



Activate Performing Arts

Freelance Assistant Producer Brief (Inside Out Dorset)

February 2018

Activate's mission is to be a national leader in presenting outdoor land-based arts and work with international partners in the development of this art form. We are guided by social justice and engage socially diverse audiences in this work and our associated work with indoor venues, promoters and also community partners in our participatory programme.

We produce and help develop a diverse contemporary practice in performance. This includes dance, theatre, outdoor arts and all the extraordinary ways they are presented; from live art, physical theatre, digital arts, puppetry to contemporary circus. This is our definition of artwork – i.e. 'work' we support.

We are particularly interested in work that crosses art form boundaries – often it is here, where we bring disciplines together that something memorable happens. We are passionate about work that touches the heart, has meaning and integrity and with artists who will communicate with an audience and we will work with our colleagues to create a more diverse artistic offer and audience for the work.

Activate are seeking a dynamic and enthusiastic freelance Assistant Producer to work with and support the Inside Out Dorset Producers on delivery of the programme for Inside Out Dorset festival in September 2018.

We anticipate the services to be delivered in 2-3 days per week from early April through to August, then full time from Monday 20th August 2018 until the festival concludes on 24th September 2018, and subsequently 2 days per week for the remainder of September and October 2018.

The work will be commissioned on a fixed fee basis of £7,500 with expenses to be agreed.

Inside Out Dorset

Introduction

Activate Performing Arts will present Inside Out Dorset festival on 14 - 23 September 2018, with ten days of international, high-quality outdoor performances and installations, which transform urban and rural locations across Dorset, Bournemouth and Poole.

The festival aims to remove the 'barriers' traditionally associated with venues, creating new audiences for innovative international outdoor arts. It encourages people to discover, appreciate and see in a new light some of the unique places across the county - from those living on urban estates to people from isolated rural locations. In addition, the festival's Associate Programme - a series of outreach activities - aims to attract 'lesser engaged' audiences. Above all, Inside Out Dorset aims to build on its successful 10- year history and support the tourism sector in the 'shoulder' season.

The age range of our audience is 0-100+ and reflects the diversity of our communities. Since 2007 the data has shown us that:

- Over 100,000 audiences have engaged with the festival.
- Our audiences are diverse, as are the companies we present.
- 95% of the festival events have been at total capacity.
- We have data that shows us audiences travel between festival locations across the county and the traditional 'rural/urban divide'.
- 67% of our festival audience has never seen anything like it and would like to see more.
- 34% of our festival audience is in the lower socio-economic groups.
- We have won three Tourism Awards in Poole for the festival in 2007, 2012 and 2014.

Independent Market research has shown that the total economic impact of Inside Out Dorset festivals biennially has been just under three million pounds and makes a significant contribution to the region's economy.

Inside Out Dorset returns in 2018 having selected a series of extraordinary locations and diverse partners who collaborate to help us present some of the best international outdoor arts in the country. Inside Out Dorset is produced by Activate Performing Arts supported by key promoters in Dorset drawn from the Dorset Theatre Promoters Consortium (DTPC), alongside other Local Events Partners and supporters.

Aims of the Project

As the only strategic organisation in Dorset focused on presenting, promoting and developing large scale outdoor performing arts and creating an infrastructure to support performing artists, Activate aims to be a leader in this field, and having a significant regional impact and will:

- Be a national leader in the presentation of extraordinary outdoor performance and land-based arts through our Inside Out Dorset festival and signature events.
- Work with our international partners to develop the artistic practice in outdoor and land-based arts and be a national leader in the development of this work.
- Develop audiences as participants and 'active spectators' and to gain recognition for outdoor arts for its ability to create a 'conviviality culture'.
- Inspire and engage children and young people in a programme that helps them to have a lifelong engagement in the arts and for those wanting to pursue a career in the arts, to offer progression routes for them, both 'traditional' and 'non-traditional'.
- Present contemporary, engaging performance and support the production, promotion and development of extraordinary performance with our venue and promoting partners.
- Demonstrate that artists can both affect and provide positive change in our communities by delivering and facilitating a strong outreach programme in the community.

- Work in partnership locally, nationally and internationally to support artists, reach new audiences and develop existing audiences.
- Work strategically on producing, developing and promoting the arts in other sectors, such as education, health, environment, community development, voluntary, social enterprise, business and the wider creative industries.
- Audit the festival fully for accessibility and endeavour to be as inclusive as possible.

Project Brief

We are looking for an assistant producer to support - in collaboration with the team at Activate - the Inside Out Dorset producers and festival team in the delivery of the programme Inside Out Dorset Festival 2018 by undertaking the following key tasks:

- Support the delivery of the Inside Out Dorset festival programme and associate programme (outreach, artist talks, artists' training or development programme).
- Support Producers in communication to the Activate and Inside Out Dorset festival team.
- Work closely with the Producers and Senior Administrator to plan the collection of donations at festival events.
- Support Producers in day to day liaison with artists and festival participants by collating and sharing information and undertaking administrative requests.
- Assist the Producers in overall and individual project budget management by collecting and processing invoices, expense claims and receipts, updating budgets as requested and helping complete final festival budget reconciliation float forms, receipts.
- Support in set up of key meetings, attending these and writing minutes.
- Research and liaise with suppliers: obtaining quotes and placing orders.
- Gather requested information for contracts, license applications, work permits and insurance.
- Book festival accommodation and travel, including private transport.
- Plan with Producers artist meet and greets, make and distribute artist and delegate welcome packs.
- Maintain and update databases such as Stakeholder database and Inside Out Dorset contacts database. Produce full draft of IOD festival contact sheet.
- Work with Producers and Volunteer Coordinator to plan festival volunteer programme.
- Assist Producers in ensuring effective and safe working practices at all times in line with Activate core policies, safeguarding children, equal opportunities, health and safety, environmental and diversity policies.
- Write evaluation report and send to Producers, attend sign off meeting at end of contract period.

Budget

The budget for the whole of this brief is £7,500 excluding VAT.

Expenses: Travel to meetings outside of the Activate office will be covered additional to the fee, as will accommodation and per diems where overnight stays away from home are required during the festival period, September 2018. It is anticipated that you have your own home office facilities, including laptop and mobile phone, in order to deliver the Services.

Next Steps

To apply for this role, you must be:

- Registered as self-employed
- Have your own private transport
- Be based in Dorset and able to work regularly from the Activate office in Dorchester.
- Able to work flexible hours and be freely available for the month of September when the festival takes place.

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 position and the knowledge, skills and experience you can offer, set against the Project Brief. 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 info@activateperformingarts.org.uk by midday on Thursday 1st March 2018.

Candidates selected for interview will be informed by 5pm on Friday 2nd March 2018. Interviews will be held at the Activate offices in Dorchester on Thursday 12th March 2018.

Useful Links

Activate Performing Arts - www.activateperformingarts.org.uk

Inside Out Dorset - www.insideoutdorset.co.uk