're willing to consider it. But we can't take risks with unseen, untested work and companies who have no experience of touring. Our long term aim is to establish our

venues as places for high quality art and theatre. We are developing a very new audience and one bad experience might put them off for good.

I'm touring a dance / theatre / music / spoken word piece. Are you interested?

Yes! As long as your piece is suitable for our venues and is high quality we want to offer as varied a menu to our promoters and programme to our audiences as possible. It's a good idea to download our artists pack and take a look at our venues' technical specifications before getting in touch. Not all of our venues have raked seating, or sprung floors, and these are all things to consider for your show. Shows that are harder to sell need to come with great marketing and we're happy to chat to you about what we would be looking for from you beforehand.

What do I need to consider?

We are trying to develop a new audience for professional theatre and art in Pennine Lancashire, as well as attracting seasoned theatre lovers back to our venues. This means that the work we programme needs to be accessible and above all high quality. This might be the first piece of theatre our audiences have ever seen, or the only ticket they buy this year, will your event convince them to come back?

There are 20 people in our group will you book us?

Yes! As long as you are affordable, can cover your own accommodation and food, and will fit in our venues, we're open to talking to companies of all shapes and sizes.

We are quite technical in our needs. Is this a problem?

No, our venues are fully technically equipped and we can provide one in house technician for every event. If you have any specialist equipment or will need more hands on the day we will need to discuss this with you beforehand, and you should make that clear to us very early on! You can download our artists pack for full technical specifications for all four of our venues.

How much do you pay?

Everything is negotiable. We will negotiate a fair fee and you will get a contract. What we're willing to pay depends to some extent on which venue you're booked for, how many tickets we think we can sell, and our final commitment always comes down to promoter demand. We are open to discussing box office splits and guarantees, but most of our companies work on a fixed fee. It is worth bearing in

mind that for the majority of our shows we do not cover travel cost or provide accommodation and food, so you should factor that in when setting your fee. We have signed a contract with Arts Council England that states we will pay at least minimum industry rates.

What publicity will you need?

As a minimum we ask you to provide: 1000 A5 flyers, 30 A4 posters (which are much easier to distribute) and 10 A3 posters (mainly for inside our venues). We will also need a high-res publicity shot for our brochures and online marketing, and we may also ask you for a high res file of your poster/flyer design, should we need to get more printed. On our artists information sheet we ask a number of questions about your show and marketing that help us get an idea of how we might put together a marketing plan with our promoters, so please make sure you fill it in as best as you can!

What work is suitable for audiences in your area?

Our audiences are as varied as any big city audience, we just have to try a little harder to find them! There will be people who love live theatre and go everywhere, people who prefer sport, people who hate swearing on tv, people who don't mind, people with children who want to get out at night but can't find a babysitter. All we try to do is find work which appeals to a wide audience. We can do specialist, riskier work, it just has to be very well presented and marketed. It's always wise to provide us with an age suitability for your show but not all of our venues and audiences follow that guidance.

Contact us

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