# NEW PRODUCERS

china plate

## 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 Wolverhampton 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 Wolverhampton Arts Centre and China Plate's extensive experience, and a pool of guest speakers 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, delivered in two blocks over 12 weeks.

Sessions will take place in-person at Wolverhampton 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 18+, who are living and/or working in the Black Country (Wolverhampton, Sandwell, Dudley, Walsall). You will need to be able to get to WAC 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 2027 is a free course. Those who participate will receive a bursary of £250 towards the time and transport costs involved in taking part in New Producers 2027.

### Why are WAC 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. China Plate was WAC's partner in delivering the New Producers programme in 2025 and we're delighted to be working with them again for the 2027 edition.

### 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. It is just as important to know where the audience is, how to budget and how to promote your event.

### What's the offer?

If you're accepted onto New Producers 2027, you'll be part of a group who will all get the following:

- Twelve-week training course delivered by China Plate and WAC 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 February-May 2027 at WAC – please see full date schedule below.

- A bursary to cover your time to take part in New Producers 2027.
- Post-programme one-on-one sessions to develop ideas for work further.
- An opportunity to pitch for resources to create a piece of work as part of WAC's winter programme

### What artforms are allowed?

We regularly present at WAC 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. The 2025 cohort of New Producers included music promoters, curators, theatre practitioners, playwrights and choreographers amongst other artforms.

### Who are you looking for?

We are looking for people of 18+, who are living and/or working in the Black Country (Wolverhampton, Sandwell, Dudley, Walsall). You will need to be able to get to WAC 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 Wolverhampton 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.

Full Schedule of programme

**Block One Sessions, Thursdays 6-9 pm apart from first Saturday:**

- Sat 20 Feb (10-2pm)
- Thurs 25 Feb
- Thurs 4 Mar
- Thurs 11 Mar
- Thurs 18 Mar

*Easter Break*

**Block Two Sessions, Thursdays 6-9pm apart from final Saturday:**

- Thurs 15 April
- Thurs 22 April
- Thurs 29 April
- Thurs 6 May
- Sat 15 May (10am – 5pm)

## INTERESTED? HOW TO APPLY

**Please download the application form and equal opportunities form from the *Wolverhampton Arts Centre website*. On the form itself are details about submitting an application in different ways.**

WOLVERHAMPTON ARTS CENTRE