



Art with
Heart



Workshops

We're Art with Heart

An award-winning Salford-based arts company that designs and delivers performances, workshops and people-led creative projects for community groups, arts organisations and schools across the UK.

We believe that when people come together through theatre and art, they have the power to make change – and that it's our responsibility to create accessible, representative spaces where they can give it a try.

Our work includes the award-winning one-woman show Declaration, which explored Sarah Emmott's experience

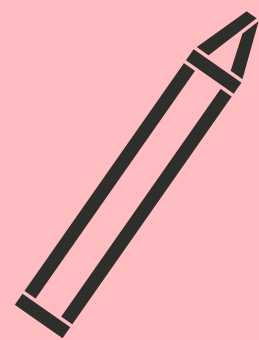
of seeking diagnosis for adult ADHD, receiving the 'ADHD Foundation Partnership Award' in recognition of our work in raising public awareness. Our award-winning coming of age play Secret Diaries; 100 Deeds, an interactive exhibition addressing gender equality in the 21st century and Stan, a play for children which explores communication, friendship...and dinosaurs.

We've been teaching, facilitating and mentoring artists for over a decade, and it's really important to us that we share our knowledge with others.

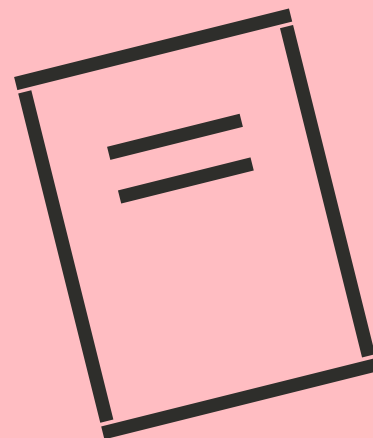
“Highly motivational and inspiring. Excellent advice, knowledge and experiences of working in the performance industry.”

– Participant





Our workshops

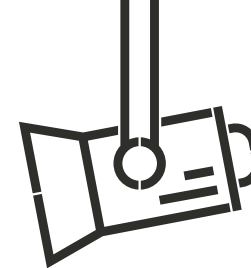


We've been working nationally for over a decade, and sharing knowledge is an important part of what we do. From delivering workshops on producing and fundraising, through to more creative workshops in writing and devising, we've created a menu that suits artists at all stages in their career - and there's sure to be something that fits what you're searching for.

- Choose from existing workshops, create bespoke ones - and combine them to make sure they're relevant and useful for your participants
- All of our training workshops can be run either in person or online for groups of up to 50 people

This menu is for group bookings. If you're interested in bespoke mentoring packages, please go to the end of the booklet to find out more.

Introduction to producing



Taking you through the essentials of producing for a creative project & starting a company



Alexandra James in Art with Heart's *Stan*. Photo: Sam Ryley

This workshop is run by one of our Co-Creative Directors, Sarah Emmott or Rachel Moorhouse, who have over a decade of experience producing projects for Art with Heart and in a freelance capacity for independent artists and leading arts organisations, including: Contact, The Royal Exchange Theatre, The Lowry, Museum of London and Southbank Centre.

"I have learnt so much. It was a real 'how-to', nothing fluffy or flakey!"

– Participant



Sarah Emmott and Michael Forrest in Art with Heart's *Secret Diaries*
Photo: Sam Ryley

This workshop covers:

- The roles a producer does and whether it's for you
- How to find a creative team that fits
- Marketing yourself and your work
- Audience development
- Fundraising basics
- Scheduling project timelines or pitching your work

Who is it for?

University students, those who have just left education, early-career artists, those putting on their own work or considering setting up a company.

Time & cost

Length: 3 hours

Cost: £350 + travel

Covers: Preparation, amendments to suit your group, delivery and any handout preparation.

