



CREATE! 2025

a free course on making artistic things happen.

- applicant information pack -

“The course demystified many things that I found intimidating such as producing events and applying for funding”

- CREATE! 2023 Participant

CONTENTS:

What is CREATE! 2025?	pg 3
Key Dates and Locations	pg 4
Course Content	pg 5
How to Apply	pg 7
Who We Are.....	pg 8



Photo Credit (above)
Eau de Portland, by Miss High Leg Kick.
Photo by Paul Box

Cover Banner Image Photo Credit:
(from left to right)
b-side's Portland Parade. Photo by Pete Millson
DJ Nose it with The Red Arrows. Photo by James Bridle
Geophonic by Lorna Rees. Photo by Stu Mayhew

WHAT IS IT?

CREATE! 2025 is a free course for those who are based in **Dorset** and **BCP** (Bournemouth, Christchurch and Poole) that would like to learn how artistic events are created from start to finish.

With workshops led by experienced professionals, the course will cover topics such as:

- What makes a great event?
- Building a network
- How do community-led projects work?
- Financing a creative idea
- Where can events happen?
- Identifying your audience
- What is risk management?

*Gaia, by Luke Jerram.
Photo by Brent Jones*



Participants on the course will have an opportunity to prepare a pitch document for a creative idea that they have which the several arts organisations facilitating the course will provide feedback on. At the end of the course, you can choose to use this pitch document to bid for a pot of funding from the partner organisations that could help seed-fund your idea.

Held in January across different spaces in Dorset, participants will take part in the workshop sessions together, where there will be opportunities for connection with each other and space to see different types of artistic work that support your time both on the course and after.

What you will get from the course:

- All travel / food expenses during the course are covered by us
- A clearer understanding of how artistic events can be made
- An opportunity to pitch for a pot of money to help make your creative idea a reality
- Networking sessions during and after the course
- Direct access to arts professionals
- Aid and Resources signposted directly to you
- Direct engagement with art/performance in your region

This is a course for those of any age (18+) who may have some experience in creating their own creative events, those who are wanting to step into the artistic industry but don't know how, and also those who have no idea how any of the creative world works but thinks they have a great idea they'd like to make a reality.

This is an experience for those who are wanting to grow as creative people and it's been curated by four local leading arts organisations:

-b-side

-Activate Performing Arts (*producers of Inside Out Dorset*)

-Bournemouth Arts by the Sea festival

-Bridport Arts Centre

*(left)
Serving Sounds.
The Working Boys Club.
Photo by James Bridle*

KEY DATES AND LOCATIONS

Taking place across various artistic spaces in Dorset, the dates for CREATE! 2025 are as follows:

DAY 1 – Friday 10th January 2025

Fred's Room, **Bobby's Bournemouth**, The Square, BH2 5LP

DAY 2 – Saturday 11th January 2025 (11am - 5pm)

Guggleton Farm Arts, Station Road, Stalbridge, DT10 2RQ

DAY 3 – Friday 17th January 2025

Bridport Arts Centre, 9 South Street, Bridport, DT6 3NR

DAY 4 – Friday 31st January 2025

BnB-Side, 77A Fortuneswell, Portland, DT5 1LY



Last Orders, by 2Faced Dance Company. Photo by Mike Petittedemange

Notes:

-All workshops days (except DAY 2) will run from **10am – 4pm**, with a lunch break.

-We will be running a mini-bus, picking people up from Weymouth and Dorchester to take people to and from Guggleton Farm Arts.

-All travel and food expenses are covered while you are taking part in the course.



The Red Dress, by Kirstie Macleod.
Photo by Pete Millson

ACCESS:

Inclusion is at the heart of b-side, and all of our partner organisations as we deliver CREATE!.

We have an access budget which can be used on childcare costs, caring agency cost, assistance needs and more.

We are on a journey to consider access at the inception of each event, to discover the creative potential of accessible practice, and find new ways to reach, work with, and offer opportunities to everyone. This is no exception with CREATE! 2025, and each project partner is invested in curating an accessible course that can be catered to your individual needs from the point of application, up until the end of the course.

Please feel free to contact our access lead, Sally Watkins - sally@b-side.org.uk to discuss your access requirements and how we can make your time on the course easier.

COURSE CONTENT

Each day will be split into 2 x workshop sessions, looking at big topics in an easy to digest way. These sessions will also be split up with plenty of breaks, and time for questions and answers at the end.

Each workshop is participatory so that you're able to take every opportunity to ask the questions you want to, or feel free to use the time to sit, listen, reflect and primarily take notes. CREATE! is about you using the space to learn in a way you feel most comfortable, and where each participant is able to take what they need from the course.

If you suddenly think, after the workshop is finished, that you wanted to know more, or something more specific – don't worry! We will facilitate various drop-in Zoom calls with project partners and a mini-workshop at the end of the course where you can ask any further questions that you need to. To further supplement your time on the course, we will be signposting resources to you that may be useful to you in growing your knowledge outside of the workshop space.



*Cloudscapes by Lorna Rees
Photo by James Bridle*

DAY 1 – Introductions & Building Knowledge

Fred's Room, **Bobby's Bournemouth**, Commercial Rd, BH2 5LP
Friday 10th January 2025

Introductions

- Who are we?
- Who are you?
- What makes a great event?

Building Knowledge

- Where can events happen?
- Identifying your creative motivation.
- Building the initial idea into something real.
- Working with people and building a productive team.

