



## Programme & Production Management – 2017 Pride Festival

Job Title:	<b>Programme &amp; Production Manager</b>	Job Category:	Freelance
Location:	96 Bold Street, Liverpool, L1 4HY	Travel Required:	Yes. Liverpool/Merseyside
Date posted:		Closing Date:	5pm - Tuesday 21 <sup>st</sup> February 2017,
Reports to:	Liverpool Pride Board of Trustees	Responsible for:	Liverpool Pride Programme & Production Management
Applications Accepted By		Further Information	
Email to <a href="mailto:tenders@liverpoolpride.co.uk">tenders@liverpoolpride.co.uk</a> by 5pm on Tuesday 21 <sup>st</sup> February 2017.		Ahead of submitting an application, to arrange a Site Visit and discuss this opportunity further, please contact – James Licence - <a href="mailto:James.licence@liverpoolpride.co.uk">James.licence@liverpoolpride.co.uk</a> or 07944 900838	

### ABOUT LIVERPOOL PRIDE

Liverpool Pride was founded in 2010 as a community project to promote equality and diversity, advance education and eliminate discrimination in relation to lesbian, gay, bisexual and transgender (LGBT) people through the annual Liverpool Pride festival and year round programme to support the needs of LGBT people in Liverpool, Merseyside and Halton. Liverpool Pride is a charity registered in England & Wales (1140792)

Our cultural events aim to help improve the well-being of the local LGBT communities and their friends and families, offering fun, accessible participation events throughout the year for all ages and tastes.

The centrepiece, the open-to-all Pride March regularly attracts around 5,000 participants and a further 3,000+ spectators and is a showcase for the city's LGBT community. It culminates in a large open air festival, with well known and loved headline acts which draw audiences from across the region and UK.

Events are arranged in partnership across the city to create safe, friendly environments for LGBT people to meet and take part in a range of activities. These can include guided gallery tours, exhibitions of LGBT history, film, gardening, football, dance, drama and photography, plus much more.

The festival is funded through a mix of local authority and public sector grants and sponsorship; charitable foundations; fundraising events; on site concessions and stalls.

Liverpool Pride has previously attracted audiences of between 25,000 and 40,000 visitors. Liverpool Pride 2017 will take place on Saturday 29th and Sunday 30th July 2017 in The St Georges Quarter of Liverpool (St Georges Plateau, St Johns Gardens and William Brown Street) and will be a festival style gathering consisting of a Stage on William Brown Street, Stage / Performance Space on St Georges Plateau and a small stage within the community marquee in St Johns Gardens. Various Street-Style food outlets along with bar facilities and retail concessions will also be located across the site. Liverpool Pride works with an overall budget of around £125K.

[www.liverpoolpride.co.uk](http://www.liverpoolpride.co.uk)

Correspondence Address: Liverpool Pride, 96 Bold Street, Liverpool. L1 4HY  
Registered Address: Liverpool Pride, 151 Dale Street, Liverpool. L2 2AH  
Company No 7331788 Registered Charity No 1140792 (England & Wales)



# ABOUT THE ROLE

We are looking for an enthusiastic and organised individual or company to join our team as Programme & Production Manager. We are searching for someone with relevant experience, creative ideas and excellent organisational and communication skills to manage our growing festival team to deliver our Liverpool Pride Festival to support the needs of the LGBT community in Merseyside.

Applications are welcome from individuals and companies and applicants should have relevant experience in outdoor events, in the areas of stage programming and production.

## CONTRACT LENGTH

The contract will run from appointment until August 31<sup>st</sup> 2017. There will be an option to extend the contract, subject to satisfactory performance, full debrief, funding and contract evaluation. The Board of Trustees would then be happy to receive a proposal for 2018, without the need for a full tender application.

All contracted partners must submit a Final Evaluation within 1 month post event, highlighting any; Strengths, Weaknesses, Opportunities, Lessons Learnt and provide any recommendations for future delivery.

All tenders submitted and post evaluations will be measured on; Value for Money, References / Track Record, Creativity and Commitment to Equality & Diversity.

## CONTRACT MANAGEMENT

The contract will include working with the Board of Trustees and relevant agencies and commercial service providers.

The Programme & Production Manager will be accountable to the Liverpool Pride Board but will work closely with the Event Manager and other contractors including sponsorship, PR and Marketing Management, March Manager, this list is not exhaustive.

The Programme & Production Manager will report directly to the Board of Liverpool Pride.

