

B-Side Multi Media Festival 2010: Festival Producer. Part Time 12 month fixed term contract

Introduction

B-Side is seeking a committed and dynamic Festival Producer in partnership with Activate, for an immediate start to deliver the B-Side Multi-media festival in September 2010.

B-Side is a partnership organisation established to prioritise and develop new talent and commission new interdisciplinary, site-based work from artists, which animate public spaces in Weymouth and Portland. Art form focus is visual art, performance/live art, moving image and sound. B-Side seeks to challenge, provoke discussion, empower individuals and contribute to community development, the creative economy and cultural infrastructure.

B-Side will showcase the commissioned work planned for its multi-media festival in September 2010, working closely with the curatorial commissioning team. The idea of a festival was piloted in 2008 and the evaluation led a proposed biennale structure, this being the first after the initial pilot.

See Appendix 1 for further background and www.b-side.co.uk

Job Description

Job Description: Festival Producer for B-Side Multi-media festival 2010 (12 months fixed term contract)

Job Purpose: To produce the B-Side Multi-media Festival for 2010 in collaboration with the Commissioners/Directors of B-Side.

Reports to: Outdoor Events and Celebrations Manager (Activate)

Responsible for: volunteers/technical staff

Job Duties and Responsibilities

Main Duties

- Work closely with the B-Side directors and the commissioning team, the rest of the Activate Outdoor Events and Celebrations Team and all other partners and stakeholders to ensure the smooth delivery of the festival
- Facilitate between key festival partners and artists
- Act as an advocate for the festival
- Contribute towards B-Side's overall plans and to support growth and participation in the festival
- Be actively involved in marketing and publicity
- Work strategically with the Inside Out Team

Artistic

- Take a lead role in the production of commissions and projects
- Nurture partner relationships with multiple venue and programme partners
- Manage programme activities within pre-determined budget
- Implement the agreed programme of activities and events

Organisational

- Facilitate communication between all partners
- Liaison with B-Side directors group in development and delivery of B-Side 2010
- Production of contracts
- Budget Management
- Administration of licensing applications and permissions
- Applications for work permits and visas where necessary
- Ensure adequate event insurance is in place
- Ensure effective and safe working practices at all times
- Ensure working practice is in line with core policies, safeguarding children, equal opportunities, health and safety and diversity policies
- Evaluation of the festival
- Oversee the production of artist and audience evaluation statistics and feedback
- Manage volunteer programme
- Select sub-contractors and suppliers to deliver programming activities
- Contract Artists and day to day liaison with artists
- Liaison with local event partners
- Booking of accommodation and travel
- Liaise with technical staff to implement timely and relevant content for all events
- General admin support and event planning work
- Act as an excellent advocate for the festival

Person Specification

Knowledge/ Skills

- Demonstrable project management skills
- Relevant art form knowledge/experience desirable
- Impeccable organisational and administrative skills
- Personable and confident communicator
- Enthusiasm for outdoor festivals and site specific work
- Ability to self-organise and take initiative
- Ability to prioritise workload and time manage to multiple deadlines
- Remain calm in periods of hectic activity
- Good knowledge of current educational and cultural initiatives
- Flexible and ready to contribute to other jobs as required
- Demonstrate strong people management skills and good team working
- Strong technical awareness and ability to liaise with technical staff and artists

Experience required within the following areas:

- Arts management
- Event management
- Managing multiple project partners
- Managing project teams
- Working with young people
- Marketing and Publicity
- Managing volunteers
- Budget Management

Other

- Own transport (desirable)
- Knowledge of the region (desirable)

Terms of employment

Post:	Festival Producer for B-Side Multi-media Festival 2010
Salary:	£25,000 pro rata
Contract:	Fixed term contract for 12 months. The post is subject to a one month probationary period.
Hours of work:	18.5 hours per week days to be agreed. Flexible working will be necessary with some evening and weekend work. Overtime will not be paid but time off in lieu for work in excess of the stated hours may be taken, with the agreement of the Manager. See Appendix 1 for delivery time flexibility note.
Holidays:	23 days a year pro rata, plus public holidays. Holidays to be agreed with the Manager in advance.
Expenses:	Expenses in carrying out the work will be reimbursed in line with the agreed project budget and will be agreed in advance of claim.
Notice period:	Notice is one month on either side.
Location:	Activate Office and Weymouth College (hot desk)
Equal Opportunities:	It is expected that the post holder will ensure that their work operates in accordance with the best equal opportunities practice, in line with the company policy.

