



# Promoter Information Pack

PROFESSIONAL PERFORMANCES IN  
RURAL PLACES

[www.northantstouringarts.co.uk](http://www.northantstouringarts.co.uk)

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# 1. Welcome

Welcome to Northants Touring Arts' Promoter Information Pack. We are delighted that you have decided, or are considering, taking on the role of Promoter. We hope you will experience the joy and satisfaction of bringing your community together to share quality performances and arts events.

This pack is designed to guide and support new and would-be promoters and to refresh experienced ones. The information enclosed comes from touring companies and promoters with many years experience in bringing professional performances to community venues.

If you have any questions or feedback after reading the pack please contact **Sally Anne Tye at Northants Touring Arts on 0115 927 2334.**

## 1.2 About Northants Touring Arts

As the rural and community touring scheme for Northamptonshire, Northants Touring Arts exists to provide communities with access to high quality arts events by supporting volunteer promoters to host performances and workshops by professional artists in their community.

Each year we present a programme of more than 60 events that take place across Northamptonshire. This includes theatre, music, dance, storytelling and events for children. We believe that the arts have a valuable role to play in enhancing the quality of life for individuals and developing community cohesion, and that the opportunity to access the arts in a community setting should be available to all.

Our work is made possible through the funding we receive from Arts Council East Midlands and the county and district Councils of Northamptonshire. This includes: Northamptonshire Country Council, Corby Borough Council, Daventry District Council (until March 2012), Kettering Borough Council and South Northamptonshire Council.

Northants Touring Arts is managed by New Perspectives Theatre Company. With over 30 years' experience in rural and community touring, New Perspectives has an in depth understanding of the sector and is able to deliver all aspects of NTA's work using its dedicated team of staff. New Perspectives is funded by Arts Council East Midlands and is a registered charity and company limited by guarantee.

## 2. About Promoting

### 2.1 What is promoting?

Promoting, in the sense we are using here, means all the activities involved in putting on a professional performance in your local space and encouraging your community to come along and enjoy themselves.

### 2.2. Why promote shows in your local community?

There are a host of different reasons why people decide to become Promoters and put on professional performances in their local village hall, community centre, church or school hall. Some of these reasons are listed below:

- 🕒 It is great fun and provides a good night out for all
- 🕒 To enable those who live in rural areas to see professional shows without travelling into the cities
- 🕒 To enable those who cannot afford theatre tickets to shows at large venues to have affordable access to live performances
- 🕒 To encourage and enable elderly people to come out at night to see shows in a local venue which is familiar to them and without having to travel
- 🕒 To develop a sense of community spirit between all those involved in promoting and planning the production
- 🕒 To unite the community by bringing people together in a familiar venue
- 🕒 To encourage people of all ages to gather under the same roof and share a performance
- 🕒 It is very satisfying especially when at the end of the night you are repeatedly asked when the next event will be!

### 2.3 How does it work?

We put details of all shows/companies that are available to book on our website [www.northantstouringarts.co.uk](http://www.northantstouringarts.co.uk)

We also send all promoters a bi-monthly listing of available events by e-mail.

All performances offered on our menu are by professional companies who have been hand-picked. The majority of shows are designed specifically for rural touring so the companies are self sufficient and know what to expect when they turn up at a village hall.

As soon as you've decided on a show you'd like to book then you can fill in the booking form on our website, or download a copy to fill in at a later date. You can submit requests for bookings whenever you're ready. We will book shows on a first come first served basis.

It can sometimes take a bit of juggling to find a date when your venue and the company is free so you may have to bear with us. We will also discuss with you the level of financial support we can give to your event. Details of how our financial support works are also available on the booking pages of our website.

We always encourage promoters to book more than one show, however the amount of shows you can book will depend on the district / borough you live in, the amount of funding allocated for that area and the level of demand.

## 2.5 How does Northants Touring Arts help?

Being a promoter can be both fun and exciting, but it is also hard work. It needs someone motivated at a local level. Promoting is often led by one person and is very successful. A group of volunteers, however, spreads the load and can make promoting more fun with different people taking on different responsibilities. There is a difference between publicising an event by putting up posters in public places, and actively encouraging your local community to attend. Remember NTA is here to help you.

