

activate
performing arts

AB Bournemouth
Arts by the Sea
Festival

 **b-side**



CREATE! 2023

a free course on making artistic things happen.

information
pack



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



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About the Course

Activate Performing Arts (producers of Inside Out Dorset), b-side and Arts by the Sea Festival have teamed up to deliver a short course for local creatives who would like to better understand how artistic projects and events are created from the ground up.

CREATE! Is a free course for Dorset and BCP-based people who have a creative idea that they want to begin making, but don't know what their next steps might be. Over the course of 4 days, participants will learn from professional creatives about processes they've developed throughout the course of their careers and advice they'd provide to anyone interested in pursuing a career in the arts.

Learning from professionals, in artistic spaces, the sessions will cover subjects such as:



Off to Collect some Rocks by Penny Newell, at b-side festival 2022. Photographer: Pete Millson

- What makes a great event?
- Building a network
- Marketing and finding your target audience.
- Financing an idea
- Risk management
- Developing ideas from the ground up

There will also be an opportunity to prepare a pitch document for your idea that Activate, b-side and Arts by the Sea will provide feedback and pointers on.

After the course, each participant will be offered an extra 1-1 mentoring session to check in with how you're feeling about your creative idea and development. There will also be a networking event at each of the following festivals in the autumn for you to keep in touch with each other and each organisation:

- [Inside Out Dorset festival \(Activate\)](#)
- [b-side Festival](#)
- [Arts by the Sea Festival](#)

All travel and food expenses during the course and festival networking days are covered.



Key Dates

The course takes place in-person, across different artistic venues in Dorset. The framework is as follows:

DAY 1

Friday 7th July 2023. -> Palace Court Theatre, BH1. (10am – 4pm)

DAY 2

Saturday 8th July 2023. -> Palace Court Theatre, BH1. (10am – 4pm.)

DAY 3

Friday 14th July 2023. -> Dorchester Corn Exchange, DT1 1HF. (10am-1:30pm.)

DAY 4

Friday 28th July 2023. -> Lighthouse Poole, BH15 1UG. (10am – 4pm.)

All food expenses are covered while taking part in the course, and travel allowance for you to more easily access each location. Each full day will be split into two workshop sessions, with a lunch break in between.



*Gaia by Luke Jeram at Inside Out Dorset 2021.
Photographer – Brent Jones*

We'll be tackling big topics, such as: **Artistic Motivations, Money, Marketing and Managing Risk.**

- To further supplement your time on the course, we will be signposting and providing you with further resources that you can use during and after CREATE! 2023 that amplify your knowledge on these expansive subjects.
- Each workshop will have a very open Q+A element as well, so that when you're in the room with the artistic professional in that field, you can ask them face to face the questions that you're wanting to know.
- If you suddenly think after the workshop that you wanted to know more about one of these specific subjects, we'll be hosting both a drop-in Zoom session and an in-person workshop at the end of the course to clear up any queries, with input from the professionals.

Every workshop session is participatory, so there will be lots of these opportunities to ask questions and get fully involved in what's being talked about, or you can use the space to just sit, listen and take notes. We are wanting to create an environment where every course participant gets what they need out of the workshops.



Workshop Details

DAY 1 – Introductions + Setting Foundations

Palace Court Theatre, BHI.

Fri 7th July. 10am-4pm

INTRODUCTIONS - 10am-12:30pm

- Who are we?
- Who are you?
- What is a creative event?

SETTING FOUNDATIONS - 1:30pm-4pm

- The 5 W's of event planning
- Looking at how events are made from: Idea to Delivery
- Finding you motivation and building on ideas
- Who are the people involved in creating events?



Timeless by Joli Vyann at Arts by the Sea Festival 2022. Photographer– James Bridle

DAY 2 – Marketing, Collaboration and Risk Management

Palace Court Theatre, BHI.

Sat 8th July. 10am-4pm

IDENTIFYING AND REACHING YOUR AUDIENCE - 10am-12:30pm

- What is marketing used for?
- What an audience can look like - Accessible Marketing
- How to identify key channels
- Marketing in rural areas compared to cities
- Evaluation and what to do when it goes wrong.

IMPORTANCE OF COLLABORATION AND MANAGING RISK – 1:30pm-4pm

Collaboration

- Building a team and network for your project / co-creation.
- What can different people bring to the team?
- Finding a venue where your work can be presented.

Managing Risk

- What happens when things go wrong and how do you plan for them?
- Identifying risk
- Scaling your idea up and down.



