

## **PRESS RELEASE**

**For immediate release**

**15 April 2026**

### **£60,000 Arts Council England investment supports new national alliance to strengthen UK theatre touring**

A new national initiative aimed at strengthening theatre touring across the UK's towns and smaller cities has secured £60,000 of funding from Arts Council England.

The **Local Theatre Touring Alliance (LTTA)** brings together venues, producers and sector partners to address the growing challenges facing mid-scale touring, including rising costs, ageing infrastructure and reduced access to high-quality productions.

LTTA was established following a series of sector-wide conversations in 2024 and 2025, which brought together venue leaders, producers and sector bodies to explore the growing challenges facing theatre touring. This initial engagement was followed by targeted research and the development of a shared business plan, shaped by input from across the sector. In December 2025, LTTA was formally constituted as a not-for-profit company, creating a clear structure to support long-term collaboration and delivery.

The investment from Arts Council England is complemented by start-up support from **TRG Arts, Spektrix** and **Dynamo Pricing**, enabling LTTA to begin delivering a programme of collaborative activity across the sector.

LTTA will focus on three core areas:

- **Collaboration and knowledge-sharing** across venues and producers
- **Pilot initiatives** to test new touring and business models
- **Advocacy and awareness** to highlight the importance of sustainable touring

The initiative is particularly focused on mid-scale presenting venues, typically with capacities of 300 to 800, which play a vital role in local cultural life but are increasingly under pressure.

**Adam Knight**, CEO of Blackpool Grand Theatre and Board Member and co-founder of LTTA, said:

“Touring is the lifeblood of many theatres across the UK, but the current model is under real strain. This investment allows us to bring the sector together to test practical solutions, share risk and build a more sustainable future for audiences and venues alike.”

**Katie Town**, Executive Director of Theatre Royal Wakefield and Board Member and co-founder of LTTA, said:

“We know there is huge appetite across the sector to work more collaboratively.

LTTA creates a space to do that in a structured and purposeful way, grounded in real data and shared experience. This support allows us to move from conversation to meaningful action.”

**Carolyn ML Forsyth**, Board Member of LTTA and Joint CEO of Talawa Theatre Company, said:

“There is a real urgency to rethink how touring works so that it is more inclusive, equitable and representative of the communities it serves. LTTA creates a space to bring people together to share insight, test new ideas and challenge existing models, with the aim of building a touring landscape that works for a wider range of artists, audiences and places.”

The first phase of LTTA's work will include a series of sector workshops, the development of pilot projects, and a national event bringing together venues and producers to identify and test new approaches to touring. The LTTA will be advertising for a part-time National Convenor to lead this work.

Venues and producers across the UK are now invited to engage with the Local Theatre Touring Alliance and take part in its first phase of activity. Participation is free, with access to shared insight, practical support and opportunities to help shape new touring models. To find out more and sign up for support, visit the LTTA website [www.localtheatretouringalliance.com](http://www.localtheatretouringalliance.com).

**ENDS**

For further information, images or interview requests, please contact:  
David Brownlee, 07753 815110 [info@localtheatretouringalliance.com](mailto:info@localtheatretouringalliance.com)