To help promoters put on a show we provide the following:

- 🕒 Details of all available work via our website and e-mail, including all the information you'll need to consider when deciding to put on a show.
- 🕒 We visit all new venues
- 🕒 Written agreements to promoters and performers
- 🕒 A4 posters and A5 flyers (via the performer), eight weeks before the show (where available)
- 🕒 Press releases to press, TV, radio and What's On guides
- 🕒 E-mail what's on listings to our growing database of audience members.
- 🕒 A listing on the Northants Touring Arts website

- 🕒 A post show call (if we are not at a show) to see how the show went and to find out what we could do better next time
- 🕒 Opportunities for promoters to meet, share experiences, receive training and visit each other's events

## 2.6 Venue Visits

We will visit every new venue before an event takes place. The visit is a good opportunity for you to ask any questions you have face to face and for us to find out more about your venue and community.

The visit can be done either with an individual promoter or as part of a committee meeting. Some of the things covered are:

- 🕒 Discussion about previous events (if any), current users and your target audience
- 🕒 Tour of the venue and completion of Venue Access Survey
- 🕒 Photographic record of the venue
- 🕒 Measurements of hall / floor plans
- 🕒 Advice on show selection

### 3. Financial Support

Thanks to generous funding from Arts Council England, Northamptonshire County Council, Northamptonshire Community Foundation and South Northants Council performances benefit from subsidy.

Performances are divided into 4 groups each of which demands a small fee after which tickets sales will be split between NTA and the promoter.

- ✓ We will guide you with pricing we recommend a basic ticket price of no less than £10.00/£8 concession not including any drinks/food etc. Pricing for family events varies.
- ✓ Whilst you're not promising to sell a certain number of tickets, we help you by calculating how many tickets you will need to sell to break even.
- ✓ Venue capacity isn't necessarily what you're licensed to hold. You'll need to bear in mind the space that performers require. It is likely that each event may have a different capacity.

NTA will make money back from each event based on what the actual box office takings. We deduct the booking fee and then split the proceeds according to the signed agreement issued on booking.

*NB: NTA is unable to cover promoter expenses that may be incurred when organising events.*

There are other things that you might want to take into consideration when booking an event:

- ✓ Charge a higher ticket price.
- ✓ Apply to your local authority or trust/foundation etc for some additional funds. (We can help advise on this).
- ✓ Choose a different event. NTA will be sourcing a range of events from £350 to £850 so that we can still offer affordable events to everybody.

We'd advise any promoter to contact us and have a chat about how the financial support we offer will work for them. You'll need to chat through things with us anyway at the point where you want to book an event.

## 4. Choosing a show.

### 4.1 Pick a show

Look through the shows available thinking about what might be suitable for your target audience. Have a look at the performers website to find out more about them, view pictures, listen to music and watch video clips (where available).

Once you have run your first few events and established an audience why not try offering something a little different. Don't try to please everyone; this can lead to bland programming. After a time you can stretch your audience a little. It does not always matter if a production is not quite what they expected or are used to.

Talk to us! We've often seen the show or the company before or know someone who has so we can tell you more about it than there's room to write.

If you can, go and see a company you are thinking of booking, the more enthusiastic and informed you are, the more tickets you are likely to sell. Contact NTA about this and to find out if the company is touring locally. If you are a first time Promoter it can be helpful and inspiring to go and see a performance in another local venue.

### 4.2 How many shows can I book?

The number of events you can book each year with financial support depends on the amount of funding we receive from the District or Borough you live in and the amount of demand from other communities. You can always book an event at full price if there are dates available.

### 4.3 Requirements

Check your venue has the correct license – your local authority will advise you (see the useful contacts section).

Check that your chosen show is suitable for your venue in terms of space and technical requirements. We assume that your venue has a minimum of two 13 amp power points and a separate room with a mirror for performers to change in, running water and toilet facilities. They will also need a safe place to unload and park a van.

Some companies will bring their own staging so may not use your stage if you have one, this may affect the seating capacity of your venue. You can, however, sit part of your audience on the stage. The important thing is that the performers can be seen and heard by all the audience.

NTA always asks the performers to include any accommodation costs in their price, so promoters shouldn't need to have to worry about accommodating performers. On very rare occasions we may chat with a promoter to see if they are able to host a performer in their home, but only in very exceptional circumstances.

Performers normally also ask to be fed. If they've been touring every day, unloaded a van, done a show, packed up then travelled on the the next venue they're often in need of a good home cooked meal.

