



PLAYBACK CREATES PRESENTS HOMEGROWN

Calling all South Asian Musicians, Singers, Rappers & Producers!

Looking to record your own music? This is your moment.

'Homegrown' is an exciting new talent development pilot programme created to discover, develop, and champion the next wave of South Asian music talent from Wolverhampton and the surrounding areas.

Whether your sound is Bhangra, Hip Hop, R&B, Pop, or something entirely your own, we'll help you bring it to life. Over six inspiring weeks, Playback Creates will support up to ten emerging music creatives aged 16–30, offering exclusive access to professional studios, hands-on mentoring, and insider industry knowledge.

This is a **free and inclusive programme** designed to empower you, unlock your musical potential, build confidence, and open doors to real opportunities in today's music industry.

This is where your journey begins.

Programme:

This flagship project is designed to empower you by unleashing your music potential, help you grow in confidence and access real opportunities in today's music industry. We want to ignite the next wave of south Asian music talent, and this programme is your chance to turn creativity into action.

The programme will include the following opportunities:

- Welcome and onboarding session to the programme with an opportunity to meet the team and gain further insight to Homegrown.
- Exclusive access to a **professional recording studio** time at APS Studios [based in Wolverhampton Arts Centre] spending two full days creating and recording a professionally produced track.
- Hands on **one to one mentoring** from acclaimed artists and industry professionals.
- Final **exclusive showcase** at Vaal & Vaal (exclusive events space), where you can share your music with industry professionals, receive invaluable feedback, and take part in a live Q&A session to learn directly from those shaping the music landscape today.



About Playback Creates:

Playback Creates is a start-up not-for-profit organisation based in Wolverhampton and is a new platform providing opportunities for growing and representing south Asian talent, celebrating culture and creating pathways into the creative industries. Rooted in community, creativity, heritage and culture, Playback produces and supports innovative projects across music, performance and digital content, giving emerging talent the tools, space and platform to thrive.

Playback Creates is led by internationally recognised multi-award winning artist and music producer **Dr Harpreet Jandu (PBN)**, alongside a talented team including programme head, producers and mentors and builds on Harpreet's professional legacy as a leading figure in the South Asian music industry. His insight into the Creative Industries and lived experience as an artist, mentor and cultural advocate informs the organisation's creative direction, offering a powerful opportunity to explore cultural heritage while developing new music.

Timeline:

The programme will run between January – February 2026 with the studio sessions to take place in January and the final sharing session to take place in March.

Who is this programme for:

This opportunity is open to those from South Asian communities based in Wolverhampton and the Black Country. We want to maintain a strong focus on gender balance; and to strive to reach and encourage disabled artists, artists from disadvantaged backgrounds including deaf artists. In selecting the cohort of successful applicants, we will therefore ensure there is a balance and fair representation of key factors, in particular:

- Diversity [including race, gender, and other protected characteristics].
- Geography to ensure the targeted area[s] are represented.
- Different aspects of the music industry are represented e.g. musicians, singer-songwriters, rappers, record producers etc.

Applications are open to all entry level individuals/artists who identify themselves as ethnically diverse; deaf; disabled; neurodiverse; LGBTQ+; and/or who are from working class/low-income backgrounds or have identified as such in the past. We are seeing applications from individuals regardless of age, gender, ethnicity, disability, sexuality, religion and/or belief.



How to apply:

Each applicant must complete an online application form and should be accompanied [if applicable and relevant] any examples of your work i.e. a video, audio and/or appropriate links. You will also need to complete the monitoring form online.

Apply [HERE](#).

If you feel you have any barriers in applying, require additional support and/or have any questions relating to the project, please contact hello@weareplayback.co.uk

Selection process and application dates:

Decisions will be made by a selection panel including Playback Creates Director and industry experts. Applications will be considered against the following criteria:

Artistic Potential

Demonstrates clear creative talent in their chosen discipline (e.g. through demo tracks, live clips, portfolio or references).

Shows originality of voice, style, or perspective — including but not limited to work rooted in or inspired by South Asian cultures, identities, or diaspora experiences.

Has a strong sense of artistic direction or curiosity to explore their next steps.

Willingness to experiment, collaborate, and develop skills through the programme.

Commitment & Readiness

Shows a genuine desire to develop their craft, not just participate.

Able to commit to the full programme schedule (e.g. workshops, mentoring, showcases, studio sessions).

Open to learning, feedback, and peer collaboration.

Demonstrates some momentum — whether emerging, self-taught, or already performing/producing.

(We're not looking for polished professionals, but for people ready to take a clear next step.)



Values & Impact

Expresses how participation would make a meaningful difference to their artistic journey or career.

Shows how their work contributes to representation, storytelling, or cultural exchange within South Asian and wider creative scenes.

Brings a spirit of collaboration, respect, and community-mindedness to the cohort.

Potential to act as a future leader, changemaker or cultural voice within their scene.

Closing date for applications: Wednesday 10 December 2025, 5pm.

Notification of decisions: all applicants will be notified whether they have been successful or not shortly after the closing date for applications and panel decisions and will be notified by email. We apologise but we cannot offer individual feedback on unsuccessful applications.