

GENERAL MEETING

Tuesday 21 April 2026, 3-4pm

AGENDA

- 1. Welcome**
- 2. ACE Touring Report**
- 3. Recruitment**
- 4. New EoI Form**
- 5. Priorities for next quarter and how to engage**
- 6. AOB**
- 7. Next meeting**

Producer/Touring Company	65
Venue	87
Other	49
Individual/freelance	12
Total registered supporters	213

Our Values

Trust: We commit to open and honest dialogue.

Transparency: We share information and decisions openly.

Collaboration: We work together to create long-term solutions.

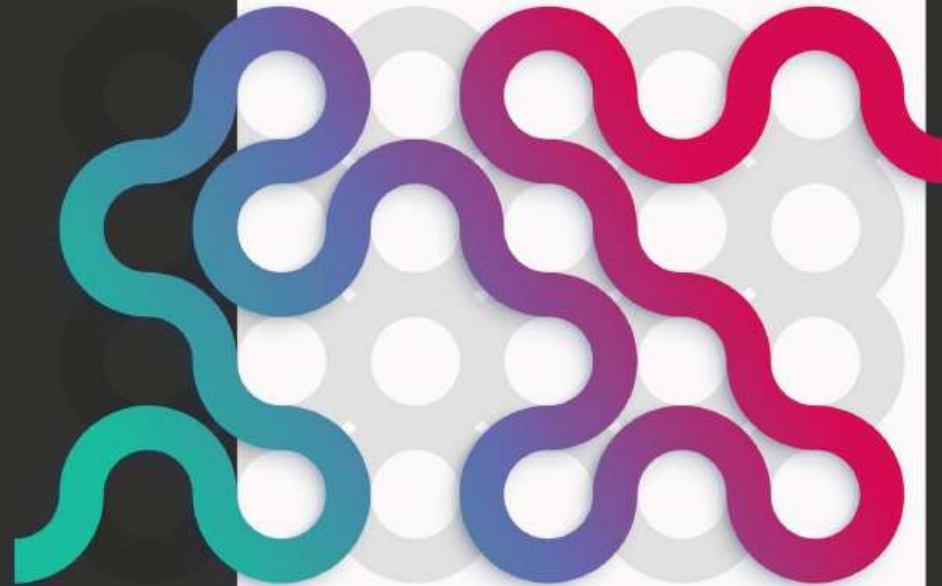
Respect: We value everyone's contribution.

ACE TOURING REVIEW

April 2026

The State of Touring

across the performing arts ecology



Oliver Mantell, Director of Evidence & Insight, The Audience Agency
Deborah Chadbourn, Associate Consultant
Emma Dunton, Associate Consultant
Anne Torreggiani, CEO, The Audience Agency

THE AUDIENCE AGENCY: WHAT THEY FOUND

Touring described as “**in crisis, not entirely broken**”

Strong at **large-scale / major cities**

Increasingly **unsustainable at small- and mid-scale**

Without intervention: **further contraction likely**

THE SHAPE OF TOURING IS SHIFTING

Fewer tours, shorter runs

Concentration in core cities

Decline in **drama and dance** (especially mid-scale)

Reduced **risk appetite** from venues and producers

STRUCTURAL PRESSURES ON THE MODEL

Costs rising faster than income

Ticket prices not keeping pace

Venues and companies both losing money

Changes in deal structures and programming behaviour

Audience behaviour shifting

WHERE THE PRESSURE IS GREATEST

Mid-scale touring (especially drama)

Towns and smaller cities

New work and emerging artists

Work by **Global Majority and disabled artists**

NOT A SHORT-TERM PROBLEM

Touring challenges are **structural, not temporary**

Some issues **pre-date Covid** (accelerated, not caused)

“Radical rethink” required

Need for **greater coordination and collaboration**

ARTS COUNCIL ENGLAND RESPONSE

Touring = essential, but under strain

Challenges are structural and at crisis point

Funding not keeping pace

ACE will act within limited resources

Strong emphasis on collaboration

KEY AREAS OF INTERVENTION

New **Touring Service** (simpler, faster, more strategic)

Expand repayable grants / new finance

Focus on:

- Innovation
- Scale (exploitation)
- Pipeline
- Coordination

Continued funding (NPO / NLPG)

Support for **networks (incl. LTТА)**

LTТА AND THE TOURING REVIEW

Underlines our concerns

LTТА is **explicitly referenced** in the report

Supported by **£60k from Arts Council England** – with expectations of further match

THANK YOU

TRG Arts

Spektrix

Dynamo Pricing

RECRUITMENT

PART-TIME NATIONAL CONVENOR

The Local Theatre Touring Alliance (LTTA) is a national, sector-led initiative working to strengthen professional touring theatre to towns and smaller cities across the UK.

Following successful project funding from Arts Council England, we are seeking a **Part-time National Convenor** to lead the next phase of LTTA's development – moving the organisation from volunteer-led momentum into focused, funded delivery.

This is a rare opportunity to shape a growing national initiative at a pivotal moment. The National Convenor will act as a connector, facilitator and advocate: convening venues, producers, funders and partners around shared challenges, supporting collaboration, and turning collective ambition into practical action.

About the role

The National Convenor will:

- lead sector convening and relationship-building across the UK
- coordinate funded activity including pilots, forums and collaborative initiatives
- translate research and sector insight into clear priorities and advocacy
- help position LTTA as a credible, values-led national voice for mid-scale touring

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NEW EOI FORM

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PRODUCER OR TOURING COMPANY LOOKING FOR VENUES?