A company will usually set up then have a break before the show to relax and have a meal. If you are unable to provide hot or cold food please let them know in advance so they can bring supplies. The use of a microwave will often be appreciated on such occasions.

#### **4.4 Choosing a date**

Check the availability of your venue against the availability of your chosen show. Pencil the date in your venue diary. It is always good if you have a couple of possibilities. When requesting dates remember that not everyone can have Friday or Saturday nights - touring companies have to work somewhere for the rest of the week. Some promoters make a great success of using a regular weekday slot and the audience know that *'Tuesday night is our performance night'*.

Think about any possible clashes with any other events taking place locally: cup final nights, parents' evening, school play, evening classes etc.

The more flexible you can be the better. Please be prepared for some juggling of dates in order to accommodate a performance.

We try to offer as much work with general availability as possible. Some theatre companies only have specific touring dates. The dates listed are not guaranteed to be available. The company will have often offered them to other touring schemes as well so please check your venue is available and just pencil a booking until you have received confirmation from NTA.

#### **4.5 Submit your booking**

Please submit you're booking as soon as you're ready. Booking will be taken on a first come first served basis.

If you're unsure about anything, would like more information or if you need help deciding please call Sally on 0115 927 2334.

## 4.6 What happens next?

Upon receipt of your booking form we will contact you and the performers to negotiate a date for performance and agree financial arrangements with you.

It may take a little while to find a date that both the performers can do and the venue is free.

Once a show and date have been confirmed NTA will send a written agreement to both you and the performers.

You can now confirm your booking with the venue. You will need to cover all of the costs for hire of the venue, staffing, piano tuning etc. Contact your local council to arrange a Temporary Event Notice (TEN). A TEN is needed at any public event where you might sell alcohol or food or where there might be music, dancing or entertainment.

## 4.7 Other things to think about

Some companies include a workshop, usually before the show. A workshop is a great way to allow more members of your community to take part and can help boost your ticket sales. A workshop may be something you organise yourself with local people taking part or you could offer it to your local school, youth club, residential home etc.

Many of the companies in the menu offer workshops even if it is not mentioned. Ask NTA if this is something you would like to pursue.

# 5. Tickets

## 5.1 Set the ticket price

We will contact you to you work out what your capacity will be and what ticket prices you will be charging as our financial support is based upon these details. (See section 3). IN all cases we do set a recommended minimum price.

For all events other than children's shows:

Adults £8, concessions £7,

Concession = children, students, senior citizens, people on benefits & those who are registered disabled.

For childrens shows:

Adults £6 Concession £5.

However, this is only a guide, you will need to set realistic prices with us to ensure that you can afford the cost of the event.

## 5.2 Arrange ticket sellers

Arrange ticket sellers and where you are going to sell.

NTA will need a telephone (box office) number for people to call about tickets. This will go on the website and you will need to include it on your posters and flyers. You can have more than one phone number, i.e. your home number and the local shop / post office. If possible please add to your answer machine message “if you are calling about tickets for ...[ name of show]... please leave your name, telephone number and how many you would like and I shall call you back as soon as possible.” This just reassures people they’ve got the right number!

If you have a local shop or pub ask if they will sell tickets as well.

Make sure that you and everyone involved in selling has a clear idea of what the show is and has all the information they need to proactively market the show. Some of the most common questions asked are what age is it suitable for, what time will it finish and is there a bar?

Doing all the selling yourself is hard work; try and get a small team together to share the work (immediately you have added to the number of friends and family that will come along). Five people selling ten tickets each = 50 tickets sold.

Give clear instructions to your ticket sellers: who is eligible for concessionary rates, who cheques should be made payable to, who the contact is if there is a query, who will be collecting the stubs and money and when.

## 5.3 Request your tickets

Once you have told NTA your start time, ticket prices and telephone number(s), you can **contact Sally on 0115 923 9121** or at [info@northantstouringarts.co.uk](mailto:info@northantstouringarts.co.uk) to request a ticket template. Once authorised these tickets will be sent to you to print off from a PDF.

If you do not have internet access or have any problems let NTA know and they will be printed and posted to you.

## 5.4 Sell tickets in advance

Advanced sales create confidence: you will know you can cover costs, guarantee the performers a good audience and potential customers will be reassured that they are in good company.

When people call about tickets ask them to send a cheque and s.a.e. for the tickets to be sent to them. If you don’t take money in advance you could end up with empty

seats if the weather's bad, or something else comes up on the night. People are much more likely to make the effort if they've already paid!

