

# Northants Touring Arts Booking Policy

Whilst subsidy for events will be available for established and first time promoters, funding in some districts does not meet the level of demand. In such cases subsidy will be awarded using the criteria as set out below.

Promoters unsuccessful in securing a subsidised event can book an event at the full price. ('cost to NTA' in the menu)

Some local authorities have a Community Grants Fund which you may be eligible for – please apply for the full cost, not the subsidised rate. Contact your local council for details.

## ARTISTIC

- ▣ Produce a balanced programme of events across the county.
- ▣ Fulfil targets for each artform as set out in our business plan.
- ▣ Logical programming for visiting companies.

## COMMUNITY

- ▣ The event must be open to the general public.
- ▣ Achieve a good spread geographically across each district.
- ▣ Encourage new promoters from areas with no history of community events.
- ▣ Support 'best practice'\* promoters.
- ▣ 'Best practice promoters' will be given priority for second shows.

## FUNDING

- ▣ Fulfil our funding agreements / target with each local authority funder and Arts Council England.
- ▣ Support local authority priority areas.
- ▣ Second shows will only be offered if funding is available.
- ▣ Booking requests must be submitted by the deadline.

\* Chooses a variety of work / artforms; welcoming and good hosts to company and audience; strong support from the local community; emphasis on community event rather than fund raising; proactive marketing; organised and efficient at returning paperwork.