

CONTRACT PACK – PROJECTS PRODUCER

Lancashire 2025 is a creative regeneration organisation, engaging the people of Lancashire in a bold new vision for commerce, culture and creative communities. Forging new ideas, and cross sector partnerships with local, national and international organisations to deliver the most ambitious and inclusive cultural programme ever seen across the county.

Lancashire is bidding to become UK City of Culture in 2025.

Bringing Lancashire together to form one 'virtual' city', the programme will combine Imagined Architecture, Digital Transformation and Cultural Commissioning.

Lancashire 2025 will be one hundred Urban, Coastal, Rural, multi-scale and ambitious creative projects that will showcase the County's ambition and grit to the UK. Bringing people together, the programme will represent the full scope of our creative cultures by combining Culture, Commerce and Creative Communities. Creative projects will be delivered by our most progressive leaders and pioneering creatives, under-represented voices and fresh talent.

Lancashire 2025's bid is driven by a strategic partnership between Lancashire County Council, Lancashire Enterprise Partnership and UCLAN. Delivered in partnership with Blackburn and Darwen District Council, Blackpool District Council, Lancaster City Council and Preston City Council. In association with all our local authorities. Supported by Marketing Lancashire and Digital Lancashire.

RECRUITMENT

We are recruiting a number of positions to join our team through a range of Fixed Term Employment Contracts and Freelance Project Contracts.

These roles will play a key part in our exciting plans and may have scope for future continuation and development, subject to shortlisting and/or winning the bid and further funding.

This contract pack outlines information about Lancashire 2025, our plans and specifically the role of Projects Producer and type of person we are looking for.

PROJECTS PRODUCER – HOW TO APPLY

Please read the contents of this contract pack fully, paying close attention to the Role Responsibility, Experience, and Person Specification. We suggest you also visit and make yourself familiar with www.lancashire2025.com to get a wider insight into our history, current work and future plans.

To apply please send an up to date copy of your CV, with a covering letter (covering letter strictly no more than 2 sides of A4) outlining why you think you are suitable for the role to:

recruitment@lancashire2025.com

The deadline for applications is 2pm on Friday 30th October 2020.

Interviews will take the week commencing 9th November 2020. Our preference is that interviews take place in person (in Preston) but this will be covid19 dependent and online interviews are a possibility.

OUR PURPOSE

Lancashire 2025 exists to enhance the wellbeing of all people of the county and future generations, regardless of location, through a unique arts and culture eco-system.

OUR MISSION

Lancashire 2025 aims to produce an ambitious and inclusive cultural programme at county scale that can be woven together to integrate the urban, the coast and the countryside.

LANCASHIRE 2025 LTD

A new company, Lancashire 2025 Ltd, has been established to deliver the bid, overseen by an independent chair and board. Debbi Lander is the Bid Director for Lancashire 2025.

THE TEAM

Tony Attard OBE – Chair.

Ben Blackman – Chief Operating Officer.

Andrew Caley Chetty – Technology Consultant.

Debbi Lander – Bid Director.

Mark Rawstron – Company Director.

Jenny Rutter – Company Director.

Mykey Young – Special Projects Producer.

ABOUT UK CITY OF CULTURE

The UK City of Culture title has had a transformational impact on previous host cities, securing millions of pounds of investment and acting as a catalyst for creative place-making and culture-led regeneration. Lancashire joins a number of cities and areas competing for the title, with Bradford, Medway, Gloucester and Southampton already having announced their intentions to bid.

Lancashire is a network of urban centres surrounded by areas of countryside, swathes of coastline and extensive rural hinterland (covering an area of 3,075 Km² which is twice the size of Greater London) and an area of considerable geographic, demographic and political diversity.

Where once the pioneering spirit of its people brought cotton and textiles to the world, they now attract international renown for their research into emerging technologies and social futures.

New infrastructure projects such as Eden Project North, Linear Park, the Re-imagining of The Harris and The Making Rooms are a real cultural boost to the area. Programmes of activity that connect the county's strengths in research, advanced manufacturing, science, technology and engineering with its growing creative strengths include National Festival of Making and British Textile Biennial. And Super Slow way and Left Coast are the Creative People and Places Programmes for Lancashire for, by and with local communities.

HOW OUR STORY BEGAN

The Lancashire 2025 journey began with the Lancashire Enterprise Partnership commissioning the development of a Cultural Strategy for the county, one which quickly identified the potential for economic growth and regeneration that initiatives such as UK City of Culture can bring.

Scoping work was undertaken by Andrew Dixon who worked on the bids for title holders, Hull 2017 and Coventry 2021 to assess the potential for Lancashire to bid, including extensive consultation with the cultural sector.