To Apply

Please supply the following information:

- Your up-to-date Curriculum Vitae.
- A letter of application setting out on no more than 2 sides of A4:
 - why you wish to apply for this job,
 - the knowledge, skills and experience you can offer, set against the person specification requirements.
 - please refer to actual activities/programmes and projects where possible.
- The names and addresses of two referees. References for shortlisted candidates will be taken up before interview unless you request otherwise.

Please send one copy to each of the following email addresses:

kate@activateperformingarts.org.uk

julie@pva.org.uk

director@sherbornehouse.org.uk

sallywatkins@inbox.com

alan_rogers@weymouth.ac.uk

Or

by post to: Activate, 27 West Borough, Wimborne, Dorset BH21 1LT

Closing date for applications 5pm Monday 8 February 2010.

Interviews for this post will be held on a date between 22-25 February 2010 TBC.

Appendix 1

The name B-Side derives from the flip side of vinyl recordings, which often explore the less commercial side of an artist's repertoire. Thus, the creative vision for B-Side is for artists using new media and innovative techniques to explore the less commercial aspects of South West coastal resorts, of which Weymouth is a prime example. B-Side was one of the first projects in the region to respond directly to the core values of the London 2012 Cultural Olympiad and the first to win the "Inspire" mark for the pilot scheme in 2008.

B-Side's Aims are to:

- Inspire young and emerging artists from the South West region and provide a clear route for them to participate in all aspects of B-Side
- Offer support to less-established artists through continuing professional development and mentoring schemes
- Engage with education, both inside and outside of the classroom
- Develop new audiences for site-based contemporary art
- Contribute to a raft of ideas and projects which aim to keep young creative professionals in the South West during their formative years
- Be part of Dorset's new cultural tourism offer and put Dorset on the map as place for quality and excellence in the arts
- Leave a sustainable event after 2012 as a legacy for the borough
- Develop an international dimension for B-Side 2012

The Festival

A pilot B-Side festival was produced in 2008, and evaluated the successes and failures in order to improve the delivery for 2010.

B-Side began by instigating new partnerships between cultural agencies, Arts Council regularly funded organizations, educational institutions and artists' networks. The choice of venues for "B-Side" 2008 was important. It focused on known venues and tourist attractions that have little or no experience in hosting cultural events. They were all 'iconic' venues in one respect and were chosen to inspire artists to respond site-specifically.

It won RIFE Lottery money from South West Screen to commission four artists to make short films. The Arts Council of England South West gave an equal contribution, which was used to commission 11 site-specific bursaries with disciplines ranging from visual arts, sound installation, digital media to live art. The Weymouth and Portland Partnership awarded 6 bursaries to artists living and working in the Borough. Dorset County Council, Weymouth College and seed money from the 2012 SW Regional Programmer completed the funding package. B-Side 2008 was run on a small budget of £23,000.

B-Side 2010 has already been awarded £70,000 by ACE Grants for The Arts. The Directors are currently applying for other funding to run a 13-19 Young Persons scheme and the results of this will be known shortly after the appointment of the Festival Producer. Fundraising is not seen as a key responsibility of the B-Side Festival Producer, although he/she may be involved in future planning (including fundraising ideas) after the evaluation of the 2010 festival.

Management

Activate is the lead organisation and will be employing the festival producer as part of a contract with B-side. Key to Activate's work is its partnerships and it values highly the

people, the communities and the organisations it works with. As a strategic organisation with the remit to develop the performing arts ecology locally and now embracing a cross art form approach with this area of work, Activate needs to work with others: artists, venues and promoters, local authorities, arts education agencies, schools, further and higher education, health, sports, and other arts organisations. Take a look at our website for more details on who we are and what we do: www.activateperformingarts.org.uk

This post will be line managed by the new Manager of Outdoor Events and Celebrations. The post will be located with the Activate team, with a hot-desk in Weymouth, as the first six month's work will require a presence in Weymouth and Portland. The post holder will report to the Outdoor Events and Celebrations Manager and team in order to shape B-Side strategically and ensure a tight collaboration with the "Inside Out" festival, which also runs during the first part of September 2010 <http://www.insideout.co.uk> (we will be sharing some marketing and publicity in 2010). The main responsibility is to produce the festival, to work closely with the B-Side directors and the commissioning team to shape the look and feel of the festival and attend all directors meetings (monthly) and "Critical Friends" away days (twice yearly).