Crowdfunding for creatives

How to run a successful crowdfunding campaign for a creative project

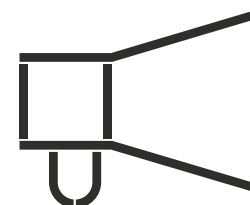


Art with Heart Co-Creative Director Rachel Moorhouse. Photo: Sam Ryley

This workshop is run by one of our Co-Creative Directors, Sarah Emmott or Rachel Moorhouse, who have run four successful Kickstarter campaigns to raise funding for Art with Heart projects. If you're thinking of running a crowdfunding campaign, this workshop will take you from idea through to the launch button and beyond. We've run this workshop for Islington Mill's WEAVE programme, Salford University and Sapphormation Festival.

"A great crowdfunding workshop. A super fun, useful refresher and lots of new, great tips."

– Participant



This workshop covers:

- Whether crowdfunding is right for you and your project
- Identifying your pledgers
- Creating a captivating crowdfunding video
- Creating appealing rewards for your pledgers
- Keeping up momentum after launch

Who is it for?

Anyone wanting to run a crowdfunding campaign for their creative project. Great for artists, students, community groups, new theatre companies and voluntary groups.

Time & cost

Length: 2 or 3 hours

Cost: £350 + travel

Covers: Preparation, amendments to suit your group, delivery and any handout preparation.

Discovering your artistic identity

Reflective practice focusing on journey, values & communication



Art with Heart Associate Producer Megan Holland. Photo: Sarah Franklin

As artists, we often spend our time hustling from one job to the next with little time to consider where our careers are going or the decisions we're making. Join our Associate Producer Megan Holland for a workshop on values and finding direction, giving yourself the creative care you deserve. This workshop is perfect if you're figuring out how to speak about your work, wondering how to position yourself commercially or in need of some time for reflection – and you'll also be sent a pack of questionnaires and useful resources that you can use after the session as you continue to explore your artistic identity.

"I think the concept will subconsciously allow creatives to put their mental health at the forefront of their practice, which is something many creatives struggle to do." – Participant



This workshop covers

- Your ambitions as an artist
- Identifying your values
- Applying your values to make strategic decisions in your work
- Expressing your values through marketing and brand identity

Who is it for?

Whether you're an artist, freelancer or small organisation, this workshop is perfect for giving yourself some reflective time to consider your current practice, the values that drive you and your plans for the future.

Time & cost

Length: 2 hours

Cost: £350 + travel

Covers: Preparation, amendments to suit your group, delivery and any handout preparation.

Guide to devising

Giving yourself space to turn
a spark of an idea into a story arc



Sarah Emmott in Art with Heart's *Declaration*. Photo: Sam Ryley

This workshop is run by Co-Creative Director Sarah Emmott who has been writing, devising and theatre-making since graduating in 2005. Her work has won awards and toured nationally. Each project starts differently, but moving something from a seed of an idea to something sprouting with possibilities is often difficult. This workshop looks at the challenge of starting, interrogates the core and pushes you to move forward in ideas and creating a story arc.

“Sarah was motivational and inspiring, she was very generous in sharing with us her own processes, including some personal struggles.”

– Participant



This workshop covers:

- Identifying the challenges of starting a creative project
- Exploring the starting point of an idea
- Building a skeleton story arc
- Getting out of your head and into your instinct

Who is it for?

For theatre-makers starting out, or needing space to move an idea forward past a creative block.

Time & cost

Length: 1 or 1.5 hours

Cost: £250 + travel

Covers: Preparation, amendments to suit your group, delivery and any handout preparation.

Guide to facilitation

Learning how to facilitate & develop your skills
with a focus on children & young people



Art with Heart Co-Creative Director Sarah Emmott

This workshop is run by Co-Creative Director Sarah Emmott who is our lead facilitator for young audiences. Sarah has worked as a facilitator and educator since 2006 in a range of cultural, educational, youth and prison settings, collaborating nationally with organisations including Belgrade Theatre Coventry, BBC Learning, Contact, The Proud Trust and Institute of Cultural Affairs UK. Sarah's projects have included school transitions, politics and debating, and working with former gang members.

In this session, we will explore different types of workshops, including teaching skills, making meaning and unpacking difficult subjects.

