

Guidance Notes

Without Walls – Open Call for festivals and arts organisations interested in joining the Without Walls Touring Network Partnership

Background

Established in 2007, Without Walls is a consortium of festivals and organisations dedicated to raising the profile of the UK Outdoor Arts sector, promoting artistic excellence and supporting innovative new work for the benefit of artists and audiences. Without Walls brings together artists, promoters and commissioning partners to make high-quality outdoor shows - from the intimate to the epic - that tour to festivals across the UK and beyond. The Consortium nurtures talent and skills by researching, developing, commissioning and touring new work, enhancing the growth of the sector, and reaching large audiences, many new to the arts.

Over the last eleven years Without Walls has developed and toured over 120 new shows by UK companies, across a whole range of artforms including music, theatre, dance, pyrotechnics, circus, digital, visual and sound installations. The Consortium started with a partnership of five commissioning festivals, and now has ten commissioning partners.

More information about the projects supported by Without Walls can be found in the Consortium's back catalogue: <http://www.withoutwalls.uk.com/programme-archive/>



Image 1: Clockwise from the top left - Gandini Juggling at Balby by the Sea (Right Up Our Street 2017); Miss High Leg Kick's Audition Project by Francesca Baglione at Trentham Gardens (Appetite Stoke 2017) © Andrew Billington; Cake Fest at So Festival 2017 © Ashley Bird; Block by NoFit State & Motionhouse at Freedom Festival 2018

In 2013 Without Walls established the Associate Touring Network, with support from Arts Council England's Strategic Touring Funds. This network enabled a wider group of festivals, in areas of low engagement for the arts, to present a selection of the shows previously commissioned by Without Walls, accompanied by programmes of audience development activity to ensure the work was seen by hard to reach audiences. The Strategic Touring Funding ends in December 2018.

Over the past 6 years Without Walls has worked with 15 Associate Touring Network partners all over England – a list of which can be found in Appendix A.

For more information on the work of the Associate Touring Network and its impact so far, please visit: www.withoutwalls.uk.com/atn/

In April 2018 Without Walls became a National Portfolio Organisation (NPO) of Arts Council England. As part of an ambitious programme of activity for the coming three years, Without Walls is now replacing the Associate Touring Network with an expanded **Touring Network Partnership**, retaining the commitment to reaching new audiences across England, and providing opportunities for more festivals and event partners to join the successful Without Walls network.

Without Walls Management

Since becoming an NPO in April 2018, Without Walls has undergone a governance restructure to match its strategic priorities and ambitions of fulfilling its role as a sector leader organisation.

Without Walls is a Company Limited by Guarantee and representatives of the commissioning partners form the Artistic Directorate of the organisation. The Artistic Directorate is currently made up of 9 festival partners and one creation centre (a list of Artistic Directorate partners can be found in Appendix A). Each year, the Artistic Directorate collectively selects the new Without Walls commissions and R&D projects, which are advertised via an Open Call. The Company is governed by an independent Board of Directors, which includes representatives of both the Artistic Directorate and the Associate Touring Network. Without Walls has an Executive Chair, responsible for overseeing the effective governance and operation of the Consortium.

XTRAX has provided management and development services to Without Walls since 2012. The role of XTRAX includes regular reporting to and liaison with the partner festivals, the Chair, and the Board of Directors.

