**Creative Arts East LIVE!**

**Information for Performers**

**Creative Arts East LIVE!** is the Rural Touring Scheme for Norfolk, Suffolk and Cambridgeshire. We work with isolated communities to bring professional performances to their local venue, such as village halls, churches and local schools to name a few. Promoters can be individuals, village hall committees or school PTA’s but they are almost always volunteers who want to bring high quality performances to their community. The scheme provides promoters with a broad artistic programme that will appeal to a variety of different audiences as well as offering a guarantee against loss to promoters, making prices affordable and giving promoters the confidence to take risks. Performing in rural areas is exciting and unpredictable and many artists find their work and assumptions challenged. Working in rural venues demands commitment and openness, but it is real and puts the connection between artist and audience at the heart of the experience – where it belongs.

**The Process**

1. All performing companies chosen for our LIVE! scheme will be on our online directory and will have an online account for which log-in details will be provided.

2. Our promoters select the show they would like to promote from our online directory. They will contact the performer directly either by email or phone to agree a performance date and time for the performance.

3. The promoter will make a formal booking through the website which will automatically generate an email to you to ‘approve’ the booking. Contracts will be issued and sent to the performer.

4. **Creative Arts East will create posters and fliers for each event and send to the promoting groups.** Performers are required to send Creative Arts East a high-resolution image/jpeg/pdf of their own artwork to use.

5. Whilst it is not always possible, a member of the Creative Arts East team will endeavour to attend performances in order to show support to both the promoting groups and the performers.

**Mandatory requirements from the performer**

* Performers must be friendly, flexible and communicate clearly with promoters with regard to the shows and their requirements.
* Performer/s **MUST** contact the promoter for each event within 2 weeks before the performance to discuss arrival times and other details. Please arrive and start performances on time.
* On receipt of contract from the promoter the performer **MUST** sign both copies of the contract and send one copy back to the promoter prior to the event.

**Accommodation**

Promoters usually provide hospitality at a volunteer’s house as the majority of performers find this to be an enjoyable experience.

**Fees**

Please check fees on your company information form are correct and are inclusive of travel, accommodation and VAT.

**Publicity Material**

It is essential that performers send us good, high resolution images for publicity purposes in jpeg format. **You do not need to send printed posters and flyers.**

**Technical Requirements**

Some village halls and community venues have their own PA system, whilst others do not. If it is necessary to have a PA system, we encourage the performer to bring their own. However if this is a problem, then arrangements to bring in a PA system to the venue may be negotiated with Creative Arts East.

**Transport**

The performer needs to have their own transport and be able to make their own way to the venues where the performance will take place. Performances usually take place in rural areas where there is a limited amount of public transport.

**Further Information**

If you have any further questions, please do not hesitate to contact either:

Community Touring Co-ordinator

Zoë Fletcher – [zoe@creativeartseast.co.uk](mailto:zoe@creativeartseast.co.uk)

Touring Development Manager

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