The commissioning team for this year are managing the brief and selection of artists and comprise:

- Amanda Wallwork - visual artist and Director of Sherborne House Arts www.sherbornehousearts.org.uk
- Julie Penfold - digital artist and Director of PVA www.pva.org.uk
- Sally Watkins - Performance artist
- Becca Gill - Creative Producer www.2ndbirthday.co.uk

B-Side Partners	Stakeholders/Funders
B-Side	ACESW
2 nd Birthday	Dorset County Council
Sherborne House Arts	Weymouth & Portland Partnership
PVA Media Lab	Weymouth & Portland Borough Council
DepARTure Arts (arts education agency)	Screen South West / Media Box
Freelance Artists / Consultants	Weymouth College

The B-Side "Critical Friends" group is currently being assembled.

Background: Outdoor Events and Celebrations

Outdoor work is a priority for Dorset County Council and the Dorset Strategic partnership as well as part of a wider sub-regional focus on outdoor events and celebrations. It is one of the distinctive themes in the South West region for the Cultural Olympiad.

The National Indicator 11 (NI 11) "Engagement in the Arts" target is now written in to the current 3 year Local Area Agreement (LAA) for Dorset. This means that the Dorset Strategic Partnership believes that increasing engagement and participation in the arts is important for enhancing people's quality of life in the county and should form part of how the performance of the partnership is rated by national government. Currently 49.8% of the population attends or participates in arts events more than 3 times per year. This information is provided by a telephone survey of 2,500 people aged 16+ in Dorset by Ipsos Mori which is funded by the Department for Culture Media and Sport (DCMS). The DCMS has told us that this needs to increase to 52.8% by December 2010. A high profile communications campaign 'Dorset Loves Arts' is also being launched to support this work.

The county is taking a long-term developmental approach to increasing engagement in the arts. The Dorset Strategic Partnership has allocated resources to the challenge of increasing engagement and these resources are being directed at a number of strands to underscore the future sustainability of arts and cultural organisations. One of the significant strands in the NI 11 development process will be centred on Outdoor Events and Celebrations and alongside a Festival Producer for Inside Out and B-Side will be a Manager to lead on the Outdoor work and to manage the Producer, a Co-ordinator for the B-Side Festival in Weymouth and Portland and a Carnival/Processions Co-ordinator to help develop carnival and outdoor processional work. All of these posts will be hosted at and employed by Activate and will have their respective steering groups to guide their work.

The Outdoor Events and Celebrations staff are supported by funding from the Dorset Strategic Partnership, Dorset County Council, Arts Council England South West, National Lottery, Bournemouth Borough Council, Borough of Poole, B-Side and the Jurassic Coast Arts Programme.

Timeline of Responsibilities directly related to the production of 2010 B-Side Festival

There will be a requirement to work more hours at the two critical times, in May/June and throughout September. The extra hours can be compensated, by working fewer hours from November 2010 - February 2011. The following timeline is indicative and not exhaustive.

March

- Write and send out commission briefs to artists. Fix final selection date
- Full briefing days on progress so far from B-side directors
- Begin negotiations with potential venues / partners
- Attend Critical friends away day (tbc)
- Apply for the "Inspire" mark
- Oversee branding
- Begin marketing and publicity (work closely with Inside Out)

April

- Shortlist artists for final selection with B-Side directors
- Select commissioned artists with directors, stakeholders and partners
- Continue negotiations with potential venues / partners

May

- Finalise negotiations with selected venues
- Select logo and font based branding
- Work with web designer to produce the final B-Side info site for attendees
- Arrange accommodation and installation times for the selected artists

June

- Production of artist's contracts
- Liaison with 'satellite' events that take place as part of the festival: Perpetual Light, Swindon/Torbay/Weymouth commission, "Count Me In" weekend etc.
- Work on necessary permissions, risk assessments, insurances etc

July

- Liaise with Borough Council on signage and work with printers.
- Deal with H&S issues and accessibility
- Begin negotiations with artists on specific requirements
- Establish volunteer programme

August

- All press releases and publicity out in a variety of media and formats

September

- Full time presence helping artists with their requirements, meeting visitors, monitoring evaluation processes, co-ordinating launches and private views etc

October/November/December

- Evaluate B-Side 2010 festival, produce a report and related material in a variety of media and platforms which can also act as future promotion material

January/February

- Future planning for B-Side 2012. Working closely with Outdoor Celebrations Manager to establish funding strategies and future partnerships



B-SIDE