## 5.5 Keep a record of Ticket Sales

Keep a record of tickets distributed - how many and to whom – and have regular contact with your sellers to keep them selling and check how things are going. NTA will provide you with an 'Audience Contact Sheet' in order for you to record details about who is coming to see your event and also inviting people to join the NTA e-news list. A copy of this sheet will sent out with your event contract and is also available for download from our website. Alternatively you can request PDF version by contacting **Sally on 0115 973 9121 or at [info@northantstouringarts.co.uk](mailto:info@northantstouringarts.co.uk)**

It is also important to keep a record of people buying tickets, name, telephone number and number of tickets at each price then if something should happen and you need to contact everyone you can.

If you can it's useful to add a few questions in to the conversation, how did you find out about the event? Would you like to go on our mailing list so we can let you about future events?

If you can build up a list of people that have been to your event then you can target them for the next one. It will also help us to communicate with audience members who would like to find out more about NTA.

## 6. Marketing the Show

### 6.1 Contact Local Press

Press releases will be sent to county wide newspapers, magazines and radio stations periodically through the year.

We ask that promoters contact their local town / district newspapers, free papers and local newsletters / magazines and community radio stations. A guide to writing press releases is available from our website along with information about the show to copy and paste and images to download.

We ask that Northants Touring Arts is acknowledged in all publicity using the words "In association with Northants Touring Arts" or "supported by Northants Touring Arts" and where possible the logo included. (Available to download from the website).

The acknowledgment of the support of Northants Touring Arts in turn acknowledges our funders.

## 6.2 Word of Mouth

Talk about the performance to key people in the community and create a buzz. Sell the show as an occasion. If you have a bar or refreshments remind people of the social element. Always keep tickets on you and try to get people to buy them when you bump into them in the street. If you are posting tickets out to somebody, include a couple of flyers with the tickets so they can pass details onto friends.

Think about the kind of people who are most likely to come to the show and sell to them, their friends and families first. You will be surprised how many tickets you can sell this way, leaving you to concentrate on other people who may like to come.

Putting up posters is not enough; promoting is a proactive process and you will need to talk about your event as enthusiastically as possible to as many different people as possible.

Every promoter is asked to make available two complimentary tickets for their event for another promoter to attend. Seeing the show before hand can be helpful when selling tickets as you will be able to let people know what to expect and hopefully sell more tickets. If you would like to see a show at another venue let us know. If it's on at an arts centre or theatre you can get to we may be able to arrange tickets for you there so do ask.

## 6.3 Access

We want to try and reach as many people as possible and you may want to encourage people from residential homes etc. to attend, in which case you may need to consider whether people with physical, sensory or learning disabilities can comfortably attend your performance. Consider transport, is there anyone who might come if offered a lift?

## 6.4 Websites

Your event will be listed on [www.northantstouringarts.co.uk](http://www.northantstouringarts.co.uk). Make sure your event is listed with your village or community website, in the What's On guide at the nearest Tourist Information Centre and local council website.

## 6.5 Posters & Flyers

The performer will send posters and flyers usually at least 8 weeks before your event. We always ask performers to provide space for promoters to put event details on the posters and flyers. You'll need to print/write your venue name, event date and time and ticket prices and telephone number along with any other information you've asked for, room permitting.

Performers are asked to supply a minimum of 200 flyers and 20 posters. NTA will assist with alternatives if the company does not have any.

You will need to start putting up posters six to eight weeks before the show, check them regularly and replace if they become tatty. Wall paper paste is excellent for sticking posters to flat surfaces (after the event just pour water on the poster to remove).

Places to distribute flyers and mount posters:

<b>Your venue</b>	<b>Schools and parents groups</b>
<b>Groups that use the venue</b>	<b>Library</b>
<b>Post office</b>	<b>Pubs and cafes</b>
<b>Local shops</b>	<b>Churches and groups</b>
<b>Doctors waiting rooms</b>	<b>Local garage</b>
<b>Dentists, Opticians</b>	<b>Scouts, Guides etc.</b>
<b>Special interest groups</b>	<b>Residential homes</b>
<b>Local organisations</b>	<b>Sheltered housing and day centres</b>
<b>Women's Institutes</b>	<b>Historical societies</b>
<b>Evening classes</b>	<b>Arts and sports centres</b>

Some newsagents will deliver flyers door to door for a small fee but you may wish to do this with your team in order to encourage ticket sales at the same time.

