

# Inside Out 2010 Festival Producer, Dorset 2010

## Part Time 9 month fixed term contract

### Introduction

Activate, the theatre and dance development agency for Dorset, Bournemouth and Poole is seeking a committed and dynamic Festival Producer for an immediate start to work with the organisation, the Inside Out steering group and Artistic Directors to produce the next festival in September 2010.

Artistic Directors, Bill Gee and Simon Chatterton have drawn together the artistic programme for 2010. *Inside Out 2010* is a festival of predominately free outdoor and some site-specific performances and a learning and participation programme that will be taking place across Dorset; in Winspit, Dorchester, Bournemouth and Poole. The festival will present international outdoor theatre and dance events around four main sites and attract audiences of over 15,000. Inside Out will become part of the sub-regional offer for the Cultural Olympiad alongside B-Side in Weymouth and Portland, allowing people to be involved in high-profile, quality events and laying down a positive legacy beyond 2012.

Whilst drawing together the programme and fund-raising, a new infrastructure for outdoor events and celebrations is being introduced into the county. It is an exciting time for this work in our county and we need someone with excellent organisational and interpersonal skills, a track record of working in an arts-related field, (festival production/outdoor event production) and solid financial understanding to make the festival another success.

See Appendix 1 for further background and [www.insideoutdorset.co.uk](http://www.insideoutdorset.co.uk)

### Job Description

**Job Description:** Festival Producer for Inside Out 2010 (9 months fixed term contract)

**Job Purpose:** To produce the Inside Out Festival for 2010 in collaboration with the Artistic Directors.

**Reports to:** Outdoor Events and Celebrations Manager

**Responsible for:** Head of Marketing contract / PR contract / assistant producers / volunteers

### Job Duties and Responsibilities

#### Main Duties

- Work closely with Activate and the DTPC to ensure the smooth delivery of the sub-regionally distributed festival offer
- Facilitate between key festival partners and artists
- Act as an advocate for the festival
- Contribute towards Inside Out's overall business plans, supporting business growth and income generation - secure any final funding bids required to be submitted

#### 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 DTPC partners
- Liaison with DTPC/ Inside Out Steering Group in development and delivery of Inside Out
- Production of contracts
- Administration of licensing applications and permissions
- Applications for work permits and visas where necessary
- Applications for event licences 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 Activate core policies, safeguarding children, equal opportunities, health and safety and diversity policies
- Book keeping, Budget Management and Financial Reporting
- Contribute to the evaluation of the festival
- Oversee the production of artist and audience evaluation statistics and feedback
- Manage volunteer programme and any assistant producer role brought on board through potential Future Job Funds programme (tbc)
- Determine use of budget to ensure effective delivery and ensure that this is updated and shared with all partners
- Select sub-contractors and suppliers to deliver programming activities
- Manage/liase with Learning and Participation Manager
- Manage freelance Marketing Manager
- Manage freelance PR specialist
- Manage temporary festival assistants
- 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

In carrying out these duties at all times to liaise with main Inside Out Steering Group and ensure that the approach is in line with that of the consortium

### **Management**

This position will be line managed by the Outdoor Events and Celebrations Manager and work closely with the festival Artistic Directors.

### **Person Specification**

#### **Knowledge/ Skills**

- Demonstrable project management skills
- Relevant art form knowledge
- 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
- 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

- Experience of working in the arts
- Previous financial and budget management experience
- Experience of fund raising
- Experience of managing volunteers
- Experience of managing multiple project partners
- Event management experience
- Experience of managing project teams
- Experience of working in a festival environment/event organisation

### Other

- Own transport (desirable)
- Local knowledge (desirable)
- Dorset based (desirable)

### Terms of employment

<b>Post:</b>	Festival Producer for Inside Out festival 2010
<b>Salary:</b>	£25,000 pro rata
<b>Contract:</b>	Fixed term contract for 10 months. The post is subject to a one month probationary period.
<b>Hours of work:</b>	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.
<b>Holidays:</b>	23 days a year pro rata, plus public holidays. Holidays to be agreed with the Manager in advance.
<b>Expenses:</b>	Expenses in carrying out the work will be reimbursed in line with the agreed project budget and will be agreed in advance of claim.
<b>Notice period:</b>	Notice is one month on either side.
<b>Location:</b>	Activate Office, Wimborne, Dorset and then new offices in Dorchester
<b>Equal Opportunities:</b>	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 on no more than 2 sides of A4, setting out:
  - 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 to: Activate, 27 West Borough, Wimborne, Dorset BH21 1LT

Or

Email: [info@activateperformingarts.org.uk](mailto:info@activateperformingarts.org.uk)

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 Festival

Inside Out is a festival of the highest quality international outdoor performance, taking place in some of the most unusual and exciting locations across Dorset, Bournemouth and Poole. Inside Out offers an innovative, high visibility, high impact programme that combines artistic excellence with public engagement, education and participation, all presented free of charge or at minimal ticket prices.

