

LTTA Response to *The State of Touring* (ACE)

The Local Theatre Touring Alliance (LTTA) welcomes the publication of *The State of Touring* research from Arts Council England.

The report provides important and timely evidence of the pressures facing touring across theatre, dance and music, particularly in venues outside major urban centres. It confirms what many in the sector have been experiencing: increasing challenges in securing viable deals, sustaining audience demand and managing rising costs within existing touring models.

Crucially, the research highlights that these are not short-term pressures, but structural challenges affecting how work is produced, distributed and presented across the country. Touring remains central to ensuring that high-quality cultural experiences are accessible to people wherever they live, yet the current model is under increasing strain.

LTTA is pleased to be referenced within the report's response as part of the emerging sector-wide effort to address these challenges. The support recently announced by Arts Council England enables the alliance to move from conversation to action, working collaboratively with venues, producers and partners to test practical solutions.

The report provides a clear and much-needed evidence base. The priority now is collective action.

LTTA stands ready to work with Arts Council England and the wider sector to develop and test new approaches that ensure touring remains viable, relevant and accessible across the whole country.

We encourage organisations across the sector to engage with LTTA as this work develops.

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