TONY ATTARD OBE - CHAIR

"From the very beginning we were focussed on constructing a bid that would include the whole of Lancashire, not focus on just one urban centre and then try to spread the impact out into the rest of the county. Lancashire is 80% rural, with 137 miles of coastline, assets that add immense value to our cultural landscape and that we want to emphasise, not underplay. We also have significant urban centres, all of which have their own distinct identities, none of which dominate in scale and again, each one with assets that will add weight to our bid."

DEBBI LANDER – BID DIRECTOR

"Our bid proposition takes a holistic design approach to culture led regeneration in a county of different and diverse cultures. The county is positioning itself as a virtual city with a bold new vision for culture, commerce and creative communities. Lancashire 2025 is an invitation to imagine and construct a new kind of city in cultural and technological contexts. Future cities and its cultural dimensions are not constrained by historic or geographic definitions of place. Creative use of new technologies and digital connectivity has enabled the creation of new places or spaces more so than urban centres. Lancashire 2025 will create a Virtual City for the 21st Century."

BID TIMETABLE

28 Feb 2021 – Bid registration.

28 April 2021 – Outline bid deadline.

May/June 2021 – Shortlisted bid interviews.

29 Sept 2021 – Full application deadline.

October 2021 – DCMS visits to shortlisted bids.

Early Dec 2021 – Announcement of winner.

Subject to confirmation

ROLE INTRODUCTION

Lancashire 2025 is a vision for UK City of Culture. We are excited to have the opportunity to develop and submit a county scale bid at the nexus of urban, coastal and rural. A bid of unprecedented scope and scale, our vision of Lancashire is one place, re-imagined as the Virtual City. This futuristic design concept is rooted in location-based programming with connected experiences across Lancashire and online. Lancashire 2025 is taking a radical new approach to city of culture form and content to achieve the realisation of the social and economic potential of an innovative idea – the Virtual City.

Bidding for UK City of Culture is more than an application, it is activation of people, ideas, excitement, telling a story and communicating a vision as well as bringing in the partners, resources and media attention that will strengthen the bid and chances of winning the title. With six months to go until the initial bid deadline, Lancashire 2025 is expanding its team, looking for motivated, self-starters who can hit the ground running, think for themselves, add value and impact to the work achieved to date, and, ultimately, help the executive get the show on the road.

As Lancashire 2025 moves into the bid activation stage, it is looking to ramp up the volume with digital first content (e.g digital mapping, virtual architecture, cross-platform experiences), secure production partners for trailblazer digital commissions, bring multi-platform experience into the team to drive innovative forms of story-telling during the bid phase, as well as national leadership in digital arts and citizen engagement.

To support successful bidding, Lancashire 2025 is looking to hire a Projects Producer on a 14-month contract, for a fixed fee to deliver specific projects and digital development outcomes.

PROJECTS PRODUCER

Contract: Freelance Contract

Duration: 14 months, November 2020 – January 2022

Fee: £22,200 (inclusive of VAT, reasonable expenses for travel and costs will be reimbursed)

Responsible To: Programme Manager

This role requires a commitment of an average of 2 days per week over the duration of the contract. The role will work regularly from our office at UCLAN, Preston (in line with Covid19 safety and policy). Flexible working regarding hours, weekdays and weekend dictated by production cycles is expected.

ROLE RESPONSIBILITY

Trailblazer Bid Projects

1. Executive Produce the Trailblazer Bid Projects that have been developed working with Lancashire 2025 team and production partners. Trailblazer Bid Projects are: Digital Map, Virtual City Map Commission, We Make Our City Map Celebration. All are bid activation projects, digital first formats for cross platform commissions with live and digital acts of public engagement.
2. Scope of work for delivery of Trailblazer Bid Projects includes helping the team in raising finance including fundraising and co-commissioning partners and fees, overseeing project marketing plans, quality control, development, commissioning and presentation phases.
3. Curate additional programming to activate hotspots on the map, leveraging existing assets to curate digital content (short form, social content, gaming/VR, live streaming, digital collections, digital archives).

R & D

4. Work with Lancashire 2025 bid team to develop digital content formats and ideas that leverage Lancashire 2025's Trailblazer Bid Projects. These formats and ideas will set a benchmark on how new technologies can be leveraged to create new forms of storytelling that captivate audiences and help to make Lancashire 2025's digital presence more successful.
5. Frame the potential costs, resources required and complexity of delivering these ideas, in a way that reflects available budgets.
6. Present and Pitch these ideas to Culture, Commercial and Creative Partners, helping to secure digital first programme ideas for Lancashire 2025's bid.