Sense of Unity by Dundu and Warbeaters at Inside Out Dorset 2021. Photographer – Finnbar Webster

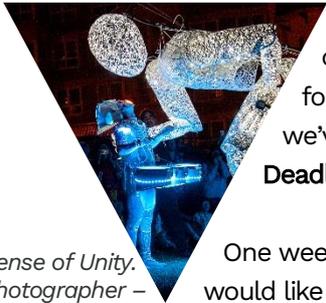


DAY 3 – Financing Your Idea and Making it Happen.

Dorchester Corn Exchange, High E Street, DT1 1HF
Fri 14th July. 10am-1:30pm

MAKE IT HAPPEN - 10am-1:30pm

- Where can money for artistic projects and events come from?
- Increase understanding of how events at every level are funded and who to go to for support.
- In-depth look at what money will, and might need to be used for
- Different ways to manage budget and contingency.
- **An interactive Q+A** - so that the speaker can signpost you to any further online resources that can supplement your learning, or so that they can talk you through the answer in detail with visual aid.



*Sense of Unity.
Photographer –
John Cole*

1.5 WEEK HOMEWORK: We will provide you with a template pitch/project planning document for you to work on your creative idea, with the goal of returning a solidified pitch for a pot of money that could help seed-fund your idea, incorporating all the subjects that we've tackled over the course.

Deadline: 25th July.

One week after you receive these templates, we will facilitate a **drop-in zoom session** for anyone that would like some more guidance/help on any of the specific areas.

We will also highlight 5 x online talks that will supplement your pitch and go more in depth than we've been able to do during each workshop day. For instance, if you feel that your pitch is missing some marketing detail then it may well be covered in the extended online material that we provide.

This will be a written pitch, but should you wish to access the content in a different way, then you will be able to do so as long as Activate, b-side and Arts by the Sea Festival can independently engage with it in under 5 minutes.



Timeless by Joli Vyann at Arts by the Sea Festival 2022. Photographer– James Bridle



DAY 4 – Pitching, Feedback & Evaluation

Lighthouse Poole, BH15 1UG.

Fri 28th July. 10am-4pm

TOUCHING BASE - 10am-12pm

- How did you find prepping your idea into more of a structured template and plan?
- Recap on any points that you wanted clarification on earlier in the course.

FEEDBACK ON PITCHES -Feedback provided with each organisation on a 1-1 basis with next steps.

- What happens now? -> info on networking sessions at partners' festivals and further 1-1 mentoring for you.

GUEST SPEAKER - 1PM-2PM

- A presentation from a multi-art form/festival producer
- Open Q+A

EVALUATION – 2:15pm-3:30pm

- Evaluate *CREATE! 2023* as a group.
- What might be next for you.

ANY QUESTIONS? – Get in touch with Archie, archie@activateperformingarts.org.uk



Fingerprint Dance at Inside Out Dorset 2021. Photographer – Brent Jones



Who are we?

Activate Performing Arts, producers of Inside Our Dorset festival:



For over 30 years, we've been promoting, supporting and producing some of the most exciting events in the UK. We're here to bring performing arts to as many people as possible. And give creatives the support they need to make outstanding work. We connect communities. We break down barriers.

We celebrate our landscape. We pride ourselves on being open and working with others to make performing arts accessible for all. In everything we do, we have just two rules. Anything's possible. And everyone's invited.

InsideOut



Inside Out Dorset is an international outdoor arts festival that takes place across the county every two years. We celebrate Dorset and aim to promote our natural landscape and sense of place. Some of

Dorset's most remarkable urban and rural spots are transformed with experiences that touch hearts and minds like nothing else.

b-side:



b-side is an internationally recognised and locally loved arts organisation that both embodies and enriches its place of origin – the Isle of Portland in Dorset.

This island is the beating heart that inspires b-side's work, but our projects and opportunities extend all over Dorset and beyond.

We work with and commission artists who are as excited by the bigger picture as the smallest detail. Our current 'Common Lands' programme regards Portland as a microcosm to explore relationships to and with land. We invite artists, residents, and researchers to create unique and inventive projects inspired by the themes of 'people' and 'place'. We host big discussions on topics that affect us both locally and globally and create art that exists in unusual and unexpected places.

