

## Project brief: Lead Producer

Title	<b>Lead Producer</b>
Project	Great Place Scheme Cultural Programme
Commissioner	Torbay Culture (part of TDA)
Contract period	October 2018 to March 2020
Deadline for submissions	12noon, Thursday 13 <sup>th</sup> September 2018
Client contact details	<p>Nathalie Palin &amp; Tom Littlewood (Creative Directors) c/o Torbay Culture, TDA, 3rd Floor Tor Hill House, Union Street, Torquay TQ2 5QW.  <b>E:</b> <a href="mailto:culture@tda.uk.net">culture@tda.uk.net</a> <b>W:</b> <a href="http://torbayculture.org">torbayculture.org</a></p> <p>To arrange an informal conversation prior to applying, please contact Tom Littlewood at <a href="mailto:tom@ginkgoprojects.co.uk">tom@ginkgoprojects.co.uk</a></p>

### 1. Context

#### 1.1 Torbay Culture & Torbay's Great Place Scheme

Torbay adopted a new ten year cultural strategy in 2015 ([www.torbayculture.org/manifesto](http://www.torbayculture.org/manifesto)) and partners across the Bay are working with Torbay Culture to transform cultural provision and engagement in the region. With strategic investment from Arts Council England and a grant of £1.2m from the new Great Place Scheme ([www.greatplacescheme.org.uk](http://www.greatplacescheme.org.uk)), we are investing heavily in our cultural infrastructure and heritage assets to ensure that everyone living in, working in and visiting Torbay has the opportunity to experience and be inspired by arts and culture, and that culture is shaping the local area by placing it at the heart of local vision ([www.torbayculture.org/introduction](http://www.torbayculture.org/introduction)). We are taking a Bay-wide approach to strategic, cultural development that aims to develop our reputation for innovative, community-driven arts and heritage in unusual places and spaces, supports our cultural assets to thrive and addresses the gap between what potential 'creative tourist' visitors want and what they expect to find in Torbay. Ultimately, we are putting Torbay on the map as a great cultural centre and creative coast.

#### 1.2 The Great Place Scheme Cultural Programme

A key aspect of Torbay's Great Place Scheme is the Cultural Programme, led by Creative Directors Nathalie Palin and Tom Littlewood (Ginkgo Projects). The Cultural Programme is setting out to make a tangible difference to the creative horizons and sense of place in Torbay, enabling and presenting exciting creative and cultural activities through 2019 and into spring 2020. It will deliver activity across 3 key areas of work:

- Ignite: New key events & happenings with particular density through June & November 2019.
- Amplify: Layered programming, new content and support for existing annual events.
- Develop: Capacity-building, incorporating skills-development across creative, technical and production; cross-programming across venues & cultural spaces; and additional cultural input into annual programmes beyond the cultural sector.

Moving away from time-limited festival language, the Cultural Programme will provide ways to promote and develop creative infrastructure punctured with happenings throughout the year. In this way, we can

make visible the great culture and creativity around us – through events that bring joy, communion, the unexpected, and draw new people into the Bay, leading towards the long-term goals.

Structurally, creative activity runs from autumn 2018 onwards, with commissions & projects supporting new work from within and coming into the Bay, with a focus on practice that interfaces with publicly accessible spaces. Over the course of 2019, audience-facing events and activity will grow, drawing audiences over the year, with key periods of new cultural activity in June and November 2019. November 2019 will culminate in a series of events that explore sound, light and new technologies, shining a light on Torbay's unique qualities. Constellations of smaller happenings and activities through the year will sew together the best of Torbay's current cultural content, animating key heritage assets and platforming new work with local, regional and national partners, including opening up examples of Torbay's architectural heritage later in the year.

We will develop and platform great work that sings to artists, audiences, everyone. It's about creating the environment in which meaningful creative & cultural innovation can thrive. Underpinning the Cultural Programme delivery, embedding support and capacity-building for Torbay's cultural sector aims to provide skills-development and sustainable frameworks for creatives, generating new opportunities, connecting into participatory work, health & wellbeing, supporting cultural assets to increase capacity for networked programming and long-term resilience.

The Cultural Programme also interfaces with other aspects of our Great Place Scheme which seek to create social and economic impact, and build resilience and sustainability for the sector.