Bid Operations

7. Executive produce Lancashire 2025 R & D project (Smart Structure) to next stage, working with production partners to imagine and construct a prototype for mobile event operations.
8. Support Lancashire 2025's bid writing team to develop content related to digital audiences, content consumption, producing media content across different platforms, helping to communicate the vision through information communications.
9. Frame all delivery related to the job role in a way that drives Connectivity - Lancashire 2025's Priority two: 'Lancashire 2025 will produce an ambitious and inclusive cultural programme at county scale that will connect the urban, coast and countryside. We will produce across all artforms, cultures and all places. We will commission new ideas'.

EXPERIENCE

A digital native with background as a development producer of digital first content, who has a track record of developing and breakthrough content ideas and formats across a variety of digital media.

Experience of producing or Exec producing digital first (both standalone digital content and digital content) linked to live events.

Ideally experience of innovative film, documentary, visual arts and alternative realities.

Deep understanding of how digital audiences consume content, and what the ingredients of success for producing media content across different digital platforms, and how to produce content that has breakthrough potential.

PERSON SPECIFICATION

We are looking for a passionate individual with the following characteristics:

- A brilliant, original, creative thinker who can 'push the envelope' on how digital products and technologies can create more immersive and engaging experiences for audiences. Someone who can reimagine what storytelling looks like for new digital platforms.
- A self-starter who is passionate about emerging opportunities in digital first content with an entrepreneurial bent, an agile working style and a desire to get things done.
- A terrific sales person with outstanding written and verbal communication skills, who can bring concepts to life and can bring on board internal stakeholders and external partners.
- An interest in UK City of Culture, Lancashire 2025 and cultural context of Lancashire, who can deliver content ideas to the highest standards that reflect these brand's values.
- Empathy with millennial audiences who are driving adoption of digital first content, and a heavy user of digital first content.
- Strong stakeholder management skills, and the ability to work effectively in a start-up organisation and cope with change, complexity, unknowns.

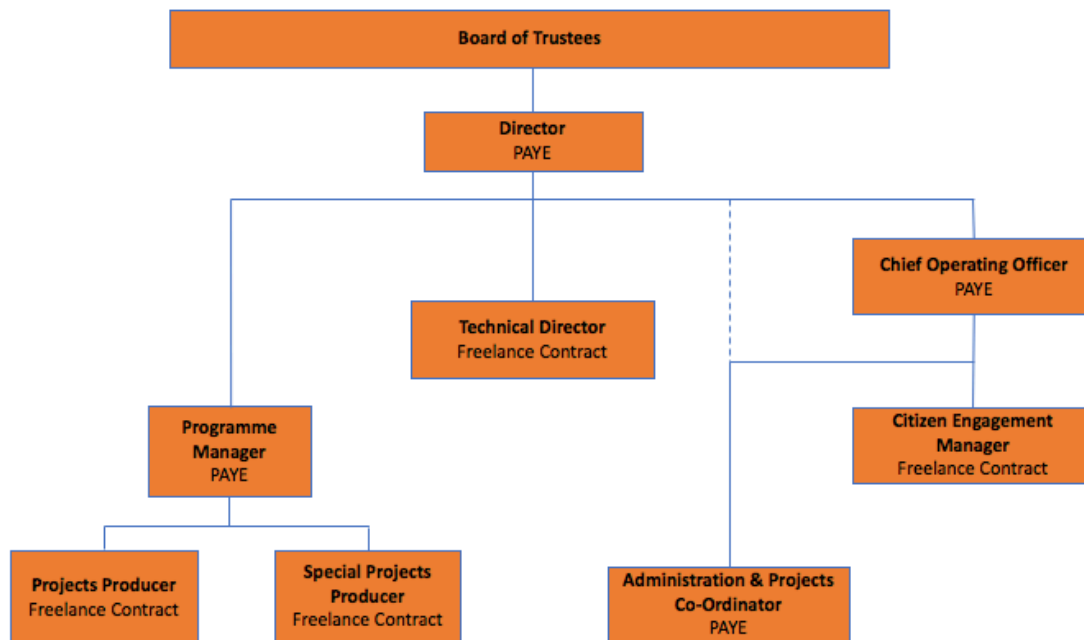
Desirable:

- Knowledge of regional culture networks.
- Well networked in digital sector, regionally and nationally.
- International contacts and experience preferable.
- Strong interest in bridging the physical and digital experience.
- Commitment to addressing geographical, digital and cultural divides.
- Race, diversity and inclusion champion in digital practice.

BEHAVIOURS

- Complex Problem Solving.
- Critical Thinking.
- Creativity.
- People management.
- Co-ordinating with Others.
- Emotional Intelligence.
- Judgement & Decision Making.
- Service Orientation.
- Negotiation.
- Cognitive Flexibility.

ORGANISATION STRUCTURE



FIND OUT MORE

For a wealth of information regarding Lancashire 2025, our vision and programme development, latest news and more visit: www.lancashire2025.com

APPLY

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