



Cyngor Celfyddydau Cymru  
Arts Council of Wales



Noddir gan  
Lywodraeth Cymru  
Sponsored by  
Welsh Government

## 2024 Guidelines For: **Noson Allan Night Out**

### Night Out Objectives

- To enable local community organisations generally outside the arts infrastructure to promote high quality small scale performance events
- To provide advice, information, development and training opportunities and encourage best practice
- To promote an increased understanding of the value of community touring
- To promote high quality performances and provide opportunities for artists and performers to reach communities throughout Wales
- To encourage new work, touring opportunities and partnerships both locally and internationally, ensuring artists receive proper fees for their work
- To work to build and create new audiences for the performing arts
- To Strengthen Communities through live performing arts

### Scope of Scheme

The scheme operates throughout Wales.

It seeks to minimise the financial risk that would otherwise have to be taken by local community promoters wishing to put on performances for their local community. Where possible arrangements are in place with Local Authorities or local Trusts to further minimise the risk if required.

The scheme encompasses the performing arts:- drama, dance, circus, poetry, storytelling, music, puppetry, song etc. Agreements to promote events under the scheme are made principally between host community organisations with access to Premises ("promoters"), and professional performers, or groups of performers ("companies").

Night Out makes performances available to community promoters at subsidised prices. It undertakes the responsibility for paying the artists' fees in return for the promoter's promise to pay a standard (or otherwise agreed) contribution. The contribution is agreed each year with participating local authorities who have the function of underwriting most or all the promoter's risk. Where no such local authority agreement is in place, agreement must be reached between the promoter and Night Out. Both parties are required to embrace a framework of good practice and comply with the Night Out Terms of Agreement.

Night Out does not contribute to costs such as the hiring of premises for performances and events are normally organised on a voluntary basis by community promoters.

A figure of £100, to cover costs, is allowed to be kept by the promoter after paying back the guarantee. If a promoter has costs of more than £100 involved in organising the event then theses should be submitted at the time of applying and allowances can be made, at the discretion of the Head of Night Out, for these to be taken from ticket income.

Performances are chosen by the promoters. They may either select performers recommended or listed by Night Out or they may discover suitable professional performers for themselves. They then request support from Night Out applying through the web site or on a "booking form" provided. If

funds are available and the conditions of the scheme are satisfied, Night Out will confirm arrangements with all parties and will require monitoring reports from them after the event.

Limited budgets and the need to spread resources fairly across the communities of Wales mean that venues are limited in the number of performances they can book. As a general rule a guideline of 3-4 shows a year is appropriate for promoters. However this is not absolute and Night Out decisions on applications also take into account Arts Council priorities, how well a promoter has done previously, the quality of work booked, available funds, demand for the scheme in the local area and the cost of the artist. Promoters need to satisfy the Head of Night Out that their plans follow the spirit of the scheme, and that the cumulative cost of their choices is not excessive in relation to the budget available and the needs of other promoters.

### **Nature and Scale of support** *(figures below apply from 1/04/2024)*

Night Out negotiates Fees with performers. These are payable by Arts Council of Wales after the event, where performances are selected by eligible local promoters. Promoters are charged a standard subsidised price, called the promoter guarantee, which may be altered from year to year by arrangement with the local authority partners who act as guarantors. This standard fee may be varied on occasions by negotiation with the promoter (and guarantor if appropriate).

The standard fee promoters are charged is 50% of the cost of the performer up to a maximum of £300 / £200 if the venue postcode is in an area within the top 20% of the Welsh Index of Multiple Deprivation (WIMD). The normal maximum fee payable for any one performance is £950 (a subsidy of £650 / £750 (WIMD))

If the performance fee is over £950 the guarantee will go up £ for £, so a fee of £1050 would mean the promoter guarantee would be £400 rather than £300. The maximum performer(s) fee eligible under the scheme is currently £2500.

The normal maximum fee / subsidy may be increased at the discretion of the Head of Night Out.

## **Eligibility**

### **(a) WHO IS ELIGIBLE TO PROMOTE EVENTS ?**

Any bona-fide non-commercial community organisation that can provide a venue may apply to promote events under the scheme. Well-established organisations set up for the purpose of promoting arts events may be expected in the first instance to explore whether other Arts Council of Wales sources of direct support are more suited to their needs, and we reserve the right to divert such organisations to other schemes if it judges this appropriate.

Educational establishments and clubs can establish eligibility by demonstrating that they are mounting a performance for the benefit of a wider audience than their pupils, students and / or members. Political parties or campaigns are excluded.

If a performance venue is under the direct control of a local authority or receives programming money from Arts Council of Wales it is not eligible to apply to the Night Out Scheme or to host Night Out funded performances. Local authority community halls may use the scheme though the ethos is that demand should come from local community groups.

### **PROMOTERS' CRITERIA**

The organisation must be properly accountable, be able to provide adequate premises for the performance chosen, and undertake a degree of basic organisation. The scheme requires the use of venues that can offer suitable access to disabled people. However, it also seeks to serve the

most isolated and / or disadvantaged communities. Promoters whose venue has inadequate access facilities must demonstrate that there is no other more accessible building available in the neighbourhood that can attract the target audience.

#### **(b) WHO IS ELIGIBLE TO PERFORM ?**

Any performing arts company or individual performing artist providing a professional level of service can offer their work to the scheme. They will be accepted subject to their being selected by an eligible promoter and satisfying the Head of Night Out that they fit the criteria below.

#### **PERFORMERS' CRITERIA**

- The technical suitability of the productions for the community venue or venues concerned;
- The ability of the performers to provide an artistic event appropriate to the circumstances in the venue or venues in question;
- Professional standards of production.
- Agreement with the Head of Night Out on costs;
- In no circumstances will Night Out support events promoted directly by the performers themselves.
- Choirs, Pantomimes and tribute acts are not generally supported under Night Out

Subject to the above, the extent of tours is determined by the level of demand from promoters.

#### **Conditions**

The obligations of all parties to one another are described in a Night Out document "Terms of Agreement" available on request. Acceptance of engagements implies acceptance of these terms.

Requests that comply with these terms are supported subject to the availability of funds available to the Night Out. Promoters and performers are each required to submit a simple report form after each event. The fees payable to the company must be agreed before any booking under the scheme can be confirmed. Such fees are payable after the event once the performer's invoice and report form has been submitted.

#### **How to Apply**

Night Out is operated by a small team located within the Arts Council of Wales' Central Office in Cardiff.

Applications can be made via the Night Out Web Site [www.nightout.org.uk](http://www.nightout.org.uk) or on a Night Out Booking Form sent to the office [enquiry@nightout.org.uk](mailto:enquiry@nightout.org.uk)

#### **Timetable for Applications & Who Will Decide on Grants**

Applications may be made at any time during the year, but must allow adequate time for arrangements to be co-ordinated and confirmed and for local marketing to be undertaken. Applications received less than four weeks before the event will be rejected. It is sometimes necessary to defer decisions on requests made more than six months in advance of the event date.

#### **How Decisions will be Made**

Decisions are taken by the Head of Night Out, in consultation with the relevant local authorities/ external guarantor where partnership is involved.

#### **Further Advice and Address for Applications** [www.nightout.org.uk](http://www.nightout.org.uk)

Night Out *The Arts Council of Wales*

Bute Place, CARDIFF, CF10 5AL

Tel: 02920 441340 Email: [enquiry@nightout.org.uk](mailto:enquiry@nightout.org.uk)

This form is also available in Welsh