## **2. Commission Brief**

### **2.1 Key Activities**

We are seeking an experienced, dynamic sole trader for the role of Lead Producer to execute development and successful delivery of Torbay's Great Place Scheme Cultural Programme, an ambitious year-long programme of cultural happenings across Torbay's three towns, in key cultural venues, new spaces and in the public realm. The Lead Producer will work closely with the Creative Directors to deliver a Cultural Programme that blends established work with new commissions to present an inspiring year-round programme that is both aspirational and relevant to Torbay's cultural landscape.

Due to the nature of Torbay's approach to cultural development and place-making, we are specifically seeking bids that are based in the South West, within easy travelling distance from Torbay, and who have knowledge and understanding of the particular needs of our locality. In this instance, the overall production approach is via the establishment of a 'Production Crucible', whereby the Lead Producer manages and supports a number of early- to mid-career, locally-based producers who themselves input into production delivery of the Cultural Programme across Torbay.

The Lead Producer will report directly to the Creative Directors of the Great Place Scheme Cultural Programme to deliver a programme that engages with Torbay's residents and visitors, and shapes perceptions of Torbay across the region and nationally. Working closely with others, the Lead Producer will be responsible for pulling together the programme's diverse projects into a cohesive and impactful

whole. The contractor will work in a highly effective way across a range of creative organisations, artists and stakeholders at a local, regional and national level.

Key activities:

- To provide support to the Creative Directors, through overseeing project production across the programme.
- To lead and support early- and mid-career producers as part of a 'Production Crucible' to ensure effective delivery of the overall Cultural Programme and to maximise potential for legacy of the crucible.
- To provide production oversight for teams supporting work at key town centre sites in the public realm including major commissions.
- To provide oversight for community-based commissions, supporting event management planning and production requirements.
- To support the Creative Directors in pursuing and securing new relationships and collaborations to bring new creative work and opportunities into the programme.
- To build links to and collaborate with partners leading on specific events at local venues.
- To support the Creative Directors in leveraging support from the business community for interventions and programme enhancements.
- To provide day-to-day budget management for project-specific production activities, working closely with Gingko Projects financial management staff and Torbay's Great Place Scheme Project Manager (TDA procurements).
- To advocate for the programme, inspiring and engaging local residents, stakeholders and reaching out to a diverse range of contacts regionally and nationally.
- To work closely with Marketing and Communications teams and event ticketing to ensure timely provision of information/details for a diverse range of audiences.
- To support the Creative Directors in securing additional income to enhance the overall Cultural Programme and secure legacy for Torbay's onward cultural development.
- To coordinate collection of monitoring & evaluation data for programme activity in line with the Great Place Scheme Cultural Programme evaluation framework.
- To contribute to reflection/research activity as part of the wider Creative Programme team.

To deliver these outputs, we envisage that the contractor will need to:

- Work flexibly to embrace new, hybrid approaches to cultural production.
- Bring specific knowledge and arts and culture-led production experience of large and complex creative projects including work in the public realm
- Have commitment to audiences and people, and co-production approaches that build shared values and ownership.
- Have experience in event management planning, collaboration with independent production and local authority teams to find solutions to challenges.
- Demonstrate meticulous attention to detail to ensure that all event requirements are met to a high standard through close liaison with the technical and event delivery teams.
- Have proven budget management / finance administration skills
- Systematically input into evaluation and learning/research.
- Meet strict delivery deadlines through good management of time.

### 3. Key relationships

The Lead Producer will work closely with the Cultural Programme Creative Directors. The Lead Producer will be responsible for supporting the establishment of a 'Production Crucible', whereby the Lead Producer oversees and supports a number of early- to mid-career, locally-based producers who themselves input into production delivery of the Cultural Programme across Torbay.

The Lead Producer will also work closely with other members of the Great Place delivery team, in particular, with Marketing & Communications partners – including strategic communications lead, Wonder Associates, volunteers lead and other audience development delivery partners.

The contractor will work effectively to leverage value across a range of creative organisations, artists and stakeholders at a local, regional and national level to ensure the successful planning, development and subsequent delivery of each programme strand. The approach we are developing is a collaborative, co-produced programme with close working between the Creative Directors, producers, artists and makers, community stakeholders and wider client team. We are seeking a contractor that is able to develop strategic working relationships and that also has the ability to be immersed in day to day project delivery and management.

The Lead Producer contract delivery will be managed by the Creative Directors of the Great Place Scheme Cultural Programme working on behalf of Torbay Culture/TDA. The contract itself will be with TDA and contractual administration will be managed by the Great Place Scheme Project Manager.