Arts by the Sea:



Arts by the Sea brings together large-scale spectacles, diverse music, intriguing installations, dance, street theatre, participatory experiences and much more, in one unique and celebratory festival. Originally launched in Bournemouth in 2011, Arts by the Sea is now expanding into Christchurch and Poole, and we also bring cultural

experiences out into neighbourhoods, working with schools and communities across the area. We value our talented local artists and creatives and provide a variety of opportunities to support their development. We feel privileged to bring you inspirational experiences in one of the most beautiful locations in the country and put inclusivity, diversity and sustainability at the heart of everything we do.



About the Speakers

Here are some of the professionals who will be leading the workshops during CREATE! 2023.

Kate Wood FRSA



Kate is the Artistic and Executive Director of Activate Performing Arts and shares the Artistic Direction of Inside Out Dorset festival with Bill Gee. Kate has managed Activate since 2005, as it moved from a dance agency to take on theatre and outdoor arts, managing a wide portfolio of development work ranging from dance and health, youth programmes, inclusive arts practice and support to creatives.

Kate has over twenty-five years of working in the arts and creative industries, from her days touring Europe with theatre company as a performer and tour manager, through to her current Director roles. Kate has led the organisation into several significant National and European partnerships in order to support, commission and present extraordinary artists and artistic work.

Rocca Holly-Nambi



Hello! I am passionate about sparking connections and new conversations between people, be it through festivals, radio shows, or writing. Prior to joining the wonderful team at b-side, I was the British Council's Head of Arts East Africa, and subsequently Director of Arts Sub-Saharan Africa. I co-founded and directed 32° East | Ugandan Arts Trust, a centre for contemporary art in Kampala, Uganda; and KLA ART, Kampala's biennial public art festival.

I received an MA in Contemporary Art Theory at Edinburgh College of Art and I am currently undertaking a practice-based PhD in Visual Cultures at Goldsmiths, University of London. The PhD is exploring queer abstraction in Kenya and Uganda's art scenes.

Andrea Francis



I'm the Director of the Arts by the Sea festival within my role as Cultural Development Manager for BCP Council. I have 15 years' experience in theatre, events and festivals and feel very lucky to lead a small Cultural Development team within the Council who work on a huge variety of interesting and exciting projects, from heritage and public art to events and festivals. Arts by the Sea is our biggest project and brings creative opportunities to local talented artists and our diverse communities as well as the residents of and visitors to Bournemouth, Christchurch and Poole.

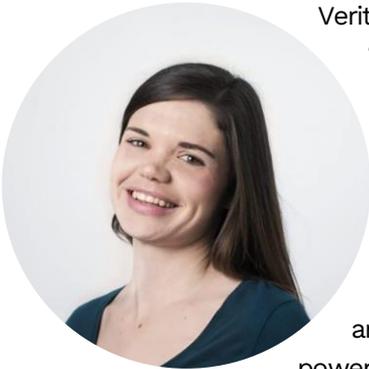


Tor Byrnes



I'm the Creative Director at Arts by the Sea and my role is to produce an accessible and quality event with the best local and national artistic content. I've worked freelance for many years across music festivals, and it's an honour to bring this expertise to my hometown of Bournemouth. I'm the CEO of We Broke Free, an independent events and promotions company, as well as being a club and festival DJ -under the alias- Tor Da Force. As an original member of the all-female collective Frau DJs, I promote, teach and encourage inclusivity especially within the music industry, but across all arts.

Verity Shallaker



Verity was inspired to pursue a career in the arts sector after seeing a production of 'Duck' at the Royal Court Theatre in London. This changed what theatre could be. Since then, Verity studied Drama and Theatre Studies at the University of Kent and for the past ten years has worked in marketing roles in theatres, museums and a gallery.

She joined Activate in September 2019 and heads up all external marketing and communications. Her specialisms are in copywriting, campaign planning and project management. She loves the power of live performance and the power of communication so being an arts marketer suits her down to the ground. Verity also works as a freelance marketing consultant and was previously Head of Marketing at the Arts Marketing Association.

Dom Kippin



Dom has been Outdoor Arts and Festival Producer for Activate Performing Arts since 2017. His main project there is producing the biennial outdoor arts festival Inside Out Dorset, a multi-site two week festival that uses both rural and urban locations. Activate has specific expertise in producing events on sensitive sites, such as Nature Reserves, Scheduled Monuments and Sites of Special Scientific Interest. Beyond the festival, Dom produces Activate's Signature Events, work such as Dorset Moon, Pollution Pods, as well as Sense of Unity, Activate's touring show with Dundu and Worldbeaters. Before Activate, Dom worked in Arts Development for Borough of Poole council and Literature Development for Portsmouth City Council, where he also developed the Portsmouth BookFest and led on their 2017 City of Culture bid. Dom was also Head of Events and PR for Borders Books (UK & Ireland).