“Sarah was really lovely and welcoming! I got a chance to ask loads of questions I’ve felt previously too stupid to ask, with no judgement whatsoever.”

– Participant



This workshop covers:

- Different types of workshops
- How to structure a session plan
- Facilitation skills
- How to deepen the meaning for participants
- The importance of tone and asking good questions
- Top tips!

Who is it for?

For artists and facilitators starting their career to the first five years of experience, and those who want to expand their practice.

Time & cost

Length: 2 or 3 hours

Cost: £350 + travel

Covers: Preparation, amendments to suit your group, delivery and any handout preparation.

Introduction to applied theatre

Learning about what applied theatre is
& how & why we make it



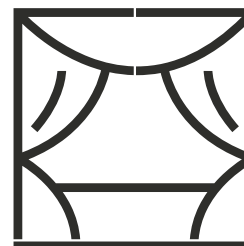
Ross Thompson in Art with Heart's *Stan*. Photo: Sam Ryley

This workshop is run by Co-Creative Director Sarah Emmott who is our lead in education and facilitation. Sarah has written, created and worked on applied theatre and engagement projects which have toured nationally since 2007. She has a wealth of experience from working with children and adults in a range of cultural and educational settings.

This workshop will help you think about making your work less 'show and tell' and more hands-on and digging deep for your audiences. We will explore how to approach meaningful theatre-making and using theatre to understand ourselves and the world we live in. Most importantly, there will be space to see if making this type of work is for you.

"Practical, honest, thoughtful, brilliant advice and insights."

– Participant



This workshop covers:

- What Applied Theatre is, and why we make it
- Whether it is right for you
- Practical starting points
- How to create useful wraparound activity for shows
- The importance of tone and asking good questions
- Top tips!

Who is it for?

For students, artists and facilitators at the early start of their career who want to make meaningful work for audiences and communities.

Time & cost

Length: 1.5 or 2 hours

Cost: £300 + travel

Covers: Preparation, amendments to suit your group, delivery and any handout preparation.

Introduction to tour booking

Introduction for how to book theatre tours for studio spaces & mid-scale venues across England



Art with Heart's *Declaration*. Photo: Sam Ryley

This workshop is run by our Co-Creative Director Sarah Emmott, who has tour booked four national theatre tours in studio spaces for Art with Heart, who have worked across 50% of the counties in England. We know that speaking to programmers and venues about your work can feel intimidating. As well as practical information about the 'how to', this workshop also has confidence building tasks in how to talk about your work

"I am a physical learner – the workshop catered to all learners. It was very informative, and I enjoyed all parts."

– Participant

This workshop covers:

- Budgeting top tips
- Pricing your work
- Pitching your work
- Negotiations and scheduling

Who is it for?

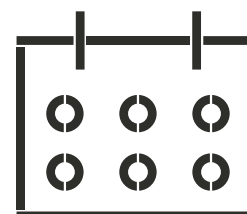
Artists, producers or students who want to tour their theatre work in studio spaces.

Time & cost

Length: 1.5 or 2 hours

Cost: £300 + travel

Covers: Preparation, amendments to suit your group, delivery and any handout preparation.



Audience development

for small scale touring

More than getting bums on seats, audience development creates a community for your work



Sarah Emmott in Art with Heart's *Declaration*. Photo: Sam Ryley

This workshop is run by our Co-Creative Director, Rachel Moorhouse, who has over a decade of experience in marketing and audience development. Working with independent artists, festivals and leading cultural organisations, Rachel has connected audiences to a variety cultural experiences from theatre to music, cabaret to comedy, live art to spoken word. Rachel was the Audience Development Officer at Contact Theatre, Manchester and leads Art with Heart's audience development from strategy to grassroots connections.

“Rachel has the most excellent approach that comes from a place of deep integrity and authenticity. Thanks for your time, wisdom, and - as always - heart.”

– Participant



This workshop covers:

- Identifying your target audiences and objectives
- Strategic planning and prioritisation
- Budgeting for Audience Development
- Building meaningful and lasting connections with audiences
- How to identify and secure group bookings
- Top tips and examples of best practice

Who is it for?