Registered Supporters: please complete the Eoi form and email info@localtheatretouringalliance.com

LTTA Expression of Interest Form (docx)

DOWNLOAD

LT TA Expression of Interest: Producers & Touring Companies

Thank you for your interest in working with venues connected to the Local Theatre Touring Alliance (LT TA).

LT TA supports collaboration between **mid-scale professionally managed venues and touring companies**, with a focus on **drama, musical theatre, opera and dance**.

This form is intended to help us understand your work and, where appropriate, share relevant opportunities with our network.

Please note:

- Submission of this form does **not guarantee promotion or introduction to venues**
- LT TA does not act as an agent or programmer
- We will only share opportunities where there is a clear fit with venue interests
- Currently, we will only consider opportunities provided by **registered supporters** of the LT TA

Section 1: About You

Name	
Organisation / Company Name	
Email address	
Phone	
Website / Company page	

Section 2: About the Work

Title of Production / Project	
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Artform *(select one or more)*

- ☐ Drama
- ☐ Musical Theatre
- ☐ Opera
- ☐ Dance
- ☐ Other (please specify)

Brief description of the work <i>(max 150 words)</i>

Scale of production

- ☐ Small-scale (studio)
- ☐ Mid-scale (main house)

Touring status

- ☐ In development
- ☐ Ready to tour
- ☐ Currently touring

Proposed touring period(s)



Expression of Interest: venue preferences

This short form will help us to guide the right kind of potential product to you

Organisation

Name



PRIORITIES

PILOT A REGIONAL COLLABORATION PROJECT

Bring together a cluster of venues and producers to jointly plan, programme and market a season of work, testing practical solutions to touring challenges at a local level.

- Select a regional cluster of 4-6 venues with shared audience and programming goals
- Identify local and touring producers to participate in joined-up planning
- Develop a shared calendar and joint marketing approach to reduce duplication and risk
- Evaluate the impact on audience reach, financial return and producer relationships

ESTABLISH A MID-SCALE DRAMA CIRCUIT

Identify a group of committed venues interested in co-programming and co-commissioning new drama – creating a viable, low-friction route to market for producers.

- Map and convene a group of venues committed to regular drama programming
- Identify gaps and shared priorities for new mid-scale dramatic work
- Build a commissioning and touring framework that reduces time and cost for producers
- Test a shared risk/reward model that supports both commercial and subsidised drama

CONVENE SUBSIDISED TOURING COMPANIES TO BUILD SHARED PLANS

Facilitate structured conversations between touring producers and venues to identify opportunities for collaboration, co-commissioning, and better alignment of schedules and priorities.

- Bring together NPO and other funded touring companies for facilitated planning workshops
- Identify shared themes, tour windows, and alignment with venue availability
- Encourage joint funding bids, co-productions, and resource pooling
- Build mutual understanding of producer and venue pressures and incentives

BUILD PRACTICAL TOOLS TO SUPPORT THE SECTOR

Develop and pilot shared infrastructure – such as a national anti-clash calendar, programming dashboard, touring availability map, and pricing models that support access and sustainability.

- Design and launch a digital anti-clash and availability calendar
- Pilot a programming dashboard to show interest and availability in real time
- Develop shared pricing and yield management models tailored to mid-scale touring
- Ensure all tools are open access, low-cost and easy to use for small teams

HOST A MID-SCALE MARKETPLACE FOR LOCAL THEATRE TOURING

Create a national forum where producers and venues can meet, pitch work, share programming ambitions, and build partnerships that lead to real tours.

- Deliver a national in-person or hybrid event for venues and producers
- Include pitching sessions, tour planning workshops and case studies of successful models
- Facilitate real-time programming conversations with practical follow-up
- Embed the marketplace as an annual opportunity to build trust and spark collaboration



First Name

Last Name

Email *

example@example.com

Priority areas of interest and level of involvement

	High priority (max 3)	Actively participate in a pilot	Contribute to shaping the approach	Stay informed / observe	Not at this stage	N/A
Marketplace (earlier conversations between venues and producers)	☐	☐	☐	☐	☐	☐
Drama Circuit (coordinated mid-scale touring)	☐	☐	☐	☐	☐	☐
Regional Clusters (place-based collaboration)	☐	☐	☐	☐	☐	☐
Convening subsidised companies (alignment of touring plans)	☐	☐	☐	☐	☐	☐
Shared tools (e.g. availability, anti-clash)	☐	☐	☐	☐	☐	☐

What is your likely capacity to engage in LTTA activity in the next three months?

- ☐ High – able to commit time and resource
- ☐ Medium – some involvement possible
- ☐ Low – limited capacity at present

Any constraints or considerations regarding your involvement

Hi, David. I'm **Podo**, an AI Agent. How can I help you today? 🤖

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Ask Copilot

Voice

AOB

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WHAT DOES INNOVATIVE TICKET PRICING LOOK LIKE TODAY?



FREE WEBINAR - OPEN TO ALL

Wednesday 20th May at 11am–12:30pm UK time

Join the Local Theatre Touring Alliance to explore how venues and producers are working together to strengthen ticket income, with insights, learnings and practical takeaways from a panel of ticketing experts and sector leaders.

Panellists include **Bence Marosi**, CEO at **DynamO Pricing**.

Take away:

- Practical advice on how venues and producers can work together for commercial success
- Insights on the ticket pricing innovations being deployed in the UK theatre sector
- Guidance on how to generate additional revenue that creates financial resilience
- Strategies for marrying profit with sustainable audience development

RESERVE YOUR PLACE

GENERAL MEETING

Monday 22 June 2026, 3-4pm

THANK YOU

info@localtheatretouringalliance.com

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