Sandy Kirkby



Sandy has been the creative producer and marketing lead for b-side since 2010 - she is part of a team that develops programmes of work that combine the unique talents of communities and artists to produce inspiring, often unexpected events that we celebrate at our annual outdoor festival on Portland.

Originally trained as a sculptor, after a brief stint as a theatre props maker for nightclubs Sandy later moved to Dorset to take up an Events & Exhibitions role at Russell-Cotes Art Gallery & Museum. Here she developed a new family focussed engagement programme as part of their major Heritage Lottery funded restoration. Following this she headed up Gallery Education at a brand new Arts Council capital project - The Study Gallery, later moving into curation of exhibitions as the organisation reformed to become KUBE. Alongside her work with b-side Sandy is a freelance producer and curator working on projects which span creative consultations, art in the public realm and development of outdoor sculpture sites.

Caroline Suri



Caroline's role at Activate is diverse and exciting; it includes working on the creation and delivery of the outreach programme for Inside Out Dorset, bringing schools, community groups and artist together, and working with venues across the region.

Caroline's first arts role was at the Southbank Centre, London. Over the 8 years there she developed from Administrative Assistant in Concert Planning to Manager of the department's team of Event Co-ordinators, providing managerial support to the Department Director. After a year spent traveling, she then joined the team at Salisbury International Arts Festival as General Manager and then moved into the programming side of the festival, eventually becoming Associate Programmer, before leaving to join Activate in 2017.

Archie Rowell



Archie is Activate's Trainee Producer, where he will be managing the CREATE! 2023 course, connecting local creatives and assisting with the creative engagement events that Activate facilitate.

He is an actor and the Artistic Director of Dorset-based *OffPiste Theatre*, a National Youth Theatre Associate Company that explores film, theatre and combined arts with the goal of bridging the opportunity gap in the South West for emerging and mid-career creatives. *OffPiste* aims to showcase working-class, rural, under privileged and emerging voices and was borne through Archie's involvement with National Youth Theatre.

With thanks to our funders: Arts Council England, Dorset Council and BCP Council.



How to apply to CREATE! 2023

Application Process — if you're wanting to apply to take part in CREATE! 2023, take a look at the instructions below

Fill in the Application form here:

<https://forms.gle/U6FamWRfBbKEcvKH6>

- If you would like to submit a video application instead (max. 3 mins), please do so and send it to info@activateperformingarts.org.uk
- We'd like to learn more about you, your creative idea and what you'd like to get out of the course.
- Have a think about:
 - What interests you about the course?
 - What creative idea would you potentially like to learn more about how to develop?
 - What support can we provide you with to ensure that you get the most out of the course?
- Ensure that you read the Applicant Contract below, so that you're able to tick the box that states you agree to the terms and conditions of taking part in the course. We will ask for a signed version of this before the course starts.
- Any questions about CREATE! 2023? Get in touch with Archie:
archie@activateperformingarts.org.uk

CREATE! 2023 — Applicant terms & conditions

- You must be over the age of 18 either on or before *7th July 2023*.
- All applicants agree to attend all the sessions specified in this document unless suitable mitigating circumstances arise.
- Travel reimbursement and sustenance costs during your time on the course will be paid after Activate Performing Arts have received your travel receipts.
- The course facilitators will make every effort to ensure that the space is comfortable, safe and a respectful environment, we ask that all participants are mindful of their own behaviour.
- We are wanting all applicants to get whatever they feel they need out of the course; however, we expect there to be a suitable level of engagement throughout each session and networking events at the festivals.
- **By applying to take part in CREATE! 2023, you agree to all of the above.**



ACCESS

'Activate Performing Arts aims to create a culture that respects and values each other's differences and to secure genuine equality of opportunity in all aspects of our work. We believe that our organisation should serve diverse communities and offer equal opportunities to the people it serves.'

We are committed to ensuring that all participants on CREATE! 2023 are able to access the course. Within the application form is a section available for you to fill out with any requirements that you will need us to deliver in order for you to engage with the course, which we will endeavour to do. If you would like to access any of the information in this pack in another way, please get in touch.

Contact Details

If you have any questions about the course, application process or what we do, get in touch using the details below:

EMAIL: info@activateperformingarts.org.uk

PHONE: 01305 260954

WEBSITE: www.activateperformingarts.org.uk



Lorna Rees Company for Inside Out Dorset 2021. Photographer - Elliot Franks