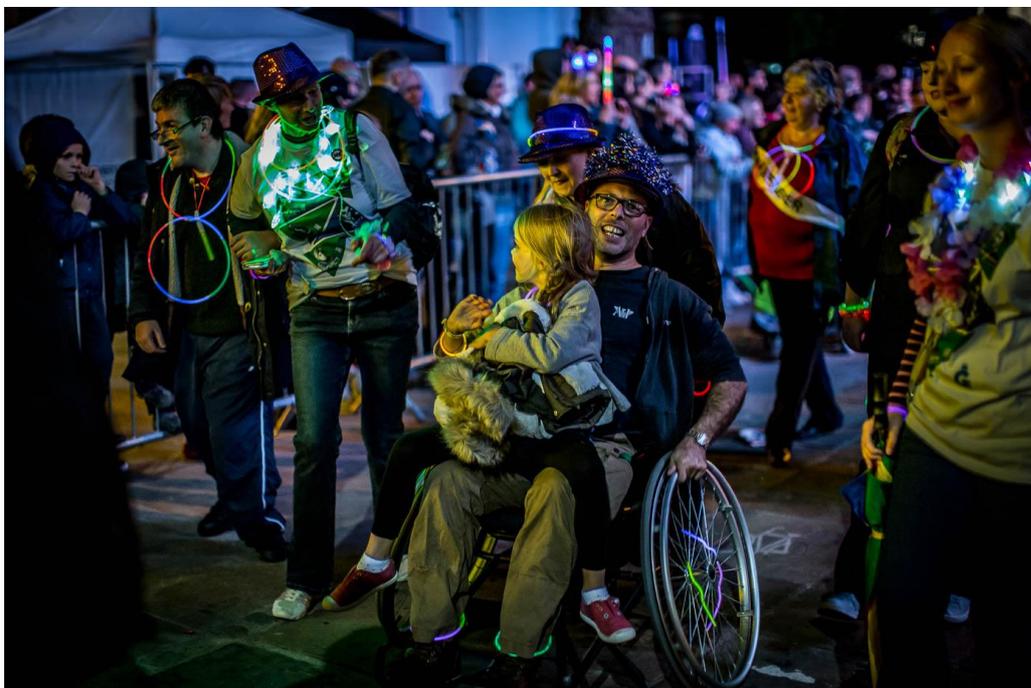


Image 2: Audience at Lancashire Encounter 2016 ©M. A. Porter

Without Walls is inviting proposals from festivals / arts organisations wishing to join the Without Walls Touring Network Partnership (TNP) from January 2019 – January 2022. The aims of this TNP are to extend the reach of the existing Without Walls programme to areas of low engagement in England and to support Without Walls to deliver an ambitious programme of Audience Development initiatives.

Why join the TNP?

Festivals and arts organisations joining the Without Walls Touring Network Partnership from January 2019 will have access to the following benefits:

- Subsidy to present touring work, to a limit of no more than twice the net value of the subscription contributed;
- Opportunity to bid for money and resources from Without Walls to support strategic Audience Development initiatives;
- Opportunity to bid for additional investment from Without Walls to deliver other strategic projects;
- Regular updates about shows in development supported by Without Walls, including information about R&D projects, and opportunities to attend artists sharings;
- Access to shared consortium marketing, press and PR;
- Opportunity to attend training events and meetings organized for Without Walls partners free of charge;
- Access to consortium benchmarking audience data via The Audience Agency;
- Support and advice from XTRAX and other Without Walls partners in development and management of festival and event programmes.

For more information about these benefits please contact annika@xtrax.org.uk

Touring Subsidies – reaching audiences in areas of low engagement

In each year of the project, Touring Network Partnership members will be invited to choose a selection of shows, from the Without Walls back catalogue of previously commissioned work. A subsidy of up to 50% of the presentation cost of the show will be paid to each Touring Network Partnership member. The remaining costs must be paid by the member.

The variation in touring subsidies between different shows will be determined by the degree to which the shows reflect the strategic priorities of the Touring Network Partnership, and the length of time the show has been touring. Consideration will also be given to the financial resource of each of the members.

The total value of the touring subsidy payable to any one member will not exceed double the amount that the member has committed as a subscription. For example, if a Touring Network Partnership member contributes £5000+VAT¹ as a subscription, it can receive up to £10,000 in touring subsidy from Without Walls.

Subsidy will not be offered for shows in the same year that they are commissioned.

Opportunities to contribute to Audience Development and other Without Walls strategic projects

Without Walls is committed to the development of the Outdoor Arts sector, by investing in a number of strategic projects. One of these is Audience Development, which has always been a strong priority within Without Walls's touring programme. Moving forward, Without Walls aims to implement a slightly revised strategic approach to Audience Development which will be explored with members from the Artistic Directorate and Touring Network Partnership.

¹ Without Walls is not currently VAT registered, but is likely to register by April 2019

Each year there is a budget to invest in strategic Audience Development projects, for which all Without Walls members with an interest and / or strong track record of working in this area will have the opportunity to bid for subsidy to deliver these projects. In addition to engaging new audiences for outdoor work, the aim is to generate shared learning for other Without Walls partners and further afield.

Alongside Audience Development, Without Walls has identified a range of other challenges in the sector, including diverse programming, environmental sustainability and digital work, which will be developed over the coming years. Each of these areas will be developed collaboratively amongst Without Walls partners, subject to specific tendering procedures. The outcome of the strategic projects will be shared across the network and the wider Outdoor Arts sector.

It is anticipated that most subsidies for Audience Development projects will be in the region of £5000.

Requirements of Without Walls Touring Network Partners

Without Walls wants to find partners who can demonstrate all of the following; *however*, it is recognised that there are many different types of festival and event programmes in existence across England, and some organisations may be unable to meet all of these criteria. In such cases, primary consideration will be given to the degree to which the festival or event can contribute to the development of new audiences for the work of Without Walls.

