



Information Sheet

Theatre and Dance Production Development Information Sheet

Introduction

The purpose of this Information Sheet is to provide additional guidance if you intend to apply for a Theatre and Dance Production Development project under the Research and Development strand for Organisations. It should be read in conjunction with the Research and Development strand information, which you can find [here](#).

What we want to achieve

We're often approached with ideas that have the potential to become well-crafted in their delivery, but which are not sufficiently developed for us to award funding from our [Production](#) strand. So we want to support theatre and dance producers to develop work which is exciting, challenging and relevant to audiences in Wales. But this is not a production fund, it's research and development funding to help them to develop ideas, approaches and collaborations. We want to increase the likelihood of success by creating an environment in which emerging ideas can be properly researched, challenged, tested and improved. We know that the pressure to succeed when touring, both financially and creatively, is significant, and can itself become a barrier to success. This funding is designed to tip the scales back in favour of the producers.

The heart of your proposal must be the potential of the creative idea and an approach that promises a product that'll be well-crafted in its delivery. We're interested in projects that are working in English or Welsh or that offer satisfying ways of using both successfully. We also interested in projects that explore the performance possibilities of the other languages used in Wales.

We expect that a significant number of these proposals will be developing work for future touring across Wales. However we will also consider funding applications that would develop productions that would be particular to one location, venue or site-specific space in Wales.

The Arts Council of Wales is committed to the development of New Writing in Theatre in Wales. We would be pleased to receive applications which include the commissioning of a new script by a playwright based in Wales as part of your project. However, your application cannot be **solely** for the commissioning of this script and must also include other elements, such as the workshopping of ideas with a director or with actors, or the involvement of an external creative partner such as a dramaturg.

What we need from you

These requirements apply specifically to Theatre and Dance Production Development projects, and should be considered in addition to those listed in the [Research and Development](#) strand information.

The potential of the creative idea must be at the heart of the projects we want to support. We understand that your project might not be fully defined at this stage, (due to the nature of research and development), but we'll expect to see a convincing description of how the proposed activity will assist in the development of the creative idea.

We expect the development of partnerships with venues, planning for promotional work and approaches to fundraising to form a significant part of any proposal. We're particularly keen to see applications that have collaboration at their heart, for example a consortium of professional co-producing companies or venues, or a partnership between an individual artists and a presenting venue (where the organisation will be the applicant).

This funding can give you the opportunity to explore new production ideas and to develop new collaborations, without the pressure to produce a finished piece of work. However, we will expect you to focus on the audience of the proposed production idea and to clearly demonstrate how the work will be developed with the audience firmly in mind. A work in progress event with an audience may be appropriate in some cases.

We'll expect you to tell us how you'll use this research and development phase to promote the production idea to would-be promoters and stakeholders, through a showcase event, for example.

We'll expect you to demonstrate the calibre and appropriateness of your creative collaborators, including any new and emerging artists. We'll expect all artists taking part in your project to be paid at least minimum industry rates for their work. Where minimum rates have not been agreed, we'll expect you'll need to persuade us about the basis on which you've set your rates.

Finally, you'll need to tell us how you'll evaluate your work throughout the duration of the project.

Applying for funding

We welcome applications from non-revenue funded organisations.

All applicants should be based in Wales, but we'll consider supporting creative partnerships between Wales based companies and venues and those from further afield, providing there's a demonstrable benefit to artists and audiences in Wales.

The maximum grant you can apply for is £30,000, or 80% of the project's total eligible cost.

To find out more about how to apply, please read the [Research and Development](#) strand information