Consider working alongside your local school, they are often happy for someone to give a short talk at an assembly and to leave them with flyers to give out. They may also have a notice board, regularly looked at by parents, where a poster can be displayed.

Consider using an A frame in a prominent, but safe, place. If you still have tickets to sell on the day, put 'tonight' signs on your posters. Also, 'Sold Out' signs on posters encourage people to book sooner next time.

NTA will also provide each promoter with a couple of larger posters about the scheme in general which we ask you to put up in the venue on the day of the performance. We will also send each promoter a set of informational flyers about NTA which could be put out during the performance. The flyers and posters will also acknowledge each of the scheme funders.

## **6.6 Target groups**

Think about groups in your area that may be interested - e.g. if it's a play about cricket, let the cricket team know, is it something the historical society or book group might know about / be interested in?

How about inviting the salsa class to come along to an appropriate band to get everyone dancing? If it's a show for children tell the playgroup and school. Ask if you can give a short talk and hand out leaflets.

## 6.7 Make contact with other promoters

Contact other nearby Promoters and ask them to distribute flyers, put up posters and maybe sell some tickets. You can pay back the favour for shows they are promoting. All events are on the website.

## 7. Preparing for the event

The performers or someone from the company will usually contact you about a week before the event to ask how many tickets you have sold, confirm arrival time and arrangements for refreshments and hospitality.

There are a number of jobs that will need doing on the day and you will struggle to do everything so plan ahead and delegate!

Ask for volunteers to sign up for a job:

- Open the hall
- Meet the company
- Set the chairs out
- Arrange food for the performers
- Organise bar, ticket and raffle floats
- Set up and sell refreshments
- Collect prizes, sell raffle tickets
- Sell /collect tickets on the door
- Hand out programmes / sell merchandise (sometimes!)
- Clear up (washing up, put chairs away)
- Lock up the hall

## 8. Performance Day

### 8.1 Before the Performers arrive

- 📌 Check that the hall is clean, heated and clear of unnecessary furnishings. Chairs need to be stacked to the side of the performance space until after the performers have finished setting up

- 🕒 Performers will welcome a warm, clean room with a place for hanging costumes, a full length mirror and access to the kitchen when setting up
- 🕒 Check lights and sockets are working
- 🕒 Make sure someone is on hand to meet the company and unlock the hall
- 🕒 If a meter needs feeding ensure you have adequate coins to last the night
- 🕒 If the venue has a pay phone check that it will not be heard by the audience if it rings during the show
- 🕒 Deal with any technical requirements such as providing a blackout (sugar paper or bin bags work well to block out windows)
- 🕒 If the kitchen or other parts of the venue are in use during the performance check for noises that might be heard by the audience and performers

## 8.2 When the performers arrive

- 🕒 They may have driven a long way and will probably welcome a cup of tea and a snack
- 🕒 Show the Company Manager around the hall and discuss any requirements, refreshments, raffles, programmes, announcements etc
- 🕒 Make sure the performers have all they need. Companies do not expect quality changing rooms but they do welcome a warm, clean room and a little privacy
- 🕒 Check they know about anything delicate in the venue
- 🕒 If they set up and go away make sure they know how to get back in
- 🕒 If they are going to be left in the hall on their own make sure you give them an emergency contact number
- 🕒 Check how they would like to start the show? We'd always encourage promoters to give a brief introduction to the event, acknowledging the support of NTA, Arts Council England, Northants County Council and if relevant the district council for their support - (a brief introduction also gives you the opportunity to make sure mobile phones are switched off and welcome everyone)

- 🕒 Check what time they would like to eat
- 🕒 Find out when you can set chairs up

## 8.3 Before the audience arrives

### Get the Venue Ready

Put a poster of the show on the front door so your audience are sure they are in the right location. Ensure your entrance is well lit. Can the public find the venue easily? Set up signs if necessary. Do you need to have someone to oversee parking?

Check entrances, exits and toilets are clearly signed. Check fire exits are accessible and can be opened and check extinguishers.

Set chairs up allowing for a gangway of at least 1.2 metres wide.

Put information about your next event on seats. Put the NTA poster up, brochures and leaflets in a prominent place.

