



Turfed - LIFT

London International Festival of Theatre 2014

Photo © Ellie Kurtz

## NATIONAL LOTTERY PROJECT GRANTS INFORMATION SHEET

# Touring projects

Arts Council National Lottery Project Grants is our open-access funding programme for individual practitioners, arts organisations, libraries, and museum projects.

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[artscouncil.org.uk](https://www.artscouncil.org.uk)

# What's Inside

This information sheet relates to Arts Council England's National Lottery Project Grants. It can be used alongside the Project Grants 'How to Apply' guidance documents to support you to make your application.

See our [website](#) for more information about Project Grants.

In this information sheet, we will talk about the following:

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# Definition of Touring

We define touring activity as the distribution of the same core product, programme or event to at least two different locations. A tour may be adapted in each location to respond to local contexts and to work with existing infrastructure, enable resources and engage communities, audiences, visitors, partners and stakeholders.

## Touring funds

We can support a variety of touring work through Project Grants that can involve live performances, international work, streaming, hybrid models, exhibitions, workshops, residencies, digital distribution where live work is also part of the activity, showcasing, or a combination of these things. In exceptional circumstances we can also support the making along with the touring of a project, however, you must be able to demonstrate clear demand. This is likely to be through a mostly confirmed/ fully confirmed tour schedule, confirmed partnership support and where relevant, financial buy in from venues and/or tour partners.

### In Project Grants we can fund touring through

- a dedicated **Touring strand** for projects **more than £30,000**
- Project Grants **under £30,000**
- as part of **Nationally Significant Projects over £100,000**

This information sheet covers what we mean by touring and focuses on the dedicated **Touring strand** for projects **more than £30,000**.

For project grants that include touring activity under £30,000 please see the main [How To Apply Guidance](#). Decisions for projects under £30,000 will be made in the Area in which the applicant is based but can still include activity outside of the area in which you are applying.

## Touring locations

Locations might be:

- a theatre
- a gallery
- an arts centre
- a library
- a museum
- a festival site or space
- a community centre
- a high street
- any other space or site where the activity is taking place

Touring activity can include digital distribution, but if you apply to the Touring Strand the primary focus of your project must be touring work to physical places.

## What you can apply for

- Tour a production and/or event to several venues or locations in England, the other UK nations and/or internationally
- Re-staging a previous production or event and tour it to new audiences and venues

## Applying to the Touring strand

Touring activity can include digital distribution, but the primary focus of your project must be touring work to physical places.

To apply to the Touring strand your project needs to:

- Be for **more than £30,000**. There is no maximum threshold for the fund.

- Focus on work that is ready to tour. We wouldn't expect to support testing or previewing work through this strand. You can apply to the main Project Grants programme for this kind of work.

If you want to apply to the touring strand, you'll need to submit an **Expression of Interest** first, and we'll then tell you if we'd like to invite you to make an application.

This is because we want to make sure that a project has potential to reach audiences and have the kind of impact we would expect before an applicant invests time in developing a full application. We will also think about whether we have the budget available to consider your full application.

## Restrictions on applying to the Touring strand

There are restrictions on applicants applying to **Nationally Significant Projects, Touring** and **Place Partnerships** strands of National Lottery Project Grants.

The restrictions below will apply from 1 April 2023-31 March 2026.

We don't count any Expressions of Interest (EOI) or full applications you made before 1 April 2023.

### **NPOs/IPSOs/Transfer organisations/National museums:**

- Can apply to **Nationally Significant Projects, Touring** and **Place Partnerships**
- Can make a maximum of 2 full applications (successful or unsuccessful) within the period 1 April 2023-31 March 2026, across any combination of these strands
- For Nationally Significant Projects and Place Partnerships, Expressions of Interest (EOIs) can only be resubmitted once before any full application is made
- For Nationally Significant Projects and Place Partnerships, if your full application is unsuccessful you can't submit another EOI for the same project
- We decide which period (22-23 or 23-26) your application falls into based on when you submit your EOI

Please see our [Funded Organisations information sheet](#).

