



## Company Information Form

Spot On is a service delivered by Culturapedia under contract to Lancashire County Council. We are regularly funded by ACE NW and seven local authorities. We enable teams of volunteers across the county to select and host professional performing arts events in non-traditional mini-scale venues (mostly village halls). This way, small communities can access great art in a non-threatening, friendly space without travelling far, and artists can enjoy performing in small, informal spaces. Our core work involves programming two seasons of professional performing arts a year. We work on a 6 month cycle of planning, unless working on development projects, or with international artists. We are able to earmark work a few seasons ahead if your show is in development.

We generally programme early September for the following Spring, and March for the following Autumn.

**We receive lots of submissions. Our email inbox is terrifying. Now you know what you're walking into.**

We create a menu - it's a curated selection of shows which fit our spaces. From this, our promoters make a series of choices. Getting on the menu doesn't mean you're booked - but it means we think you should be. Spot On is a democratic service, where communities actively choose what art they want to see, in their spaces, with a little expert guidance from us.

Usually, only about 15 companies / performers each season get booked, and we average about 40 events a season. Most of the time we manage to book 2-3 nights per company. We sometimes get one-offs, but avoid this if the company isn't local. Weekends are very popular, mid-week almost impossible to sell even if we try to give the show away. This is because our venues are very busy and booked up with regular events (brownies, badminton etc). You may find this is the same across the country. Be prepared to tie in tours, or link up with schools/arts venues to make a rural tour work.

There are some **essential** things we need you to offer. These are listed overleaf on our **check list**. Our venues do not have technical equipment, nor trained technicians. They are nearly all run by volunteers. You must be self sufficient, or be willing to negotiate with us, should we need to buy in your lights/sound for you. You must be flexible to communities. Excellent, relevant publicity is essential. We can give advice to you on this; we see thousands of flyers. What suits an arts centre may not work for us. Although a lot of shows are sold on networking and trust, a poor flyer can undermine you both at the booking and selling stage. Be warned, we have a gallery of bad flyers. Don't end up in it!

Even if you comply with our guidelines, you may not get on the menu. We may just have too much competition, or someone else is offering a similar show with easier tech. It's a competitive process and we can't book you all.

## Spot On checklist

If you can't provide us with information on the following, we can't encourage our volunteer promoters to book your work. Cut and paste this form or attach it to your email with an example of your publicity.

Our essential criteria	
<p><b>Minimum Performance Space:</b>  <i>Most venues average 5m x 5m. Some are 3m x 3m!            Think small scale, the bigger your show, the fewer chances there are of getting booked.</i></p>	
<p><b>Minimum Height:</b> <i>Essential in some of our spaces.</i></p>	
<p><b>Running time of performance:</b></p>	
<p><b>Interval:</b> <i>Essential. We find it hard to sell shows without one.</i></p>	
<p><b>No. of performers:</b> <i>Because we feed you</i></p>	
<p><b>Get in time:</b></p>	
<p><b>Get out time:</b></p>	
<p><b>Stage:</b> <i>Do you bring one? How much space will it take up? Can you work on the floor? Remember sightlines!</i></p>	
<p><b>PA &amp; Lighting:</b>  <i>If you need these and won't bring them, we can't book you, OR we may supply and negotiate this service within your fee. Audiences do need to be able to see and hear you and deserve some atmosphere at their events. If you're happy with houselights, we're not!</i></p>	
<p><b>Power:</b>  <i>Be warned, not every village hall has lots of sockets or 3 phase circuits. It's easy to cut out some systems.</i></p>	
<p><b>Marketing:</b>  <i>We need A5 flyers and A4 posters with a blank space big enough for us to add labels for each</i></p>	

<p><i>event. Please send a sample copy of your publicity. If it's not up to scratch, we can do it for you as a charged service. You get the PDF to use as you wish for future events elsewhere.</i></p>	
<p><b>Special Requirements:</b> <i>E.g. blackout, smoke alarms turned off etc.</i></p>	
<p><b>Target audience:</b> <i>Age/Specialism</i></p>	
<p><b>Cost:</b> <i>Per show/for a run. Tell us if you're VAT registered. Does the fee include accommodation? We don't pay travel.</i></p>	
<p><b>+ Accommodation:</b> <i>Do you need it? For how many? We try to put you in a cottage if you're a group here for a few days. Solos and short runs end up in travel lodges. We pay for this if not included in your fee but it won't be glam.</i></p>	
<p><b>Desirable:</b> <i>Some of this is more about the contract than the booking. It all helps.</i></p>	
<p><b>Do you offer workshops?</b> <i>Tell us about them! Target group, fee, length of workshop</i></p>	
<p><b>Do you have CRB clearance?</b> <i>Only needed if we put you in direct contact with children and vulnerable adults.</i></p>	
<p><b>Do you have the right to work in the UK?</b></p>	
<p><b>Do you have public liability insurance?</b></p>	
<p><b>Can you supply a risk assessment?</b></p>	
<p><b>What marketing support can you offer us to help sell the show?</b></p>	
<p><b>Is your show available to preview/on the web? Or in development? Where can we see you?</b></p>	
<p><b>Have you toured with other networks?</b> <i>Tell us, we can get references. Or tell us who we can chat to about your work.</i></p>	



**Still interested?** Send this back with your show information, or ensure your company info covers all these points. If we can't easily find the answers to these, we soon move onto the next company.

**Email:** [hello@spotonlancashire.co.uk](mailto:hello@spotonlancashire.co.uk)