

PLEASE
DO NOT
TOUCH



Venue Marketing Pack



**BELGRADE
THEATRE**



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

CONTENTS

3 | [About The Show](#)

4 | [2026 Tour Dates](#)

5 | [Marketing Materials](#)

6 | [Cast & Creative Team Credits](#)

7 | [Box Office Briefing Information](#)

8 | [Target Audiences](#)

9 | [Engagement & Participation Opportunities](#)

10 | [Contact Details](#)



ABOUT THE SHOW

Please Do Not Touch tells the story of a young Black man wrongly imprisoned for stealing a Somali afro comb from a glass case in a historic house. It highlights how some artefacts came to be in heritage houses, how children of colonial Britain feel unwelcome to engage with them and how contemporary society continues to be shaped by this legacy. The show asks important questions about colonial legacy, contested heritage and how stories are told, whilst shining a light on the Criminal Justice System.

Following a successful premiere and run in Coventry in 2024, China Plate is remounting this critically acclaimed play with an expanded set of co-producers to undertake a national tour in Spring 2026.

Note from the writer, Casey Bailey:

“When I embarked on the journey of writing this play, I initially saw it as an extension of my poetry collection of the same name. In early discussions I even described it as a ‘theatre adaptation’ of the collection. Over time I have come to realise that this play should not be an extension, or mutation of the poetry collection, it isn’t a branch off the poetry collection’s tree, it is a different tree in the same orchard.

Throughout the process of writing this play, at times the poetry became a barrier to the story. I was trying to tell a story around the poems, or to honour the poems when really, I wanted to honour the feeling that the poems came from. It was work throughout the process with Gail, Yaël and Jade that really helped me to understand that the poems were the scaffolding for this story, but the story was not written to serve them.

One of my favourite parts of the process of creating theatre is all the things that happen beyond the page. With Please Do Not Touch this has been the case again. From the start of production watching the director and actor take an idea in my notebook to a walking, talking representation of the ideas that started this journey for me has been all the inspiration I have needed to keep coming back with fresh ideas, and energy.

We have arrived at a stage where lighting, sound and set design are now playing their role in this story and I am in love with everything that they give to the piece. I have been so privileged to work with a team of super creatives. Now, having transferred the idea in my head to a script on the page, and handed it to a team to bring it to life on the stage I am excited to make the final transition and join the audience to take it all in.”

Visit China Plate's website to read an [interview blog with Casey](#), which further discusses in his own words, the themes and influences behind Please Do Not Touch.

2026 UK TOUR DATES

29th - 31st January | Birmingham Hippodrome

5th February | The ShowRoom Chichester

7th February | Theatre Royal Bath (Ustinov Studio)

12th February | Arena Theatre (Wolverhampton)

14th February | The Core at Corby Cube

17th - 18th February | Cambridge Junction

21st February | Derby Theatre

28th February | Mercury Theatre (Colchester)

5th March | Attenborough Arts Centre (Leicester)

7th March | Brighton Dome

12th - 13th March | Leeds Playhouse



MARKETING MATERIALS

Marketing assets can be found [here](#).

Images and Video

The assets folder contains main show image, production images, trailer, social media assets (including videos), example social media posts and press pack.

Online show trailer link: <https://vimeo.com/1139298940>

Show Copy

The folder also contains three versions of the show copy in different lengths

You can find the copy [here](#).

Sample Press Release

Please Do Not Touch has already been met with critical acclaim from reviewers at its successful premiere and run in Coventry in 2024, which you can use to promote the show.

Please see [this folder](#) to view these quotes/reviews – we have also provided a sample press release [here](#).

CAST & CREATIVE TEAM

Actor | Selorm Adonu

Voiceover - Radio Presenter | Jade Samuels

Voiceover - Marsh / Anson | Corey Campbell

Voiceover - Judge | Paul Warwick

Writer | Casey Bailey

Director | Gail Babb

Scenographer | Miriam Nabarro

Sound Designer | Kayodeine

Lighting Designer | Gillian Tan

Movement Director | Keiren Hamilton-Amos

Dramaturg | Yaël Shavit

Marketing Consultant | Spark Arts Marketing

Engagement Facilitator | Ayan Aden

Producer (China Plate) | Jade Samuels

Executive Producer (China Plate) | Paul Warwick

Production Manager | Phil Clarke

Company Stage Manager | Emily Davies

SHOW DETAILS

Approximately 65 minutes

Ages 14+

#PDNTPlay

Content Warnings: Contains strong language and a reference to suicide. There are references to racism throughout.

