

Initial Agreement Checklist (Part of Touring Code of Practice)

The Initial Agreement may be produced by the artist/company or the venue.

The Initial Agreement discussions should cover:

- Date(s) and time(s) of performance(s)
- Key deadlines including instance: on-sale date and marketing deadline; final tech information deadlines; deadline for any special FOH information etc.
- Length and times of get in and get out and the number of venue staff required for both
- Ticket prices, including booking fees, capacity, complimentary tickets, house seats and other seats not for sale
- Venue services and provisions for companies
- Extent of, and share of costs related to, accessible performances
- Share of costs related to accessibility for touring company and/or crew
- Contents of technical and artistic riders
- Exclusion zone/barring clause
- Audience development/adjunct activities (talks, workshops etc)
- Share of marketing capacity and costs, clearly indicating the resource the venues are committing in return for greater box office share
- VAT status
- Out-door/site specific requirements and/or licenses
- Specific requirements of the show which might incur additional cost, technical or otherwise, with a view to agreeing share of such costs
- Financial consequences of cancellation by either party or of failure to produce
- Billing/invoicing arrangements
- Shared goals/targets for the piece(s) (e.g. audience figures, geographic reach, engagement with new work etc)
- Evaluation data to be collected by either party (e.g. granularity of geographic location of audience – by postcode, by region, leaflet and other marketing distribution by area, etc)