



Creative Director for City Voices: Brief for freelance position

City Voices began as the community engagement strand of the high-profile Gloucester History Festival. We are at an exciting point in the development of City Voices and are looking for a committed and enthusiastic individual to help us deliver our ambitious vision. With the support of the National Lottery Heritage Fund, we will take City Voices to the next level by enhancing and developing community engagement through a year-round community-led programme, creating opportunities together to celebrate community heritage and history, diversifying audiences and ensuring on-going sustainability. The Creative Director will be the lynch-pin for delivering this vision.

1. Summary of contractor's requirements

GUST's trustees and a member of their City Voices Working Party wish to appoint an experienced Creative Director to deliver the following areas of work:

- To provide streamlined and visionary leadership of City Voices and oversee delivery of the City Voices annual events programme within agreed budgets
- To project manage and deliver the Lottery funded 'City Voices Power Up' project to transform City Voices.
- To proactively build networks and collaborate effectively with charity trustees, all City Voices freelancers, funders, partners, community groups, heritage and artistic practitioners, and the public to commission and support the delivery of creative, engaging and successful community-led events, both physical and on-line.
- To ensure a significant part of the annual programme engages with local people from the target groups in a sustainable way, and mentor the young producer and community producers
- To provide regular progress updates to trustees, funders and major stakeholders
- To work with City Voices Development Manager to lead strategic and resilience planning, ensuring ongoing economic and environmental sustainability
- To produce a costed, realistic, visionary report for the future delivery of the City Voices programme (2024 onwards following delivery of City Voices Power Up project)

2. Experience, skills and knowledge – what we are looking for

Essential



- Proven track record in delivering community-led events and major festivals or other high profile programmes
- Strategic approach, vision and ambitious big picture thinking
- Proven track record of leadership, teamwork and partnership working, and inspiring others
- Experience of collaborating with other freelancers and volunteers to deliver a shared goal
- Excellent creativity, communication and presentation skills
- Experience of successfully managing projects and tight budgets
- An understanding of statutory issues such as risk assessments, planning requirements and council permit requirements associated with public events

Desirable

- Knowledge of Gloucester and its communities
- Knowledge of, and enthusiasm for, history and the power of connecting communities through celebration of our heritage
- Experience of delivering events on-line
- Experience of working for a charity/charitable incorporated organisation

3. Delivery of the Contract

Contractor agreement: This contract is offered on a freelance basis and the successful person will be responsible for their own NI and tax owed. The contractor will report to the Trustees and City Voices Working Party, and will collaborate closely with other City Voices part-time freelancers.

This is a 35 month contract to lead the delivery and development of City Voices co-created events programme and to successfully deliver the Lottery funded 'Power Up' project. We anticipate making an appointment in July 2021.

4. Fees

We have a budget of up to £76k to fund this work over 35 months. Please submit your fee proposals including expenses, subsistence and VAT, as part of your tender. The Creative Director will be remunerated on receipt of an invoice at agreed intervals/milestones.

5. How to apply

Please submit an electronic copy of your application of no more than 6 x A4 pages (exclusive of CVs) covering the following areas:

- Summary of your understanding of the brief and insights you can offer
- Proposed methodology and approach to the brief
- Your CV including qualifications, professional insurance/indemnity cover, and other relevant expertise and experience. Please include 2 examples of previous relevant work
- Breakdown of all costs. These should indicate a rate per day/hour and the number of days required to complete the brief. Costs should be inclusive of VAT and all expenses

Equal weighting will be given to each of the four criteria.



Please also include details of two referees from recent projects you have worked on who you would be happy for us to contact.

6. Further information

For further information, please contact Heather Forbes (City Voices Working Party)

- heather.forbes@gloucestershire.gov.uk 07852 829944

Closing date: 4pm on 20 July 2021

Please submit your tender response to: heather.forbes@gloucestershire.gov.uk

Interviews: 22 or 23 July 2021

7. Further details about City Voices and GUST

City Voices started in 2016 as the community engagement strand of the high-profile Gloucester History Festival, which runs for two weeks each September. The History Festival features more than 200 events including Blackfriars Talks, Heritage Open Days and showcases a wide range of City Voices events developed and co-curated locally. City Voices has grown exponentially since the 18 events scheduled in 2016 to over 60 events in 2019. During the coronavirus lockdown in 2020 City Voices events were delivered online and outdoors and involved 38 local organisations, 125 volunteers and 25 freelance artists. In order to reach its full potential City Voices is now planning an innovative year-round community-led development programme.

The charity GUST was set up by Donna Renney, former director of Cheltenham Festivals. GUST originally supported Gloucester History Festival whilst it transformed into a Charitable Incorporated Organisation and will now incubate City Voices whilst it develops the governance structures to deliver its ambitious vision effectively. GUST is supporting the City Voices Working Party overseeing the next stage of City Voices development. City Voices will remain an integral part of Gloucester History Festival but with its own community panel whose members will in due course lead the delivery of City Voices events.

City Voices Working Party members are Clare Bebbington (City Voices and History Festival Patron), Andrew Pitt (City Voices and History Festival Patron), Heather Forbes (City Voices volunteer lead between 2016 and 2020, and trustee/vice-chair of Gloucester History Trust), Clair Greenaway (GUST trustee), Jacqui Grange (History Festival Manager), and Sarah Rawlings (History Festival Fundraiser).

