

Expansion of PANDA Rural Touring Scheme

PANDA are pleased to announce an additional opportunity via this successful scheme, which enables members to pitch, gain feedback and access to a panel of rural venue promoters and producers. For the first time, PANDA are expanding the Rural Touring Mentoring Scheme partners to include a day with the Rural Touring Networks in Lancashire (Spot On), Cheshire and Cumbria, Durham & Northumberland (Highlights).

The process will remain similar but improved:

- 1) **written application - deadline 10am Thursday 19th January 2012**
- 2) live pitch to Rural Promoters (venue in Lancashire) – Monday 6th February 2012

ARE YOU ELIGIBLE TO APPLY?

We will use the following criteria to select applicants for Pitching:

1. Application received by email or post by deadline stated
2. Applicant current PANDA member
3. Availability & readiness to pitch concept/excerpt in Lancashire on 6th February 2012
4. Previous experience/evidence of successfully creating and touring work
5. Commitment to & interest in creating and developing work suitable for Rural Touring
6. Clarity of vision in terms of how Rural Touring fits into the applicants long term strategic plans
7. Work promises to be suitable and relevant to Rural Venues and Lancashire/Cumbria/Cheshire audience

PITCHING

Successful applicants will be contacted by 25th January 2012 with an invitation to pitch in a Lancashire venue to a group of managers and programmers of rural venues on 6th February 2012. Pitches will last approximately 15 minutes and are intended to give a flavour/impression of the quality, style and content of the proposed production/work. There will be a Q & A opportunity with the promoters immediately following this, who will give direct feedback and advice on the piece and its suitability for those venues represented, both in verbal and in written form.

Promoters reserve the right to select applicant/s they feel would be able to create and tour interesting, high quality work for their audiences with the support of the mentoring scheme and will suggest timescales for inclusion in the programme menu. In cases where the work is not yet tour ready, promoters may use the pitching as an opportunity to engage with companies and artists they feel show potential, in order to assist with the development of the piece with a view to including it on the menu at a later date.

WHAT THE MENTORING SCHEME OFFERS

Through the pitching process, the selected 'mentee' companies/artists will receive a better understanding of the issues and contexts in which rural touring operates and direct feedback from promoters regarding their presented work and ideas. All selected companies/artists will receive a free copy of the guide to rural touring produced by the National Rural Touring Forum.

This will be followed up with written feedback from the day, a free 1:1 session with PANDA or with a Rural Touring promoter/programmer who will offer bespoke advice around gaps of knowledge and need identified including advice where needed on marketing, pricing, administration, contracting, press and publicity, licensing, designing for small community spaces, technical considerations, artistic content and liaising with promoters.

Various additional networking and learning opportunities will also be available – one company or artist will be offered a subsidised place on the National Rural Touring Conference. The Rural Touring Network is well established and connected and a successful pitch could result in recommendations to other Rural Networks across the UK and cross regional introductions.

Fees are offered for any performances booked by a Rural Touring Promoter.

Successful companies/artists will be required to pay back into the scheme at a later date - for example participating in mentoring, interviewing and evaluating for future schemes.

This is an excellent scheme and valuable entry-point for any company wishing to establish themselves on the rural touring network.

How to apply

Applicants must be current PANDA members.

New members can register online at www.panda-arts.org.uk/join

Expired members can pay their membership fee by cheque or via BACS – please contact PANDA for details.

For an application form please visit the PANDA site.

Applications should be sent to Anne-Marie Crowther, PANDA Director, by email to anne-marie@panda-arts.org.uk or by post to the address below. Please feel free to include any examples of publicity material and/or DVD/video footage of your work.

Deadline for applications: 10am Thursday 19th January 2012

Shortlisted applicants informed by: Wednesday 25th January 2012

Pitches in Lancashire: Monday 6th February 2012 - APPLICANTS MUST BE AVAILABLE TO PITCH ON THIS DAY

More information

For more information on rural touring in general check out the Info On... Rural Touring fact sheet on the PANDA website at www.panda-arts.org.uk/resources/info-on/