**All other applicants (non-NPO organisations and individuals):**

- Can apply to **all** strands of Project Grants
- There is a **restriction** on the number of times you can apply to **Nationally Significant Projects** and the **Touring strand for £100,001 and over**
- You can make a maximum of 2 full applications (successful or unsuccessful) within the period 1 April 2023-31 March 2026, across any combination of these two strands
- For Nationally Significant Projects, Expressions of Interest (EOIs) can only be resubmitted once before any full application is made
- For Nationally Significant Projects, if your full application is unsuccessful you can't submit another EOI for the same project
- We decide which period (22-23 or 23-26) your application falls into based on when you submit your EOI

Please think carefully before submitting an EOI, and make sure that you do so at a time that makes the most sense for your project and for your wider work. Once you are invited to make a full application you will have up to 12 weeks to submit it. We strongly advise all potential applicants to have a conversation with us before submitting an Expression of Interest.

# Expression of Interest

We decide whether to invite a full application for a Touring strand project by asking potential applicants to submit an Expression of Interest (EOI). This is made using our online system, Grantium. It is accessed by working through the Eligibility Questionnaire for Project Grants.

In the EOI we will ask:

- Where will any match funding from this project be coming from? (2000 characters)
- How you have worked out any income you expect to receive during your project (1000 characters)
- Give an outline of proposed project including how this project will deliver against our outcomes and how you will use this project to embed our Investment Principles (3000 characters)
- Tell us how you can evidence demand for the work you want to tour (2000 characters)
- If you have had any previous Arts Council funding (through any programme) for activity that relates to what you are proposing here (1000 characters)
- How will this project help you adopt our Inclusivity and Relevance Investment Principle (1000 characters)
- Tell us how you plan to measure the environmental impact of your project, the data you will collect and how it will be used (1000 characters)

## Completing your tour schedule

You will be asked to fill in a tour schedule as part of your EOI and full application. You should tell us whether each tour booking is:

**Confirmed** – the booking dates and contractual arrangements are confirmed, subject to Project Grants funding, and probably won't change, or

**Expected** – there has been a discussion between you and the venue. The venue understands the likely contractual arrangements and has agreed to pencil a date.

We don't expect you to have fully confirmed your tour by the time you submit an EOI. However, if you are invited to make a full application we would expect the dates and contractual arrangements to be mostly confirmed.

An unconfirmed tour schedule does not automatically mean that we will consider your activity major risk or that your tour schedule is unrealistic. However, if a large proportion of your tour dates are expected and/or you haven't discussed the project with the intended venue partners then you must explain how realistic your proposed tour schedule is. For example you can tell us about the experience you and your partners have of securing tours. Any strong partnerships you have with the proposed venues or producers, and how you'll manage the project and make sure it is achievable.

We advise against submitting a speculative tour schedule in the hope of updating this later. If your EOI contains only 'expected' dates or there is little evidence of relationships with the venues, we may consider your project to be major risk or underdeveloped. In this case, we would be unlikely to invite you to make a full application.

If we invite you to make a full application, the tour schedule you provide in your EOI will pull through into your application form. When you make your application you should update your tour schedule to include any new or rescheduled dates, or to tell us if any expected dates have now been confirmed.

### **Your project and the Investment Principles**

For Touring strand applications you need to complete the sections on **Inclusivity** and **Relevance** and **Environmental Responsibility**. You will be asked one question for each of these Investment Principles at EOI stage and three questions at full application stage.

You can answer any of the other Investment Principles questions for the full Application if you feel they are relevant to your project and help you develop your own approach to adopting the Investment Principles. If you do answer any of the other questions, we'll take that information into consideration when we make a decision on your application.

NPOs and IPSOs need to complete all four Investment Principle sections.

For more details on our Investment Principles visit our [website](#).

## Key things to remember

In addition to meeting the standard criteria for Project Grants (as explained in the How to Apply Guidance), you should also consider the following:

- any plans for developing or maintaining longer-term links between the touring work, creative and cultural practitioners, promoters and venues
- where relevant, tell us about any research and development or previews you have undertaken for this activity and how this was supported

## Making an application

Full applications are made using the Project Grants application form on Grantium. Your invitation to apply notification will provide access to your application form. See our Grantium guidance for more information.

Guidance on completing the application form is set out in the [How to Apply guidance](#) for Project Grants.

