

FREQUENTLY ASKED QUESTIONS

WOULD YOU BE INTERESTED IN:

- **Learning the nuts and bolts of producing?**
- **Becoming empowered with tools to make your own projects?**
- **A dedicated period of time to develop core producing skills?**
- **Learning as part of an inclusive and diverse group of individuals?**
- **Engaging with the team who run Newhampton Arts Centre?**
- **Understanding how a venue programmes live events?**

New Producers offers an introduction to the craft of producing in a professional context by de-mystifying the financial, administrative and organisational aspects of making cultural projects happen. Drawing on Newhampton Arts Centre and China Plate's extensive experience, and a pool of guest speaker from a range of art forms, the programme provides knowledge and insight into the practicalities of making, funding, distributing and promoting work – whether it's yours or someone else's.

The course aims to nurture and develop those interested in making art happen – whether emerging producers, administrators, artists, creative practitioners or community champions. We hope to arm participants with the transferrable and entrepreneurial skills to make their ideas a reality.

New Producers will consist of 10 sessions, taking place over 10 weeks. Sessions will take place in-person at Newhampton Arts Centre and offer a safe space for participants to learn, develop, and discuss their ideas as well as building their professional networks.

The programme will cover how to articulate your ideas in a compelling way; project planning; budgeting; income generation and fundraising; marketing and social media; business management; working inclusively, selling your work; and evaluation. We'll fine-tune the course content further once the cohort of participants is confirmed.

WHO IS IT FOR?

We are looking for people of all ages and backgrounds who are living and/or working in the Black Country (Wolverhampton, Sandwell, Dudley, Walsall). You will need to be able to get to NAC for in-person sessions. You don't need a degree in your chosen field, though you should have some experience of it.

COURSE COST?

New Producers is a free course, where those who participate will receive a bursary to cover your time to take part in New Producers 2025.

WHY ARE NAC AND CHINA PLATE DOING THIS?

As an arts centre in the Black Country, we want our programme to be as representative as possible of the communities around us. By helping to develop the next generation of arts producers in the Black Country we hope to make our programme richer and more varied.

WHAT'S A PRODUCER?

A producer is the person who makes the art happen. You'll have a passion for music, dance, theatre, comedy or the visual arts and you'll know artists who you can bring together to create a great event. You could be an artist yourself, but you don't have to be, as important is knowing where the audience is, how to budget and how to promote your event.

WHAT'S THE OFFER?

If you're accepted onto New Producers 2025, you'll be part of a group who will all get the following:

- Ten-week training course delivered by China Plate and NAC covering essential areas such as developing your event idea, working with artists, budgeting, marketing and more. Sessions will start with a full day on a Saturday and be on Thursday evenings April-June 2025 at NAC
- A mentoring placement with an experienced professional in your chosen field (music, dance, theatre, visual art etc.)
- A bursary to cover your time to take part in New Producers 2025.
- An opportunity to create a piece of work as part of NAC's winter programme 2025-6 with a budget to support the development of this piece.

WHAT ARTFORMS ARE ALLOWED?

We regularly present at NAC live music of all genres; club nights; adult and family theatre; dance; visual art exhibitions; poetry slams, literature and spoken word events; stand-up comedy; film screenings. If your passion and creative ideas match up with any of these then this course is for you.

WHO ARE YOU LOOKING FOR?

We are looking for people of all ages and backgrounds who are living and/or working in the Black Country (Wolverhampton, Sandwell, Dudley, Walsall). You will need to be able to get to NAC for in-person sessions. You don't need a degree in your chosen field, though you should have some experience of it.

AM I ABLE TO ATTEND VIRTUALLY?

No, the New Producers course will be delivered in-person and hosted at Newhampton Arts Centre.

IS THERE AN EXPECTATION TO ATTEND ALL THE SESSIONS?

Yes, if there is a date in the schedule you are unable to attend, please state this clearly in your application. If you are unable to attend and miss two sessions you may be asked to give up your space to an applicant on the waiting list.

- **Saturday 26th April, 10:00–14:00**
- **Thursday 1st May, 18:00–21:00**
- **Thursday 8th May, 18:00–21:00**
- **Thursday 15th May, 18:00–21:00**
- **Thursday 22nd May, 18:00–21:00**
- **Thursday 29th May, 18:00–21:00**
- **Thursday 5th June, 18:00–21:00**
- **Thursday 12th June, 18:00–21:00**
- **Saturday 14th June, 10:00–13:00; 14:00–17:00**