Inside Out is a programme of the Dorset Theatre Promoters Consortium with Bournemouth and Poole promoters\* and is led by Activate - the Theatre and Dance Development Agency for Dorset.

*Inside Out 2007* was the largest free festival of outdoor performance the South West had ever seen. The programme of events transformed locations across Dorset, Bournemouth and Poole and drew over 30,000 people. Over 80 artists from six countries were welcomed and presented their work. 32 partners, stakeholders and funders brought c£340K of investment from local, regional, national and international sources. Successful working practices were established with heritage, arts, environment, education and tourism partners. Excellent local, regional and national press and media coverage was generated. It was the first event to be endorsed by Team South West in preparation for the Cultural Olympiad. Independent evaluator Joanna Morland's report concluded: 'Inside Out 07 was rated a huge success by the organisers and stakeholders. Senior officers and members in the strategic authorities were reportedly impressed by the excitement and enjoyment of the audiences, and the buzz which the festival created across the county.' Inside Out also staged a special one off event in 2008 as part of the launch of the Cultural Olympiad, supported by Team SW and drawing over 10,000 people to Weymouth and Portland along with engaging people across the sub-region in learning and participation work with regionally based artists. [www.insideoutdorset.co.uk](http://www.insideoutdorset.co.uk)

## Inside Out steering Group

Activate is the lead organisation and will be employing the team for the Inside Out partnership. 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 working in the outdoor realm, 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](http://www.activateperformingarts.org.uk)

Inside Out is an excellent example of Activate working in partnership. The steering group consists of members of the Dorset Theatre Promoters Consortium, joined by the Arts Development Units from the local authorities in Bournemouth and Poole. Most notably Dorset County Council, the Dorset Strategic Partnership, Bournemouth Borough Council and Borough of Poole are also funding stakeholders of the events:

Activate - the dance and theatre development agency for Bournemouth, Dorset and Poole	Dorset County Council
Artsreach	Dorchester Arts (formerly Dorchester Arts Centre)
Bournemouth Borough Council - Arts Development Unit	Lighthouse - Poole's Centre for the Arts
Borough of Poole - Arts Development Unit	Pavilion Dance, Bournemouth
Bridport Arts Centre	wave (arts education agency)
DepARTure Arts (arts education agency)	Weymouth College

Many of the partners listed above act as 'Local Event Partners' to assist the delivery of the festival on site, providing essential links to the local authority departments in licensing, insurance, lighting etc as well as supplying a range of support including for example stewards, contacts in the community and the delivery of the learning and participation programme. Each site has a related partner with the local knowledge and an agreement is drawn up for each partner to establish their support for the festival delivery.

## 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 - animating and humanising public space.

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 and a high profile communications campaign 'Dorset Loves Arts' is supporting the programme.

The county is taking a longer term development 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 will be a Manager to lead on the Outdoor work and to manage the Producer, a Producer for the B-Side Multi-media Festival in Weymouth and Portland and a Carnival/Processions Co-ordinator to help develop carnival and 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 Inside Out Festival 2010**

There will be a requirement to work more hours during critical points in the run up to and throughout September. The extra hours can be compensated, by working fewer hours in the two months after the festival. The following timeline is indicative and not exhaustive.

#### **March**

- Full briefing days with Artistic Directors, Activate staff
- Introductions to steering group partners
- Sign off contracts with steering group
- Apply for event licences
- Re-new insurance
- Contract all artists
- Contract head of production
- Establish any visas required
- Contract head of marketing, PR with B-side
- Contract evaluation
- Apply for the “Inspire” mark with B-Side
- Begin marketing and publicity (working closely with B-Side)
- Introduction to assistant producers (future jobs fund application tbc)

#### **April**

- Call for volunteers and stewards
- Confirm artists travel and accommodation
- Website development
- Print deadline

#### **May**

- Safety Advisory Group meetings under way
- Risk assessments complete
- Contract economic impact assessment and evaluation templates
- Ensure marketing and communications programme is progressing
- Budget update

#### **June**

- Confirm site security

- Confirm contracts for technical and production staff with head of production
- Ensure marketing and communications programme is progressing

### July

- Ensure marketing and communications programme is progressing and FOH staff contracted/agreed
- Mid-project report

### August

- Ensure marketing and communications programme is progressing
- final preparations, signage, stewarding

### September

- Full time presence on site and festival delivery - launches and VIP receptions

### October/November

- Evaluation reports and budget tie up and final steering group meeting

Please also see the attached chart outlining the festival organisational structure.