Artists, producers or students who want to build an audience for their work and ensure their tours and events are well attended.

Time & cost

Length: 2-2.5 hours

Cost: £350 + travel

Covers: Preparation, amendments to suit your group, delivery and any handout preparation.

Crash course in fundraising

Strap in, we're crashing through
how to raise money for theatre projects



Photo: William Shields

This workshop is run by our lead fundraiser and Co-Creative Director Sarah Emmott, who has been arts fundraising for over a decade. She has raised significant funds via all the different avenues she will be covering in this workshop.

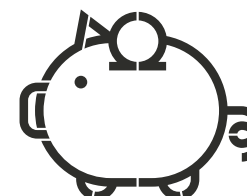
This workshop will be an overview of four ways of fundraising with practical skills that you can immediately apply. When we say 'crash course', we really do mean it!

"After the session, I felt a lot more confident and acquired new knowledge and skills to help me going into the future."

– Participant

"It was absolutely fantastic, a whirlwind coverer of all bases delivered engagingly and with enthusiasm and optimism - very motivating!"

– Participant



This workshop covers how to raise funds via:

- Trusts and Foundations
- Building your crib sheet
- Arts Council Project Grants
- Crowdfunding

Who is it for?

Producers, artists, project managers or anyone who needs to fundraise and wants to hone their skills before starting! This workshop is for those serious about fundraising, who have a project in mind and either have some experience fundraising or are inexperienced but have a fire in their belly to raise the money and make it happen.

Time & cost

Length: 2 or 3 hours

Cost: £350 + travel

Covers: Preparation, amendments to suit your group, delivery and any handout preparation.

Learning to write creatively

Do you have a thousand ideas in your head
but struggle to put pen to paper?



This workshop is lead by our Associate Producer Megan Holland. Megan is a creative-non fiction and multi-media writer. Her work has been featured in Hinterland Magazine and commissioned by the Lancashire Wildlife Trust. She has been shortlisted and longlisted for several awards and wrote the first-ever VR experience situated in a church.

Everyone writes differently, and when you're starting out, it's easy to become waylaid by anxiety and lack of structure. This workshop offers several writing techniques to help you develop your practice, with exercises that you can adapt to suit you.

"The quality of Megan's writing is exceptional. She inspired the group and we have had great feedback from both the gallery and the group of young people themselves."

– Participant



This workshop covers:

- Generating ideas
- Building a writing practice
- Common pitfalls and how to avoid them
- Where to start with submitting your work

Who is it for?

Writers who are just starting out or those who are more confident in their practice and feeling stuck for inspiration. It's a safe environment to experiment, refresh and prepare.

Time & cost

Length: 1 hour

Cost: £200 + travel

Covers: Preparation, amendments to suit your group, delivery and any handout preparation.

Mentoring for individuals & organisations



If you're an individual or organisation, we can provide bespoke mentoring packages and training sessions catered to your needs. If any of the workshops above take your interest, or you're looking for more specific support – get in touch, and we can discuss ways of working together.

“Rachel and Sarah are both fantastic teachers with clear experience and knowledge of the industry. Rachel worked with us to discuss our specific needs and aims for the tailored session, we designed the agenda together and she was very helpful. The session was practical, fun, and incredibly informative – we will definitely be booking more bespoke mentoring sessions with them soon!”

– Lucy Price, Production Administrator
Manchester International Festival



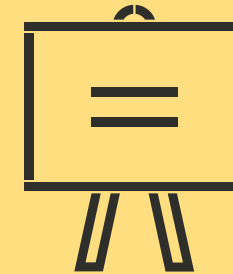
Get in touch



Interested in more than one workshop?

We can design our workshops to come in packages that are beneficial to you.

Bespoke workshops



None of these workshops take your fancy?

Maybe you have an idea for a training session you would love to attend or host for your students/artists? Our workshops have been made in response to need, and we love finding new ways to help build resilience and skills among artists and students.

Get in touch to find out how we can make workshops especially for your organisation.



**Art with
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