### 4. Outline project timeline

Activity	Description	Dates (estimated)
Contract start date	TDA will provide a letter of agreement to reflect both the brief and the approach detailed by the applicant during the submission process, to be signed by commissioner and contractor	Early October 2018
Inception meeting	Contractor attends inception meeting with Cultural Programme team.	Early October 2018
Development	Formation of production crucible, ongoing development/grants/partnerships/commitments/major commissions, communications & advocacy with key delivery partners.	October – November 2018
Pre-production/ planning	Production oversight for co-produced work, Event Management Planning, mid-scale commissions & co-commissions with partners.	December 2018 – February 2019
Events & Audiences: key delivery phase	Multi-strand programme delivery – live March 2019 onwards.	March – November 2019
Evaluation	Input into Cultural Programme in-year evaluation	September 2019

Legacy/ continuity phase	Production oversight for continuity opportunities & events. Maximising legacy for Production Crucible responding to opportunity & aptitudes. Actions in place to ensure ongoing, sustainable activity and impact. Delivery of programme under Great Place Scheme funding must finish by 31 <sup>st</sup> March 2020.	December 2019 – March 2020
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## 5. Fee and contractual requirements

### 5.1 Fees

Our budget for the delivery of the Lead Producer contract is £30,000, to include contractor expenses and VAT where applicable. The agreed fee would be paid in installments and within 30 days of receipt of an invoice. This fee is based on an assumed commitment of approximately 12 days per month to deliver the work between October 2018 and March 2020.

Subject to additional funding being secured, resulting in increased programme content and activity, we anticipate that this contract may be enhanced over the duration of the 2019 year.

### 5.2 Insurances and GDPR

The Lead Producer is required to have relevant insurances in place including Public Liability Insurance to the value of £5m and, if appropriate, Employers' Liability Insurance as required by law. The Lead Producer will be required to be GDPR compliant.

### 5.3 Intellectual property, ownership and continuation of services

All intellectual property and related material, including any trade secrets, moral rights, goodwill, relevant registrations or applications for registration, and rights in any patent, copyright, trademark, trade dress, industrial design and trade name (the "Intellectual Property") that is developed or produced under this Agreement, shall remain vested in the Contractor.

The Contractor grants to the Client and Creative Directors a perpetual, irrevocable, exclusive, royalty free licence to copy, use and to reproduce all deliverables and Intellectual Property Rights whatsoever prepared, produced and/or provided by the Contractor for any purpose in connection with the Services and any future activity relating to the services. Such licence shall carry the right to grant sub-licences and shall be transferable to agreed third parties.

Ownership of all submitted material and research shall be held in favour of the Client.

Please note, in order to comply with the terms of the contract, the successful contractor will be expected to provide (at their cost) a suitably skilled and qualified substitute to perform the services on their behalf in the event that they are unable to perform the services themselves. The substitute must be able to meet all of the criteria of this brief and be approved in writing by TDA.

## 6. Submission and selection process

### 6.1 Submission requirements

To apply, please submit the following by email to [culture@tda.uk.net](mailto:culture@tda.uk.net) before the closing date:

- Your professional CV, including details of two referees
- A written statement, maximum 2 sides of A4, detailing your approach to delivering the brief including estimated time commitment; your availability to deliver on any peak periods of activity; and your relevant experience and skills that demonstrates your ability to meet the brief
- Your quote for the work – proposed fee and an outline of costs
- Confirmation of insurances held, confirmation of GDPR compliance and any relevant data protection policies.

### 6.2 Selection process and timetable

Activity	Description	Dates
Brief issued		w/c 20 <sup>th</sup> August 2018
Closing date for submissions	Applications to be sent by email to <a href="mailto:culture@tda.uk.net">culture@tda.uk.net</a> . Please state "Lead Producer application" in the title of the email.	12noon, Thursday 13 <sup>th</sup> September 2018
Shortlisting	Submissions will be evaluated against the brief and shortlisted by a panel	Friday 14 <sup>th</sup> September. Shortlisted contractors will be contacted by 5pm 20 <sup>th</sup> September.
Interview	Shortlisted applicants are invited to interview by the selection panel in Torbay.	Interviews will take place on Wednesday 26 <sup>th</sup> September.
Contract award		By Friday 28th September

These dates are given as a guide only and may be subject to change by Torbay Culture/TDA.

## INDICATIVE CALENDAR 2019 (Audience-facing activity)