### Completing the budget

When completing your budget, we suggest you provide as much detail as you can about your expected earned income. For example, if you are expecting income on a box office split, tell us the calculation your share of the split is based upon and your track record for being able to achieve this. Similarly, if your income includes ticket sales, show how many tickets you expect to sell and the cost of each ticket.

We suggest that you break down both your production costs and touring costs separately in your budget.

We would also suggest you break down any international touring income and costs in your budget.

## Completing the Audience Development Plan

For the Touring strand we require you to attach an Audience Development Plan to help demonstrate that you have thought about the people in each place you are touring and how you will make sure your project reaches them. You might want to consider including the following:

- information about why the activity is relevant to your venues and audiences
- details about who you are reaching in terms of location, participants and any learning or participatory opportunities.
- any research you have undertaken to understand the people in each tour location

For more information please see Audience Development & Marketing and Project Grants to help us see how this impacts the overall project.

## Appraisal

Full applications for the Touring strand are appraised against the criteria set out in the [How to Apply guidance](#) for Project Grants.

In addition, if you are a National Portfolio Organisation or Music Education Hub we may also take your risk rating into account in our appraisal of your application, and will expect you to include plans to mitigate against current and potential risk in your application.

For all applicants, we will review your total investment to date from the Arts Council to assess organisational capacity and risk in the context of the application you have made.

## How we make decisions

Decisions on Expressions of Interest and Applications for the Touring Strand of Project Grants will be made at a national level by the National Touring Panel. We involve specialist staff across the country to inform our decisions on applications for national and international tours.

We will use the information provided in your expression of interest, your application form and any information we hold about you to make a decision. We will consider the quality and range of the work alongside the places the work tours to and the people that experience the work as well as how realistic your tour schedule is. We may also get in touch with some of the venues on your tour schedule to discuss your proposed tour and its relevance to their venue.

## Timeline

It takes **four weeks** to make decisions on an EOI to the Touring strand.

If you are invited to apply you will have **12 weeks to submit a full application**, but can submit at any point during this period. When we receive your application it then takes **12 weeks to make a decision**. Remember to:

- submit your EOI and/or full application in enough time for us to reach a decision before your activity is due to start
- allow time to confirm your activity with venues before starting publicity
- check the timetable for your application with your venues and manage any risks accordingly.

## What happens next?

If you are successful, your on-line account will show your offer letter and other information which will allow you to accept the grant.

You should tell us if there have been any changes to your activity since submitting the full application. If the number of dates/venues, audience figures and/or level of income you're expecting has reduced by more than 20% you should upload a document explaining these changes and if/how they affect the intended outputs/outcomes of your project. This document should be uploaded along with any other requested payment conditions.

## Rural touring – things to consider

By rural touring, we mean a tour schedule that is fully or partly made up of venues that are members of recognised rural touring schemes or where you work directly with promoters in village halls or rural venues. You can find out more about rural touring schemes on the [National Rural Touring Forum website](#).

Rural touring schemes work with voluntary promoting groups (village hall committees, pubs, local schools, church halls, community groups) to bring high quality, professional performing companies and artists to perform in their village or community venue.

If you apply for a rural touring project, you should have developed relationships with the rural touring scheme(s) or voluntary promoting groups involved in the activity.

We would expect to see clear plans to engage and develop local audiences. If your tour reaches locations where there is comparatively little arts provision or audience, tell us about it.

We consider confirmation of being 'on the menu' of a rural touring scheme as 'expected' in terms of booking status. If your tour has been selected for the menu and you don't know specific dates and venues, write the name of the rural touring scheme under venue and provide details of the range of dates from which promoters will be able to select your work. Remember to tell us in your written answers how many tour dates you expect within the scheme(s).

# Museums touring – things to consider

Accredited and non-accredited museums can apply to tour objects or collections.

You might like to think about how the tour could respond to collections and/or objects in each location. The core elements of the tour shouldn't change however applications can incorporate objects at each location to provide context for the overall exhibition. This can help to personalise a touring exhibition for each place and increase depth of engagement with participants and visitors, as well as support how you work with local communities and stakeholders.

Within your budget, you can include items that are specific to museum touring activity, such as display cases, preparing objects for display, conservation costs for objects to be toured, environmental monitoring and packing & transportation costs. Local costs should be proportionate to the overall tour, with expenditure weighted towards the touring exhibition.

