

Outdoor Events and Celebrations Manager

Full Time 2 year fixed term contract

Introduction

Activate, the theatre and dance development agency for Dorset, Bournemouth and Poole is seeking a dynamic leader to manage a new area of development in outdoor events and celebrations with the organisation, and working closely with a number of key partnerships from cross art form disciplines. The appointed person will act as a focus for the management of two existing successful initiatives:

- The Inside Out Festival;
- B-side Multi-media Festival.

And two new areas of development:

- the Dorset contribution to the Quest project - a regional project taking place as part of the Cultural Olympiad;
- Carnival/processions development.

All of the above areas of work link directly to and are part of the plans for the Cultural Olympiad in the South West region and we are working closely with the Arts Council and the local authorities to produce a distinctive and inspiring programme.

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 embracing a cross art form approach with this area of work 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

Activate is based in Dorset where the National Indicator 11 (NI 11) "Engagement in the Arts" target is now written in to the current 3 year Local Area Agreement (LAA). 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 being launched to support 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 the county now seeks a person with relevant experience to

draw together work in this field in Dorset, Bournemouth, and Poole and to act as a creative catalyst to enhance future development in the sector.

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.

Please see Appendix 1 for background on each area of focus for this post.

Job Description

Job Description: Outdoor Events and Celebrations Manager (Full time 2 year fixed term contract)

Job Purpose:

1. To lead and manage the development process for Inside Out, B-side, Quest and carnival development in Dorset, Bournemouth & Poole
2. To scope work happening in the sector outside of these initiatives and to bring together a programme of support and collaboration (through the existing initiatives in the first 18 months) which will ensure the sector operates in a style which is mutually beneficial and supportive
3. To raise the profile and value of events in this sector and to co-ordinate external funding activity so as to maximise income opportunities for the development of the sector in Dorset. Initial priority is given to the existing four areas of activity.
4. To provide a strategic lead on policy and strategy for the development of the sector and to liaise with key participants and stakeholders to implement and deliver this strategy.

Reports to: Director, Activate

Responsible for: Inside Out Festival Producer, B-Side Festival Producer, Carnival/Processions Co-ordinator

Main Duties

1. To initiate and maintain a joint management structure for Inside Out, B-side, Carnival/procession and Quest in Dorset, Bournemouth & Poole and to lead on that process.
2. To initiate and develop a process which supports collaborative working across the sector and draws individual participants, organisations and stakeholders together, initially around the above focus areas, to engender a sustainable future for the sector in the sub-region
3. To ensure that key partners in the process span as wide a cross section as possible to include tourism, economic development, and representatives of the commercial, subsidised and voluntary sector.

4. To initiate and develop a training programme for individuals and organisations around outdoor events and celebrations and to deliver this across the sub-region with key partners
5. To work with the sector to develop shared resources which will increase the expertise and knowledge of the sector and will encourage collaborative working.
6. To identify, develop and promote examples of good practice, innovative ideas and creative solutions which support continuous improvement in the sector.
7. To liaise with other initiatives in the region and beyond to ensure optimum use of existing facilities, services and resources, and to develop coherent new policies, strategies to facilitate sustainability of Dorset's arts infrastructure.
8. To co-ordinate and develop initiatives for increasing participation and attendance at outdoor events and celebrations

Person Specification

| ESSENTIAL | DESIRABLE |
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| <p>Arts Expertise</p> <p>Substantial experience at all levels of working within the sector</p> <p>Broad knowledge and understanding of contemporary arts structures and funding.</p> <p>Minimum 3 years experience of strategic development work in an arts organisation or arts development role.</p> <p>Excellent project management record within the arts.</p> <p>Understanding of and demonstrable commitment to the role of the arts in supporting and delivering social and economic agendas</p> <p>Management</p> <p>Relevant and appropriate professional/management qualifications.</p> <p>Strong leadership skills, and experience of managing a staff team in an arts development/sector environment.</p> <p>Ability to organise, analyse, present complex data and to apply strategic</p> | <p>Arts Expertise</p> <p>Education to degree level.</p> <p>Experience of cross art form working.</p> <p>Management</p> <p>Experience of working in a voluntary organisation.</p> <p>Presentation skills</p> <p>Experience of press, communications and marketing.</p> <p>Awareness of equal opportunities and</p> |

