

# Visiting Arts Information Sheet

## Tips for approaching UK producers and presenters: Theatre and Dance

### Research is the key

When contacting producers and presenters of performing arts work in the UK it is essential to have carried out research in advance. Below are some useful tips for to help you get started:

- A few well-directed letters will bear more fruit than unsolicited material (material that has not been requested) sent to countless untargeted companies. Avoid wasting your own time and resources.
- Find out as much information as possible about the venues/companies that you wish to contact, before getting in touch with them. For example, the size of the venue, the work they have been involved with over the last two years, the types of audience they attract.
- If a venue has presented similar work to yours, find out which promoter or organisation produced it and add them to your list.
- For details of venues in the UK, you will need to purchase the British Performing Arts Yearbook - the complete guide to venues, performers, festivals, arts courses, support organisations and services: UK £32.95 – Europe £36.95 – Worldwide £37.95  
[www.rhinegold.co.uk/yearbooks/bpay/index.cfm](http://www.rhinegold.co.uk/yearbooks/bpay/index.cfm)  
The following sites are also useful:  
[www.artscouncil.org.uk/regions](http://www.artscouncil.org.uk/regions) Visit each region's home page then follow the links to seek details of venues and festivals – you can also search using key phrases such as dance/drama/theatre  
[www.wai.org.uk/index.cfm?alias=import](http://www.wai.org.uk/index.cfm?alias=import) Wales Arts International's site includes information and contact details for venues and festivals in Wales  
[www.britishcouncil.org/arts-performing-arts-acd-directory.htm](http://www.britishcouncil.org/arts-performing-arts-acd-directory.htm) British Council Arts and Culture for Development Directory of UK practitioners interested in collaborating on international projects.  
[www.scottishartstouring.com](http://www.scottishartstouring.com) - Scottish Arts Council database of venues for touring. Also features a database of Scottish promoters.
- Your research should enable you to narrow down the list of promoters/organisations you are going to contact to those that you know are interested in your type of work and/or are interested in work from your country or region.
- Make sure you look into touring all over the UK – don't just limit yourself to London where there is a lot of competition.
- There are different types of research that may be appropriate to your goals. It may take the form of Internet research, consulting publications, networking, telephone or face-to-face conversations or writing.



- Try to think in terms of what a programmer might be looking for or what they would expect to see. Aim to tailor your proposal to the interests of each individual producer or company.
- Be realistic with your timetable: venues and promoters usually programme their events a minimum of six months (and often a year or more) in advance.
- Where possible, seek advice from your embassy or High Commission in the UK to find out if its staff has any knowledge, experience or contacts that could be useful. A comprehensive list of embassies in the UK is available on the Foreign & Commonwealth Office's web site: [www.fco.gov.uk](http://www.fco.gov.uk).
- Contact official organisations in your own country that may be able to provide information or advice: these may include government departments such as the Foreign Ministry, cultural institutes etc.
- The UK government's Department for Culture, Media & Sport ([www.culture.gov.uk](http://www.culture.gov.uk)) has a 'Guide to Arts Funding in England' on its website that will give you an idea of the nature and structure of arts funding in England
- Look for any national foundations or trusts that could be approached for financial support, or advice and information.
- Consider contacting the various UK Arts Councils (see web resources below) and their regional offices to find out what they might have to offer. Be aware, however, that the structure of these organisations differs between offices and departments. Some of the organisations may well have helpful publications available.
- Try to gather information from other performers/companies from your country who have visited the UK. Their first-hand experience and contacts could prove valuable.
- Find out if there is any UK work showing in your country or region – it may be possible to make contact with them for future collaborations or just advice.
- Begin to think about the logistics of a potential visit and what may be required of you; this includes gaining some understanding of the papers and documents you would have to obtain.

For information on visas, work permits and other official procedures see Visiting Arts' publication *Red Tape* which can be found on the following page:  
[www.visitingarts.org.uk/info\\_resources/](http://www.visitingarts.org.uk/info_resources/)

## Getting in touch

Presenting your work in a professional, well-structured and appealing way is essential to attract interest.

- If you are sending unsolicited material, you should include limited information on the artist(s), their work, history, and a page or two of critical writing (e.g. reviews) on the performer(s).
- Include a brief outline of the technical specifications of a performance: for example, information on the size of the space needed, the area/height required for sets, the number of people travelling, lighting requirements, sound. Have more details available should a promoter ask for further information.



- An early visit by someone in your company to the venue is useful if at all possible.
- Include photographs and printed material to give visual appeal and colour to your work.
- As programmers are often swamped with unsolicited material, don't send items such as videos at first – no programmer has the time to sit through recorded performances of all the work they get sent.
- When contacting a producer, mention any financial support you have obtained from organisations in your home country.
- Address your letter directly to the specific, appropriate person.
- If an individual has recommended that you contact a particular person/company include the name of that individual in your letter.
- Your letter should be clear, enthusiastic and brief; avoid exaggeration and hype.
- Include all your contact details - make it easy for someone to get in touch with you.