### On The Door

Set up a sales point. Have an adequate cash float and keep a separate float for tickets, raffle & refreshments. Have pre-booked tickets ready for collection and keep a log of how many you have sold on the door and in pre-sales so you know how many people are in the building and can calculate your sales. Make sure ticket sellers are on hand about half an hour before the show.

### Refreshments

Set up your refreshments. If you intend to serve refreshments bear in mind that you will need to set this up early and clear up after the show to avoid noise and distraction.

Most shows have an interval of 20 minutes. Have plenty of helpers serving refreshments and try and keep the queue moving. It can help to arrange several serving points and to put milk and sugar at a distance from the serving points. Please provide refreshments to performers at the interval.

### Late-Comers

Check with the Company Manager when late-comers can be let in. There may be a specific moment where the performers will be less distracted.

Check outside for late-comers just before the show starts. Once the show has started do a discreet head count, in case ticket sales are not quite accurate.

## 7.4 After the show

### Make an announcement

Thank the performers and audience for coming. Publicise your next show, encourage people to join the mailing list.

The performers will often be happy to draw the raffle for you at the end of the show. Make sure they know how many prizes there are.

Give any programme donations and merchandise sales takings to the Company Manager. The performers will do a check round to ensure nothing has been left behind but an extra pair of eyes is always welcome to double check.

Please note, that NTA deals with all performers fees separately and you should never be asked to hand over money on the evening of the show to the performer.

Ensure arrangements are made for locking up the hall.

## 9. After the Event

### 9.1 Box Office Return Form

Return the Box Office Return Form sent with your agreement or download a copy from our website. Alternatively you can email us at [info@newperspectives.co.uk](mailto:info@newperspectives.co.uk) to request a copy.

This should be sent within 10 days after the performance.

### 9.2 Invoicing

New Perspectives will invoice you for the performance. We ask that payment is made within 14 days of the invoice arriving.

### 9.3 Venue Feedback

If we are not at an event we will give you a call to find out how it went. Tell us your highs and lows – all your thoughts and experiences help us provide a better service.

Please send a copy of any press coverage.

Encourage audience members to write reviews of the show on our website

## 10. Cancellations

Cancellations are very rare and are usually caused by two things: 1. Problems with the company (e.g. illness) and 2. Problems with the venue (e.g. power cut).

- 🕒 Make a firm decision, do not worry that it may appear to be the wrong one
- 🕒 Talk to NTA as soon as possible
- 🕒 Tell the venue, your volunteers and anyone else who may need to know (e.g. accommodation arranged for the performers)
- 🕒 Blitz your posters and signs with “cancelled” signs
- 🕒 Call everyone who has booked
- 🕒 Be at the venue at the advertised time to explain to anyone who turns up

### 10.1 Cancellation fees

Our standard contract for subsidised events contains a cancellation clause which may result in you paying a cancellation fee.

Cancellation should always be a very last resort and avoided at all costs. Make sure you talk with us first. We may be able to help.

## 11. Next steps

### 11.1 Reviewing the show

Encourage someone to write a brief review about the show for your parish magazine or community newsletter. This can boost ticket sales for your next event.

### 11.2 Retaining and developing your audience

After a show it is useful to reflect on the process of promoting and examine what was successful and what wasn't.

You may specifically be interested in looking to attract people who did not attend. You may wish to ask the following questions:

- 🕒 Who didn't attend the performance and why?
- 🕒 What were the barriers to them coming – physical, geographical, transport, lack of understanding, type of show?

- 🕒 How else could you promote a show that might encourage different groups to come?
- 🕒 Would a different type of show attract a wider audience?
- 🕒 What are the issues facing your community and are there any opportunities to produce or create activities that would address some of these problems.

Northants Touring Arts are happy to help with this and can help you put together a survey to canvase the community.

## 12. Legal issues

### 12.1 Licences

You will need to make sure that your venue is licensed for the show you have booked.

A Premises Licence is available to community buildings and is issued by all councils. It covers music, dancing, stage plays, cinema/film and indoor sports.

There is usually no charge for the Premises licences for community buildings (i.e. where the money is going back into the community, includes village halls, community centres & in some authorities, schools). However, for commercial buildings (e.g. pubs) there is a charge. Check with the relevant local authority.

TENs (Temporary Event Notices) are required for the sale of alcohol if you have a Premises licence excluding the sale of alcohol. These cost £21 each and a maximum of 12 per building are allowed each year. They must be applied for at least 10 days in advance.

A copy of your TENs application has to be sent to your local police authority. The address can be obtained from your local authority.