Essential

1. Ability to offer a performance platform for selected outdoor performances in the context of a professional festival or events programme in England;
2. Commitment to working collaboratively with other Without Walls partners to develop Audience Development activities linked to the Without Walls programme;
3. A 3-year commitment to the project;
4. Commitment to booking some shows (exact number to be negotiated) each year from the Without Walls back catalogue;
5. Commitment to delivering audience research each year and to sharing the results with the project partners and contributing audience survey data to The Audience Agency, in order to trace and evaluate the impact of the project over time;
6. Attendance by the Artistic Director or Programmer (or equivalent) at a minimum of 2 meetings per year and additional activities as required;
7. Delivery of activity in areas with low levels of audience attendance and participation (see Appendix B);
8. Ability to contribute an annual subscription fee of £5,000+ VAT to the Without Walls consortium which should not be contributed from Lottery funds. (*Please note this financial contribution will be offset by programme subsidy available – see notes above*).

Desirable

9. Interest in supporting artists to create high quality outdoor art (e.g. through providing feedback, offering resources, mentoring);
10. Commitment to seeing an agreed number (exact details to be confirmed) of the shows/works commissioned by Without Walls each year, and offering feedback on this work to artists and to other consortium partners; this could potentially include collating feedback from audience members/focus groups to support artists in their professional development;
11. Festivals who were part of the Associate Touring Network in previous years, should demonstrate a commitment to mentoring new festival partners (in person or by phone).

Consideration will also be given to the geographical spread of Without Walls partners.

For more information about these requirements please contact annika@xtrax.org.uk

Eligibility Criteria

- All non-profit distributing festivals or events in England are eligible;
- Existing or previous members of Without Walls Associate Touring Network are warmly invited to submit a proposal;
- Members of other networks are eligible provided they can demonstrate commitment to the priorities outlined above;
- Festivals / arts organisations cannot be members of both the Without Walls Artistic Directorate and Touring Network Partnership.

For further information about this opportunity please email Annika Edge, Project Manager - Without Walls Touring Network Partnership: annika@xtrax.org.uk

How to submit a Proposal to join the Without Walls Touring Network Partnership

To be considered as a Without Walls Touring Network Partner, please complete the **Expression of Interest Form** (<https://bit.ly/2PqQ69h>) and return it to info@withoutwalls.uk.com by **Monday 19th November 2018, 5pm**.

Timetable

Deadline for submission of proposals: Monday 19th November 2018, 5pm

Confirmation of new members: December 2018

Touring Network Partners Meeting: January / February 2018 (London, date tbc)



Image 3: Ambassadors at Derby Feste 2014; Faust by Southpaw Dance Company at Big Fest 2014 (Appetite Stoke) © Clara Lou Photography

Appendix A

The Without Walls Associate Touring Network has included the following festivals and organisations:

- Appetite, Stoke-On-Trent
- Bell Square, Watermans Hounslow
- Bradford Festival
- Derby Festé
- Freedom Festival, Hull
- Fuse Medway Festival
- Lancashire Encounter, Preston
- LeftCoast, Blackpool and Wyre
- Leicester City Festival / Diwali
- Out There Festival, Great Yarmouth
- Right Up Our Street, Doncaster
- SO Festival, Skegness
- Summer in Southside, Birmingham Hippodrome
- Yorkshire Festival
- Vivacity Peterborough

The Without Walls Artistic Directorate currently includes the following festivals and organisations:

- Brighton Festival
- Freedom Festival, Hull
- Greenwich + Docklands International Festival
- Hat Fair, Winchester
- Just So Festival, Cheshire
- Norfolk + Norwich Festival
- Out There Festival, Great Yarmouth
- Salisbury International Festival
- Stockton International Riverside Festival
- 101 Creation Space, Newbury

Appendix B

It is a priority of this Touring Network to **support activities in areas with relatively low levels of attendance and participation**. These are the bottom third for levels of arts engagement in England, according to a two-year average from the Active People Survey. More information about this can be found on the Arts Council England website: <https://bit.ly/2REjW7>

Alternatively, this can be shown through a population Area Profile Report for a specified geographic area (using the base of England as a comparator) – available from The Audience Agency for £125 – which provides details of demographics and Audience Spectrum profiling to describe the population: <https://www.theaudienceagency.org/tools/area-profile-reports>

Or via Population mapping by Audience Spectrum segment (a free login which allows organisations to use the mapping tool to understand the concentrations of different Audience Spectrum segments by postcode sector) www.audiencefinder.org