## Develop relationships

- Work to establish professional contacts with the individuals and organisations that you have identified through your research.
- Networking and meeting people face-to-face is an excellent way of establishing contacts and finding out who you should be talking to and how. Look out for networking events that you could attend and consider joining networks specific to your interests. For example, dance practitioners might consider contacting The Place ([www.theplace.org.uk](http://www.theplace.org.uk)) and Dance UK ([www.danceuk.org](http://www.danceuk.org)) as forums that facilitate the meeting of dance artists and practitioners and promote the sharing of ideas. Theatre companies could contact the Independent Theatre Council ([www.itc-arts.org](http://www.itc-arts.org)) that provides networking and information exchange services.
- Building relationships of trust and respect with these contacts is crucial.
- By forging partnerships with venues and promoters you should ensure that your UK collaborator has an interest and investment in the success of your work. Without shared risk and shared excitement about the project you may not be able to rely on your partner(s) to assist with the promotion and marketing of your work which could prove disastrous.
- If you succeed in performing in the UK, make sure you invite other promoters to the performance, even if it is just at the ideas stage
- Be ready to negotiate; you need to be clear as to your basic needs (travel, fees, staffing, accommodation etc).



## Visiting Arts resources

- Our free monthly e-newsletter has the latest information on our activities, along with a whole host of other news on the international arts and culture scene from the UK and abroad - *funding opportunities, calls for artists, festivals, conferences, exhibitions... etc.*  
<http://www.visitingarts.org.uk/subscribe.html>
- [www.visitingarts.org.uk/info\\_resources](http://www.visitingarts.org.uk/info_resources) for news on funding sources, links to key organisations and cultural centres and useful help sheets and guides when presenting arts in the UK

## Online

Arts Council England: [www.artscouncil.org.uk](http://www.artscouncil.org.uk) (site contains information sheets and publications that may be of assistance, as well as contact details for regional offices).

Arts Council of Wales: [www.artswales.org](http://www.artswales.org)

Arts Council of Northern Ireland: [www.artscouncil-ni.org](http://www.artscouncil-ni.org)

British Arts Festivals Association: [www.artsfestivals.co.uk](http://www.artsfestivals.co.uk)

European Festival Information Centre: [www.euro-festival.net](http://www.euro-festival.net)

The European Network of Information Centres for the Performing Arts:  
[www.enicpa.net/](http://www.enicpa.net/)

IETM (Informal European Theatre Meetings) - On-the-Move: [www.on-the-move.org](http://www.on-the-move.org)

International Festivals & Events Association: [www.ifeaeurope.com](http://www.ifeaeurope.com)

Scottish Arts Council: [www.scottisharts.org.uk](http://www.scottisharts.org.uk)

Wales Arts International: [www.wai.org.uk](http://www.wai.org.uk)

## Publications:

*Performing Arts Yearbook for Europe* (Alain Charles Arts Publishing Ltd): contains information on venues, festivals, promoters, conferences and more  
[www.api.co.uk/aboutpaye.htm](http://www.api.co.uk/aboutpaye.htm) (UK £78 – US £79 – EU and worldwide £84)

*British Performing Arts Yearbook* (Rhinegold Publishing): guide to venues, organisations, festivals, and other services for performing arts professionals, from  
[www.rhinegold.co.uk](http://www.rhinegold.co.uk) (UK £32.95 – Europe £36.95 – Worldwide £37.95)



British Council *On Tour* magazine: information on British drama and dance. Also contains listings of performing arts festivals in the UK and British Council dance and drama events around the world - available online at <http://www.britishcouncil.org/arts-drama-and-dance-bc-publications.htm> or email [ontour@britishcouncil.org](mailto:ontour@britishcouncil.org).

British Council *Performance in Profile 2008* - directory of UK dance, drama, street arts and live art companies, which could be useful for overseas companies and performers seeking collaborations. Online at <http://www.britishcouncil.org/arts-performanceinprofile-2008.htm>

## Overview of the current UK arts scene

Guardian Arts <http://arts.guardian.co.uk>

BBC Arts [www.bbc.co.uk/arts](http://www.bbc.co.uk/arts)

Times Online [http://entertainment.timesonline.co.uk/tol/arts\\_and\\_entertainment](http://entertainment.timesonline.co.uk/tol/arts_and_entertainment)

## About Visiting Arts

### *What we do*

- Provide information and intelligence in order to strengthen intercultural dialogue and understanding
- Create opportunities for artists to explore new connections
- Expand the skills and knowledge of new and existing cultural players for a diverse and sustainable arts environment

### *How we do this*

Among other things we:

- create, produce and distribute: our **free monthly e-newsletter**, help-sheets, targeted briefings... and the latest advice through print, web and word of mouth
- organise and run training programmes, in-country workshops, R&D country-visits and networking events
- establish and foster opportunities for ground-breaking artist exchanges, promote cutting edge exhibitions and contribute to some of the world's biggest and most innovative festivals

From Afghanistan to Zanzibar, we work with the most exciting next generation of artists and cultural players, inviting them to the UK, expanding knowledge and



horizons and championing intercultural working. Click here to read about **our current programmes**.

***Who we are***

Visiting Arts is an independent registered charity, which was set up in 1977. Registered in England No. 4162404 Charity No. 1085506. Auditors Sayer Vincent.

Visiting Arts works in partnership with British Council, Arts Council England, the Scottish Arts Council, the Arts Council of Wales, the Arts Council of Northern Ireland and the Department for Culture, Media and Sport.

The Board is chaired by Prof Sir Gordon Conway. Other Board Members are Cathie Boyd, Ajay Chhabra, Graham Long and Romesh Gunsekera

We have a wide and growing group of partners and associates with whom we work on one-off contracts. These associates represent some of the most experienced and diverse cultural operators in the UK (and beyond).

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