Five Councils within Northamptonshire (Daventry, Corby, East-Northamptonshire, Kettering and Wellingborough) have combined resources and set up a centralised unit to administer the processing of all licences under the Licensing Act 2003 and the Gambling Act 2005. The unit is based in Thrapston.

If your event is taking place in one of these areas you should contact **Northants Licensing**: [www.northantslicensing.gov.uk](http://www.northantslicensing.gov.uk)

See the useful contacts section for South Northants and Northampton council contacts.

## 12.2 Insurance

All venues must have Public Liability Insurance. Contact the Village Hall's advisor at ACRE or your local council for advice.

## 13. Health & Safety

You will need to know the answers to these questions?

- ☐ Where is the first aid kit stored?
- ☐ Who among your helpers, or even audience members, are qualified in first aid skills?
- ☐ How do you contact people in an emergency?
- ☐ Where is the venue phone or who among the helpers has a mobile phone?
- ☐ Do you have working fire alarms, smoke detectors, fire extinguishers and emergency lights?
- ☐ Has the venue had a recent visit from your Fire Brigade's Fire Prevention Officer?
- ☐ Are the seats safe? Should they be clipped together? Are aisles at least 1.2 metres wide? Are fire exits clear of chairs, light stands and equipment?
- ☐ Are all fire doors clearly marked and unlocked?
- ☐ Has someone checked at the end that all electrical appliances are turned off?
- ☐ Have you got insurance? This is it needed for the building, contents, personal belongings and public liability. (NTA ensures that all companies in the menu have £2 million public liability insurance).

### 13.1 The Disability Act

Village halls are central to community life, therefore it is important that the services they provide are inclusive of all within the community.

Since October 2004 service providers are required to make reasonable adjustments to the physical features of their premises to overcome physical barriers to access. The legislation has implications for all public buildings - community buildings and village halls included - without disability access or similar provisions.

The Disability Rights Commission (DRC) is the government body set up to protect the rights of disabled people. The Commission's helpline provides advice and information on the Disability Discrimination Act. Call the helpline on 08457 622 633. Further information can be obtained from the DRC website [www.drc-gb.org/thelaw/practice.asp](http://www.drc-gb.org/thelaw/practice.asp)

## 14. Useful contacts

**Northants Licensing** [www.northantslicensing.gov.uk](http://www.northantslicensing.gov.uk)

Information about licensing and Temporary Event Notices (TENS) for Corby, Daventry, East-Northamptonshire, Kettering and Wellingborough

**Northamptonshire County Council**

[artsdevelopment@northamptonshire.gov.uk](mailto:artsdevelopment@northamptonshire.gov.uk)

Kate Earl.

**Corby Borough Council**

Grosvenor House, George Street, Corby NN17 1QB

Arts contact: J Devereux 01536 464018

**Daventry District Council**

Lodge Road, Daventry NN11 5AF

Grants Officer: Katie Arnold 01327 302312

**East Northamptonshire District Council**

East Northamptonshire House, Cedar Drive, Thrapston NN14 4LZ

Cultural Community Partnerships Arts and Heritage Development Manager: Angela-Gaye Mallory-Starks 01933 655401

**Kettering Borough Council**

Municipal Offices, Bowling Green Road, Kettering NN15 7QX

Community Services Officer:

**Northampton Borough Council**

Cliftonville house, Bedford Road, Northampton NN4 7NR

Arts Liaison Officer: Gerry Arterton 01604 837645

Licences: 01604 838711 Email: [licensing@northampton.gov.uk](mailto:licensing@northampton.gov.uk)

**South Northamptonshire District Council**

Springfields, Towcester NN12 6AE

Arts Officer: Sue Carverhill 01327 322334

Licences: 01327 322117 Email: [licensing@southnorthants.gov.uk](mailto:licensing@southnorthants.gov.uk)

**Wellingborough Borough Council**

Tithe Barn Road, Wellingborough, NN8 1BN

**Northamptonshire ACRE** (Action with Communities in Rural England)

Hunsbury Hill Centre, Harksome Hill, Northampton NN4 9QX

Village Halls Advisor: Pam Wilton 01604 765888

We hope you have found this briefing pack useful.  
Good luck with your Promoting!  
Please do contact us if you have any questions

CONTACT:

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[www.newperspectives.co.uk](http://www.newperspectives.co.uk)