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| <p>concepts.</p> <p>Broad knowledge and understanding of contemporary arts structures and funding.</p> <p>First hand experience in one or more areas of successful fund-raising e.g. EU, Lottery, Regional Development etc, and a successful bidding track record as well as providing information and research to support other funding applications.</p> <p>Experience in dealing with individuals and groups within the voluntary, community, subsidised and commercial sector.</p> <p>Ability to chair meetings and lead steering groups.</p> <p>Ability to organise, plan and lead effective projects; track record of managing varied workload to a high standard within tight timescales/to deadlines with minimal supervision.</p> <p>Experience of policy and strategy development and implementation</p> <p>Political sensitivity; excellent verbal and written communication skills; creative and imaginative thinker.</p> <p>Flexible and adaptable approach.</p> <p>Experience of or demonstrable ability to establish effective partnerships with local and regional voluntary, independent and statutory bodies.</p> <p>Experience of or demonstrable ability to manage budgets successfully.</p> <p>Demonstrable commitment to partnership and collaborative working, including within the staff team.</p> <p>General</p> <p>Dynamic and enthusiastic approach to work.</p> <p>Excellent oral and written</p> | <p>diversity issues.</p> <p>Awareness of environmental issues within an arts organisation.</p> <p>Knowledge of evaluation principles and techniques.</p> <p>Understanding/experience of the legal issues associated with employing staff and running a business/charity.</p> <p>General</p> <p>General interest in and knowledge of the local geographic area.</p> <p>Understanding the needs of working</p> |
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| communication. | across an urban and rural locality. |
| Ability to work unsocial hours as required. | Car owner/access to own transport with a driving licence |
| Expertise in the use of appropriate PC based computer applications. | |

Terms of employment

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| Post: | Outdoor Events and Celebrations Manager |
| Salary: | £30,000 per annum |
| Contract: | Fixed term contract for 2 years. The post is subject to a six month probationary period. |
| Hours of work: | 37 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 Director. |
| Holidays: | 23 days a year pro rata, plus public holidays. Holidays to be agreed with the Director in advance. |
| Expenses: | All agreed expenses incurred in carrying out the work will be reimbursed. |
| Notice period: | During the probationary period, notice is one month on either side, and three months thereafter. |
| Location: | Activate Office, Wimborne, Dorset and then new offices in Dorchester |
| 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 on no more than 3 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

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

Inside Out

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

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 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.

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

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:

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| 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.

B-Side

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.

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.

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

Amanda Wallwark - visual artist and Director of Sherborne House Arts
Julie Penfold - digital artist and Director of PVA
Sally Watkins - Performance artist
Becca Gill - Creative Producer

| B-Side Partners | Stakeholders/Funders |
|--------------------------|---------------------------------|
| B-Side | ACESW |
| 2 nd Birthday | Dorset County Council |
| Sherborne House Arts | Weymouth & Portland Partnership |

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| 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.

Quest

Quest (Dorset, Poole and Bournemouth) is a development activity with a commissioning process as its focus which will generate new live outdoor performance from artists living and working within the sub region of Bournemouth, Dorset and Poole. We are currently fund-raising for this activity which will have as its culmination a presentation in 2012 and is linked through its themes, values and outputs to the Cultural Olympiad.

The project links to the south west regional Quest programme - a series of journeys and challenges being undertaken across the south west. In keeping with regional Quest themes Quest (Dorset, Poole and Bournemouth) will:

- explore regional and local identity, diversity and distinctiveness through the creative expressions of participating artists,
- have as a core concern participation, inclusion and accessibility
- seek to build new partnerships between artists, agencies, local authorities and programmers nationally
- promote sustainability and the green agenda
- encompass education, volunteering and learning
- engage and inspire young people both as audiences and through potential participatory programmes of work

The regional Quest programme seeks to

- *Create a ‘performance journey’ or series of journeys across the region that subscribes to the overall creative vision of the Quest*

In Bournemouth Dorset and Poole the project partners have interpreted this as both a creative journey enabling new work to be developed, and that the work will manifest itself as part of the Cultural Olympiad in 2012. The two fully developed pieces of work are likely to journey to both Inside Out and B Side, two major festivals of outdoor and site specific activity, but also to other sites across the south west.

