



Activate Performing Arts

Freelance Assistant Producer Brief (Inside Out Dorset)

December 2019

Overview

Activate (Performing Arts Ltd) is the strategic organisation in Dorset focused on producing large scale outdoor performing arts and creating an infrastructure to support the wider dance and theatre sector.

Activate is committed to challenging perceptions that the arts are elitist and not for everyone. We seek to remove barriers to participation, particularly for under-represented groups and individuals and champion arts for its inherent value as well as the effect it has on our general well-being and health.

Activate has been based in Dorset for over 28 years as a charitable company, helping to put the county on the map with a high calibre of artistic work. We are an ambitious, hard-working and committed organisation, delivering social justice through the arts and maintaining the rich talent and venue development that supports the county. We deliver high quality presentations underpinned by high quality producing and development in the knowledge that the arts can be transformational.

Twelve years ago we launched the first Inside Out Dorset, a festival of outdoor art celebrating extraordinary events in extraordinary locations. Our work outdoors is now nationally distinctive. It is arguably the only festival that is committed to a model that deliberately works across both urban and rural locations; that chooses locations and the artists based on our artistic vision and clearly offers a programme that is particular to our area. Our relationship with artists, partners, audience and place is rooted in an ethical practice that equally values these aspects of the work.

Activate are seeking a dynamic and enthusiastic freelance Assistant Producer to work with and support the Inside Out Dorset Producer on delivery of the programme for Inside Out Dorset festival in September 2020.

We anticipate the services to be delivered as: 2 days per week from 2nd March through to August, then full time from Monday 3rd August 2020 until the festival concludes on 27th September 2020, and subsequently 2 days per week for the remainder of September and October 2020.

The work will be commissioned on a fixed fee basis of £10,000, with expenses to be agreed.

Inside Out Dorset

Introduction

Activate Performing Arts will present Inside Out Dorset festival on 11 - 27 September 2020, with two weeks 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' that might traditionally be associated with venues or culture in general, 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.

Our audience spans a wide age-range and reflects the diversity of our communities. Since 2007 the data has shown us that:

- Over 200,000 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 one million pounds and makes a significant contribution to the region's economy.

Inside Out Dorset returns in 2020 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 Producer and festival team in the delivery of the programme Inside Out Dorset Festival 2020 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 the Producer in communication to the team and partners;
- work closely with the Producer and Senior Administrator to plan the collection of donations at festival events;
- support the Producer in day to day liaison with artists and festival participants by collating and sharing information and undertaking administrative requests;
- assist the Producer 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 the Producer 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 the Producer and Volunteer Coordinator to plan festival volunteer programme;
- assist the creation of the access guides for the artists and audience;

- Assist Producer 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 the Producer, attend sign off meeting at end of contract period.

Budget

The budget for the whole of this brief is £10,000 excluding VAT.

Expenses: a travel budget is available for site visits and meetings outside of the Activate office, and we encourage the use of public transport and car sharing where possible. Accommodation and per diems where overnight stays away from home are required during the festival period, September 2020 are supplied. 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 9am on Friday 24th January 2020.

Candidates selected for interview will be informed by 5pm on Friday 31st January 2020. Interviews will be held at the Activate offices in Dorchester on Tuesday 4th February 2020.

Useful Links

Activate Performing Arts – www.activateperformingarts.org.uk



Inside Out Dorset – www.insideoutdorset.co.uk

Activate is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

At Activate we are aware of the impact our work can have on the environment and on the lives of others. We are constantly striving for new ways to reduce the effects of our activities on the environment and encourage the use of ethical and environmentally friendly technologies, systems and products.



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