

Training Programme - Culture+ Festivals Strand

Training Programme Administrator

Client: The Dorset Festivals Consortium

A reliable, diligent, administrator with a track record of successful administration and/or project management is required to work on the recruitment, set-up and management of a training programme for artists and designers in Dorset.

Contract Service Description

1. Work on a recruitment drive for participants.
2. Administer the recruitment and manage / liaise with course participants.
3. Contact and hire learning venues across three hub areas in Dorset.
4. Schedule the learning sessions (3 x 3 Hubs + 'Industry Panels' = 10-12 sessions).
5. Contract and liaise with professionals teaching the courses.
6. Gather and collate all feedback.
7. Keep good records throughout, which funders will need as proof of delivery (see page 2 for background to this project and draft content to be delivered).

Contract Value: £1,500

The contractor will be responsible for any HMRC / Tax declarations. The contract is awarded as a task-focussed piece of work and may be completed at home and/or hot desk within a Dorset Festival Consortium office (locations Portland, Dorchester or Bournemouth). We estimate the work should be no more than 9 full day's work before January 2019 and 1 day after that, but time is not a condition of the contract, except that the training sessions should start in October.

Contract Period:

August 2018 – Dec 2018

How to apply - please submit:

1. No more than one A4 page at 12pt or above detailing your suitability for the contract, together with a description of at least one previous contract and the details of the duties and the outcomes of the project;
2. An up-to-date Curriculum Vitae;
3. The names and contact details of two referees.

Deadline for Submissions: 12 noon Tuesday 7th August

By email and attachments to: Alan Rogers, alan@b-side.org.uk

For any questions regarding the contract, contact Kate Wood, Activate: 01305 260954, kate@activateperformingarts.org.uk

Date for interviews: Wednesday 22 August 2018

Funded by:

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Background

The Dorset Festivals Consortium (DFC) consists of Activate Performing Arts, Bournemouth Arts by the Sea and b-side. The consortium will create a large-scale event in July 2019 for Culture + 'Festivals Strand' and an associated training programme. 'Culture+' is run by the Arts Development Company in Dorchester and is funded through the Dorset LEP by ESIF (EU) and Arts Council England.

The training programme is for emerging artists, graduates and practicing artists intent on shifting their practice to an outdoor, site-specific, event or festival context, who work either in Dorset or across the Arts Council's South West region. After the selection of three ideas for production in Jan 2019, DFC will take over mentorship of the artists and the administrator's role will cease, except to gather material for evaluation.

Activate has 26 years' experience delivering arts projects in Dorset and has been producing Inside Out Dorset (IOD), the biennial outdoor festival of extraordinary events in extraordinary locations for 12 years. www.activateperformingarts.org.uk

Bournemouth Borough Council has been producing the annual Arts by The Sea Festival (BABTSF) for seven years and has had a history of presenting events with Activate and with its events team. www.artsbythesea.co.uk

b-side has ten years' experience producing the b-side festival, together with an on-going arts programme and have been Dorset-based project managers with portfolios ranging from Sherborne House to the Kube Gallery, Poole. www.b-side.org.uk

DRAFT LEARNING CONTENT

OCTOBER 2018

Introductions, expectation and explanations of the course (1hr)

IDEAS: FROM STUDIO TO SITE (3hrs)

Extracting and evaluating ideas

Developing an Elevator Pitch / Short Statement / Vision

Blue Sky Thinking into focused first steps

CASE STUDIES: FOR INSPIRATION (2hrs)

Different types of work: processional, choral, live film, music, visual installation etc.

Museum of the Moon project description (1hr)

Homework: Each participant develops 3 ideas that are practical and deliverable for this project and with the given budget

NOVEMBER 2018

PRODUCTION: EARLY STAGE THINKING

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SITE-SPECIFIC? (3hrs)

Maximising the relationship between site, concept and technical production. Understanding parameters and limitations and the effect they have. Including: Scoping, Appropriateness, Limitations, Approach, Permissions, Insurances, Contract, Issues and Costs.

FUNDRAISING: INTRO (3hrs)

Statutory Funding
Trusts and Foundations
Crowdfunding
Sponsors
Individual Giving

Homework: Draft appropriate fundraising strategies and begin project fundraising for the idea

DECEMBER 2018

PROPOSALS (3hrs)

Choice, of sessions how to develop: presentations, pitches, written (1hr), then
Digital video on i-phones (2hrs)

BUDGET INTRO (1.5hrs)

Income & Expenditure
Social Value
Outputs and Outcomes
In-kind and match

MARKETING (1.5hrs)

Audience Segmentation
Audience Development
Marketing Campaigns

Homework: Develop a 10-minute pitch to persuade a backer to choose your idea.

JANUARY 2019

Industry Panel

LIVE PITCH / 10-MIN PRESENTATIONS (3 HOURS)

SELECTION OF 3 IDEAS (1hr)

What do selectors look for?
What processes / scoring might be applied?

ANNOUNCING THE WINNERS

FEEDBACK (2hrs)

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Group (30mins)
Individual (Over 1.5hrs)

Homework: Evaluating successes and failures. How to improve chances of success

FEBRUARY 2019

EVALUATION AND REPORTING (3hrs)

Knowing context

Evaluating against Aims

Outputs and Outcomes

Evaluation Tools

Social Value, Quantitative vs Qualitative

Team and People

Budget

FINAL PRESENTATION OF 3 DEVELOPED IDEAS (1hr) (CROSS GROUP PRESENTATIONS?)

Opportunities for further collaboration (30mins)

Opportunities further involvement of participants (30mins)

Course evaluation (1hr)

MARCH / APRIL / MAY 2019

(3 chosen ideas)

(Residency + Support)

1 day of support x 3

(1 day or 2 X 0.5 day sessions)

Individually arranged

JUNE / JULY

Deliver the projects for Event in July 2019

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