## **Government Indemnity Scheme**

The Government Indemnity Scheme offers an alternative to the cost of commercial insurance. It allows organisations to display art and cultural objects to the public that might not otherwise have been shown due to the high cost of insurance. The scheme provides cost-free indemnity cover to borrowing institutions for loss or damage to art or cultural items on short or long-term loan or on tour.

Objects can be intended for public display or study purposes. It covers loans from private lenders in the UK and abroad, as well as loans from UK nonnational museums and galleries. Loans from national museums are not covered – these museums lend at their own risk. The scheme covers: objects and artworks during transit to and from the borrowing venue; storage; setting up; display; and dismantling.

For more information visit the Government Indemnity Scheme pages on the Arts Council [website](#).

# International touring – things to consider

We can support tours that take work to venues and places outside of England. We can only fund activities or events taking place outside England where you can demonstrate longer term benefit to creative and cultural practitioners, organisations, participants and audiences living in (or organisations based in) England. If you apply for international touring work (this includes the wider UK; Wales, Scotland and Northern Ireland) you need to tell us clearly in your application what the benefit to England will be. You can find out more in the [International information sheet](#).

We can only accept applications from individuals or organisations based (living) in England or the wider United Kingdom (UK).

For further details of the eligibility requirements for Project Grants, read the [How to apply guidance](#) carefully.

## **Edinburgh International and Fringe Festivals**

We don't directly fund applications that solely focus on taking work to the

Edinburgh Festival Fringe or International Festival. However, you can include Edinburgh dates within your tour schedule if they form part of a wider tour and don't make up the majority of dates.

We are committed to increasing opportunities for international exchange and market development for creative practitioners and arts and cultural organisations based in England. We have supported Horizon Performing Arts Showcase for England-based individuals and organisations to present work including theatre, dance, circus and live art, within the Edinburgh Festival Fringe.

## **Incoming tours**

If you are based outside of England but within the UK you can apply to tour your work into England. We can only accept applications from individuals or organisations based (living) in England or the wider United Kingdom (UK).

# Further information

## [Anti-Racism Touring Rider](#)

A toolkit dedicated to supporting anti-racism including a rider and checklist to ensure an equitable environment between all stakeholders on tour.

## [Arts Infopoint UK](#)

A pilot initiative to support the arts sector with information on practical issues relating to artist mobility.

## [Audience Spectrum](#)

An arts and culture- based segmentation model.

## [Audience Finder](#)

A national audience data and development programme, enabling cultural organisations to share, compare and apply insight.

## [Audience Development Planner](#)

A free tool from The Audience Agency to help you to create a plan focusing on the audiences you want to reach.

## [Collections Trust](#)

Collections Trust help museums capture and share information that gives their objects meaning. Their standards and advice are used around the world to make museum collections accessible.

## [Culturehive](#)

A website of shared audience development resources for arts and culture

## [Musicians' Union](#)

A trade union body representing musicians across the music industry. Their website offers lots of useful tools to support touring and other areas.

### [Julie's Bicycle](#)

Julie's Bicycle provides training, resources and initiatives focusing on the climate crisis. Their website includes Creative Green Tools which supports projects to measure environmental impact. They also provide a Touring Guide which covers practical considerations when planning a tour.

### [Museums and Galleries Tax Relief](#)

The Museums and Galleries Exhibition Tax Relief is the eighth in a series of creative reliefs introduced by government. It is designed to support organisations to create, and tour public facing exhibitions by helping them to recover some of their production costs.

### [National Rural Touring Forum](#)

The national body for rural touring, whose members cover every Area of England. They provide Eyes Wide Open, a comprehensive guide to touring.

### [Touring Exhibitions Group](#)

TEG works across the UK and internationally with organisations of all sizes and types. Our members exhibitions represent all disciplines, including arts, craft, design, social history, natural history, and science.

### [Theatre Tax Relief](#)

Creative industry tax reliefs are a group of 5 Corporation Tax reliefs that allow qualifying companies to claim a larger deduction, or in some circumstances claim a payable tax credit when calculating their taxable profits.

### [UK Theatre](#)

Provides training on touring management and other relevant topics. Operates industry agreed contracts and rates of pay for touring activity. Organises an annual touring symposium to discuss touring issues as well as events throughout the year.

# Contact us

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