Quest (Dorset, Poole and Bournemouth) in keeping with the regional programme:

- Responds to the question - What is your quest? - through the creative and developmental journeys of the artists creating new work
- Accommodates the central performance journey with its structure of Anticipation, Arrival, Exchange and Departure through the development and presentation of new work
- Will collaborate with the creative producers on the overall themes and narratives
- Be able to have some part in the grand procession to Weymouth and Portland over 6 - 8 weeks in the summer of 2012

From an initial brief, up to six artists/companies will be given limited resources to develop their first proposal. From these, two proposals will be commissioned and have the opportunity of being presented at Inside Out and B Side festivals in 2012. Support for these

two pieces of work will be conditional upon the artists/companies achieving adequate investment from other commissioning partners and public investment if necessary.

The brief for submissions will be carefully designed to elicit responses from artists working across a wide range of art forms. The parameters of the brief will be that the work must:

- be new - not had significant public exposure in its fully realised form other than 'avant premier' events prior to September 2012
- have the potential to be of the highest quality
- be some form of live event (this includes work which incorporates: dance, live art, music, theatre, installation, digital media, and circus)
- have been conceived for a public setting and a family audience
- be able to tour to different locations

The brief is not designed to elicit public art either permanent or ephemeral, though it is open to submissions which may have a strong visual component.

This commissioning process will have 360° support. Officers from the three local authorities and staff from Activate will:

- give critical feedback at appropriate stages of creative development
- assist with financial planning
- offer organisational and administrative support
- help with the production of the work
- broker introductions with possible co commissioners
- help with fundraising
- suggest training and development opportunities with other artists
- offer context and perspective on where the work sits nationally
- facilitate strategic decision making around company development
- facilitate interventions in terms of external professional support

Carnival and Processions

Carnival and outdoor events offer enormous opportunities to bring communities together in the arts. Activate will be recruiting a co-ordinator who will act as a focus for carnival activity that will have a strong focus in Weymouth in the lead up to 2012, with a big celebration in 2012 to include Quest and the wider outdoor events and celebrations work as part of the Cultural Olympiad - and the legacy for the future.

Carnival has an incredibly long tradition all over the world and there are a diverse range of carnival and processions across the UK and internationally with a strong heritage steeped in local traditions, as well as creating and embracing new ideas. Carnival and outdoor processions are celebratory and community based. They offer an opportunity for people to engage either practically or as active spectators and their popularity has led to the creation of a 'Festival of Carnivals' for the Cultural Olympiad and an opportunity for our community groups to be part of larger, international celebration in 2012 and their partnerships beyond this.

Work has already begun on carnival as a part of strategic arts development across Dorset, Bournemouth and Poole. Weymouth and Portland, and the communities along the Jurassic Coast have been identified as particular areas for focus, but equally interest across Bournemouth and Poole is also strong.

A large, spectacular carnival and outdoor event is planned for 2012 and this post will play a key role in taking the artistic lead on producing the best and most appropriate carnival procession for Weymouth to showcase local carnival, offer a distinctive voice of the area and find a collective focus for everyone to work together on. The post will be the contact point for regional carnivals engaging with the site/programme and a place to share ideas, skills and expertise. Working closely with the Arts Development Officer for Weymouth and Portland and the Cultural Programmer for the Cultural Olympiad in the SW will be vital as well as other arts development teams and arts organisations across the county.

There are already pilot schemes in operation and evaluations to work from as well as the outcome of a major carnival conference held in November 2009 that directly informs the programme of work.

Weymouth College’s new Carnival course is under way and as host to the Weymouth and Portland Arts Development Officer, they play an important role in carnival development. Moving Tides and Spirit of the Sea in Weymouth as well as developing plans for a Jurassic Carnival are all key initiatives that the post will engage with.

Bournemouth and Poole Tourism have recognised the value of Carnival and plans are afoot to support development with local organisations, which we hope to tie into work with Weymouth and 2012 engagement.

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 being launched to support 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 the county now seeks a person with relevant experience to draw together work in this field across Dorset, Bournemouth, and Poole and to act as a creative catalyst to enhance future development in the sector. The 2012 Weymouth carnival falls in the “Festival of Carnivals” period between the Olympic and Paralympic games. This has special significance as Weymouth and Portland are hosting the sailing events in the Olympic Games 2012. There will be both a significant increase in visitors and media coverage in 2012 and we are planning an ambitious programme that sits within the whole outdoor events and celebrations team.