Accessible performances: Please contact Jade on jade@chinaplatetheatre.com to discuss arranging an accessible performance(s) at your venue.

BOX OFFICE BRIEFING NOTES

Who's presenting it: China Plate and Belgrade Theatre in association with Birmingham Hippodrome

Who wrote it: Casey Bailey, directed by Gail Babb

What's the running time: Approximately 65 minutes (no interval)

What's the age guidance: 14+

Who might want to attend? Local individuals who like to be challenged or learn something new and/or interested in poetry/spoken word, new writing, theatre, heritage, museums, politics, post-colonial discourse and the criminal justice system.

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What post-show support is available? You can visit China Plate's website to access additional resources: www.chinaplatetheatre.com

TARGET AUDIENCES

- Audiences of Casey Bailey's work as a musician / rapper, poet and playwright, including GrimeBoy and Please Do Not Touch poetry collection.
- Anyone interested in theatre, heritage, museums, politics, post-colonial discourse and the criminal justice system.
- Anyone interested in poetry, new-writing and spoken word.
- Audiences from and engaged with stories from the Global Majority, specifically Black and Asian.
- Audiences who would be identified as Experience Seekers or Commuterland Culturebuffs on the Audience Agency's Audience Spectrum.
- Young People aged 13-21 – particularly those from areas of high deprivation with colonial heritage including local youth groups, members of local youth theatres, community organisations, local schools and colleges (see engagement opportunities below).
- Individuals from communities with low arts engagement
- Anyone with a personal connection to the local area of the venue.
- Followers of independent theatre producers, China Plate.
- Followers of the work of Gail Babb (Director), Jade Samuels (Producer) and the rest of the creative team.

If you would like to discuss marketing strategies or ideas for engaging audiences, please contact our Marketing Consultant, Caz Slota on caz@sparkampm.co.uk

ENGAGEMENT & PARTICIPATION OPPORTUNITIES

To accompany performances of the play we have designed an education and engagement package. These are practical resources that have been made bespoke by the show's writer, Casey Bailey and our partners at the National Trust, which have been designed to deepen young people's engagement with the play and its themes and to nurture their own creative responses.

Knowing that lead in time is essential to engaging schools or youth groups, an outline of our resource package - that will be available from January 2026 - has been sent to each venue's Education and/or Engagement Lead, to support you in promoting performances of Please Do Not Touch and its wraparound activity to those in your local area. We hope this gives you plenty of time to align with any communications you have planned.

We received brilliant feedback from young people during the show's premiere run at the Belgrade Theatre in Autumn 2024: **"It was beautiful. It's my first time in the theatre and I feel it's my next new thing now. I don't even wanna go to a cinema anymore."** Young people have played an important part in the making of the show, with school pupils, youth groups and young people inside the Criminal Justice System working with us as co-creators on the project.

As well as an opportunity to see an engaging and relatable theatre performance Please Do Not Touch offers young people:

- **An introduction to the National Trust and UK heritage**
- **Digital resources exploring Attingham Park (National Trust property)**
- **An opportunity to develop critical thinking and explore creative writing**
- **Connections to History, English, Drama, PSHE and an opportunity to explore themes connected to Colonialism and Black History.**

If you have any questions regarding the Engagement offer, if you require a copy of the resource package outline, or if you would be interested in hosting a post-show discussion with writer Casey Bailey and/or members of the creative team, please contact our Producer Jade Samuels on jade@chinaplatetheatre.com

CONTACT DETAILS

Producing

Jade Samuels

Producer

jade@chinaplatetheatre.com

If you have any questions regarding the Engagement & Participation offer, please contact Jade

Paul Warwick

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Marketing

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