



## **BRIEF FOR FREELANCE CREATIVE PRODUCER TO DELIVER WORDPOOL FAMILY DAY FESTIVAL IN STANLEY PARK, BLACKPOOL**

### **Introduction**

Blackpool Council's Arts and Library Services in partnership with LeftCoast are seeking to appoint a dynamic and experienced Creative Producer to programme, organise and deliver our Wordpool Family Day on Saturday, 6<sup>th</sup> July 2019 in Stanley Park.

The Creative Producer will work closely with the Wordpool Steering Group of key stakeholders and committed partners. A reasonable budget for commissioning artists and performers, hiring equipment and marketing is available informed by 12 years of delivering this one-day event.

### **Context**

Wordpool is Blackpool Council's Arts and Library Services established programme of festivals celebrating literature, writers and words in all their many wonderful forms. The Wordpool Family Day is a highly successful annual date in the calendar at the beginning of July where up to 4000 local families enjoy arts activities, performances and storytelling across different locations in Stanley Park.

More information about Wordpool and the Family Day can be found on our dedicated website at [www.wordpoolfestival.co.uk](http://www.wordpoolfestival.co.uk) – in particular please see the video section.

We are looking for a freelance Creative Producer this year due to the Arts Development Officer of the Council, who would undertake the lead on organising the Festival, recently retiring.

### **Steering Group and Partners**

The Family Day has been built through the enthusiasm and commitment of a wide array of Blackpool based organisations from the public, voluntary and education sectors. The partners have representation on our Steering Group that collectively plans the shape and form of the day led by the Creative Producer. Key partners include: The Friends of Stanley Park, the Council's Parks Service and Family Learning Service, Aunty Social, the Electric Sunshine Theatre Company, Blackpool Sixth Form College, Grand Theatre, Grundy Art Gallery, Blackpool Museum Project and the Heritage Service, Winter Gardens etc.

On the day we usually have up to 80 volunteers undertaking tasks such as helping setting up; 'manning' the registration points where people can pick up a map showing the locations of all the activities; supporting artists and performers at their 'stations'; providing refreshments for all the 'workers' and artists; and helping to tidy up and de-install items at the end of the day.

## Event Theme

Every year we have based the Family Day on a particular theme to give some coherence to the programming and to create anticipation and excitement in the community. We often develop our theme in relation to a national event or anniversary that resonates with Blackpool and its communities. For example, in 2018 we had a circus theme for our creative programme linking to Circus250, the UK wide celebration of 250 years of Circus. Also, colleagues from the Library Service have successfully used the Family Day to launch the national Summer Reading Challenge for children and young people across Blackpool.

The provisional theme we have agreed on through the Steering Group for 2019 is 'Space' based on national celebrations in relation to the 50<sup>th</sup> anniversary of the landing on the Moon and being aware that this theme is also being taken up by the national Summer Reading Challenge. We also know our colleagues at the Illuminations depot happen to have 3D fibreglass Spacemen, a Dr Who Tardis and other such items that they might be willing to locate in the park for our event!

## Audience

We regularly evaluate our audiences attending the Family Day and will undertake evaluation again in 2019. One of the reasons the Family Day is a priority for the Arts and Library Services is because we know from the postcodes we collect that we are reaching our local families that would not usually take part in arts activities and are from some of our most deprived neighbourhoods.



## Timeframe

We aim to formally contract a Creative Producer through LeftCoast by mid-February; allowing March to end of June 2019 (4 months) for programming, organising and marketing the event.

You will report on a day to day basis to Tina Redford, Director at LeftCoast and meet with the core key stakeholders: Tina from LeftCoast, Carolyn Primett, Head of Arts and Mark McCree, Head of Libraries at Blackpool Council on a regular basis. You will also programme in regular meetings with the Steering Group to keep them engaged and to ensure their practical support in the delivery of the day.

## Role and Key Tasks

- Liaising and agreeing with the Steering Group ideas of how the agreed theme might be interpreted through partners' activities, artists' participatory activities and performances.
- Commissioning a range of walk-about acts, artists, performers and authors to deliver activity at the event developing our agreed theme within the budget provided.
- Liaising and agreeing with partners the activities they can contribute and where they will be sited, what equipment they need providing, what volunteer support they may need ensuring these are in place for the day; and ensuring they provide risk assessments for the activity they will be delivering.
- Liaising and agreeing key locations for activities and performances with the Parks Manager and what support from her service may be needed for the day.
- Briefing and booking marquee company to install marquees, tables and chairs at agreed locations in the Park. Overseeing their installation on the morning of the event.
- Agreeing a marketing plan with the help of the Marketing Officer at LeftCoast; producing copy to agreed deadlines; producing updates on the Wordpool website and social media sites. Actively promoting the event i.e. doing an interview on Radio Lancashire.

- Keeping key stakeholders up to date on how the day is developing on a regular basis.
- Producing a final detailed Event Plan and being the formal Event Lead/Organiser present on the day.
- Briefing all volunteers, partner contributors, performers and artists on the day; ensuring everyone is aware of any health and safety issues, location of first-aid and lost child station.

### **Key Skills and Experience**

- Wide experience of working and communicating with different partners bringing them together to successfully deliver an arts event.
- Experienced event manager aware of all health and safety and legal responsibilities in delivering a public event.
- Knowledgeable about programming artists and performers with the appropriate skills to contribute to a family participatory arts event.
- Used to undertaking a wide range of tasks to deliver an event without a range of support staff to delegate to and used to motivating and managing volunteers.
- Experience of managing budgets and delivering a quality event within a reasonable but limited budget.

### **Budget Available**

The budget to be managed by the Creative Producer includes up to £5k for commissioning companies to do walkabouts and £2k for artists, performers and writers to create work or deliver workshops on the day.

We have also allowed a budget for hiring in up to 3 marquees for the day. The budget has been confirmed by Blackpool Council and LeftCoast.

### **Creative Producer's Fee and Contract**

The total fee available is £2,700 excluding VAT; being based on 15 days at £180 per day. You will be required to have your own public liability insurance, be able to provide a UTR and be responsible for your own tax and national insurance liabilities. You will be formally contracted by LeftCoast.

### **How to Apply**

If you are interested in applying for this role please submit a letter of application no longer than 2 sides of A4 detailing your relevant experience linked to the key skills and experience we have set out above. We also require you to submit an up to date curriculum vitae and two referees.



Please send this information by no later than **Thursday, 7<sup>th</sup> Feb 2019 by 12 noon** to [wendy.lee@leftcoast.org.uk](mailto:wendy.lee@leftcoast.org.uk)

Candidates will be notified before 5pm on Friday 8<sup>th</sup> February.

We will interview interested applicants on Monday, 11<sup>th</sup> February at FYC Creatives, Church Street, Blackpool, FY1 3PS.