DAY 2 – Finding Your Audience, Risk Management & Access

Guggleton Farm Arts, Station Road, Stalbridge, DT10 2RQ
Saturday 11th January 2025

Marketing & Identifying Audiences

- What can audiences look like?
- Where to find an audience?
- How to get your community involved
- Marketing in rural areas vs the city

Risk Management & Access

- Identifying risk
- Why does safety make your events more fun?
- What happens when things go wrong and how do you plan for it?
- Accessibility** → Distilling a complex and important word into something simple.
- Considering Access before, during and after production

"It's also a great networking opportunity as I met loads of amazing other creatives and organisations in Dorset some of whom I now work and collaborate with!"

CREATE! 2023 Participant



DAY 3 – Making it Happen

Bridport Arts Centre, 9 South Street, Bridport, DT6 3NR
Friday 18th January 2025

Working in the Community

- What is a community?
- What is community-led work?
- Utilising the people and places around you to bring something special to life.

Money, Stakeholders and Funding Applications

- How are projects financed?
- Where is the money?
- Where is money spent on a project and how do you manage the budget?
- Funding applications and how we frame ourselves when writing them.

PITCHING & FUNDING OPPORTUNITY: £500

At the end of DAY 3, after you've looked at funding applications, how you write them and how you manage a project budget, participants will be presented with a **Pitch/Project Planning Template**. This is an opportunity for you to use what you've learned on the course in order to pitch for a pot of money to help seed-fund your creative idea.

Participants will take this home with them and will have 1.5 weeks to return the (optional) pitch to the project partners for evaluation. This will be a written pitch, but should you wish to submit the content in a different way (such as a video recording), then you will be able to do so as long as the project partners can independently engage with it in under 5 minutes.

Pitching Deadline: 10am, Wednesday 29th January 2025



DAY 4 – Industry Q+A, Feedback & Evaluation

BnB-Side, 77a Fortuneswell, Portland, DT5 1LY
Friday 31st January 2025

Checking In & Feedback

- How did you find preparing your creative idea into one structured template?
- Recap on topics/points participants wanted more clarification earlier on in the course.

Feedback: Overall feedback will be offered to the group on their pitches, where the general strengths were and where it could be stronger. We will set aside time to be able to look at improving knowledge where we feel it to be necessary.

Funding Decision: Funding decisions will be released on **Monday 10th February**.

GUEST Q&A

-A panel of professional creatives will be brought into the space to hold a Q&A session with CREATE! Participants about topics such as:

- Organising Arts Festivals
- Scaling up your ideas
- The realities of the industry
- Mistakes they made that you don't have to!
- Plus any questions participants might have!



Evaluation: Evaluate CREATE! 2025 as a group, and talking about where participants might go next.

HOW TO APPLY

If all of the above sounds good to you, and you'd like to get involved in **CREATE! 2025**, then take a look at the application instructions below and fill out the application form!

APPLICATION FORM: <https://forms.gle/mJcs3yh6TicUnhoR9>

If you would like to submit a video application instead (max 3 mins), then please do so and send it onto archie@b-side.org.uk

The main thing we'd like to learn is why you would like to have a place on the course, your creative idea and a little bit about you as a person.

Key things to think about:

- A creative idea you'd potentially like to get off the ground at some point in the future.
- What interests you about the course?
- The access support we can offer you if you are offered a place on 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 if you're offered a place on the course.

Any questions? Get in touch with Archie, archie@b-side.org.uk

APPLICANT TERMS & CONDITIONS

By applying for a place on the course, you agree that:

1. You will be over the age of 18 either on or before 10th January 2025.
2. You must agree to attend all the sessions and dates specified in this document, unless mitigating circumstances arise.
3. Participants on the course will be mindful of how they conduct themselves during the course. We will make every effort to ensure that the working space is comfortable and an enjoyable place to learn and be.
4. Participants will be expected to have a suitable level of engagement during the workshop days. We are wanting you to be able to get what you need out of the course however you feel most comfortable (while engaging in the tasks and learning outlined during the course).
5. Travel reimbursement and sustenance costs shall be paid to you after b-side have received your receipts.
6. We understand how necessary these opportunities are for emerging creatives and wish we were able to offer everyone a place on CREATE! 2025, however we anticipate receiving a large amount of applications and will be unable to do so. By sending in an application, you agree that the Partner Organisations' selection of participants is final and can not be challenged.

DEADLINE FOR APPLICATIONS: Friday 15th November, 5pm

WHO ARE WE?

The partner organisations bringing this all together:



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.

Portland 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 **'Who Do We Think We Are?'** programme explores ancestry and migration. 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.



Activate Performing Arts (Producers of Inside Out Dorset):

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.

We are also producers of **Inside Out Dorset** which 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.



Bournemouth Arts by the Sea Festival:

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's main event takes place in Bournemouth town centre, but the festival has also hosted activity in Christchurch and Poole. We also bring cultural activity 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.

Bridport Arts Centre:



Bridport Arts Centre is a multi-arts venue presenting a year-round programme of visual arts, theatre, dance, comedy, music, spoken word and films and screenings. Located in the heart of Bridport we serve audiences across Dorset and the South West.

Bridport is the inaugural **'Town of Culture'**. Dorset Town of Culture is a new initiative developed by the Arts Development Company to fund and support a town, village or hamlet in the county for a year's worth of extraordinary cultural activity.

We look forward to reading your applications!