## GENERAL DETAILS

Some funding for the event has already been secured but we would look for the successful candidate to also attract and maximise any income streams for the event, in coordination with our Sponsorship Manager. More details can be given on income generation should it be required.

Whilst the event is being organised by Liverpool Pride, the event is being supported and backed by Liverpool City Council and Merseyside Police.

The Board of Liverpool Pride would like to seek tenders for the above, from those with a successful event management portfolio, which can be successfully referenced by 3x individual organisations. Event experience within the Liverpool City Region is desired, but not essential.

Quotes for goods or services from external providers, should be requested from 3x separate suppliers, detailing exactly the items or services they are providing and must also include any VAT costs, if applicable. All quotes should then be forwarded to the Board for approval, which must fall within budget.

# ROLES AND RESPONSIBILITIES

## Programming;

- To curate a full and varied line up, which must compliment, LGBT life and culture for the three festival stages as follows:
  - Festival Stage (Main Stage) between 1pm-9pm (Saturday Only)
  - Plateau Stage (World On One Stage) between 1pm – 6pm (Saturday)
  - Garden Stage (Youth / Acoustic / Community Stage) between 1pm - 6pm (Saturday)

The Plateau and Garden stages will also require a programme creating for Sunday from 11am – 5pm, mainly supported by In-Kind support from local act's / organisations, most of which has already been

created by Liverpool Pride. The festival main stage must also include content from the Stanley Street / night time economy venue's in Liverpool. Liverpool Pride is already in talks with an official Media Partner for the event too.

- The total budget available for Main Stage artists is £10k (to include VAT and is subject to change depending on sponsorship). Liverpool Pride is not VAT registered, so absorbs all costs inclusive of VAT. Potential joint partnerships may arise with other UK Prides enabling better deals with agents / artists. More information will be given upon commission of the tender. Any additional costs for Riders must also be included within this budget.
- To assist with the March – AV requirement for the march muster (for speakers and music) between 10.30-12pm.
- To deal direct with all agents / artist management / individual performers to negotiate terms of the selected performers / guest personalities making an appearance at Liverpool Pride.
- To deal direct with all agents / artist management / individual performers / guest personalities to obtain full technical requirements of each act in order to create a full and coherent tech requirement and planning schedule for the staging and AV providers.
- To create a time specific detailed running order to include all performances / speeches / hosting slots / guest appearances to ensure a fully time managed programme that directs all stage management / staging / AV management / backstage management and production processes.
- To deal direct with all agents / artist management / individual performers to procure all press / promotion / advertising matter in order to liaise and work with the event PR team to ensure all possible advertising and promotional activities.
- To work directly with the board / PR / Social Media provider to create and organise the Media / launch event for Liverpool Pride. Provide one act and programme the entertainment element of the launch. Assist, to secure the attendance of the correct media / personality at the event.
- To work with the board and Sponsorship Manager to ensure that all Sponsors contract requirements are met.

## **Production**

- To source quotes for secure stage structures, sound, light and Video Wall service providers, ensuring best service and value for the specified budget allocated to stage and AV requirements.
- Produce content for the Video Wall on the Main Stage, which must also include items stated in Sponsors Contracts (Logos, Offers etc). Successful tenders will need to work closely with the Sponsorship Manager to ensure this is produced.
- To work in direct contact with the event management providers in order to create a full and detailed site plan for the Main Stage, Plateau Stage and Garden Stage.
- To work in direct contact with the event management service provider to ensure all risk assessment issues that relate directly to the live entertainment aspect of the event are addressed and included in the overall risk assessment of the event.
- To liaise with the staging and AV providers to ensure all event and artists tech requirements are met with satisfaction.
- Oversee film and photography crew during the event, ensuring any content (Visual & Audio) is suitable for future promotional material, including Social Media and Sponsorship.
- To provide full stage and back stage management services for the Festival stage, Plateau stage and Garden stage
- To liaise directly with the event security providers pre event and during the event to provide a full secure running of the Festival stage, Plateau stage, Garden stage and backstage areas.

## **Upholding Our Values**

- Undertaking work while maintaining the reputation and agreed values of Liverpool Pride.
- Support the delivery of a festival that encourages visibility of LGBT communities.

- Support the delivery of a festival programme that highlights and works with the LGBT communities of Liverpool and Merseyside (including Halton), working closely with the Event Manager to ensure this is delivered.

## **EQUAL OPPORTUNITIES**

Liverpool Pride is an organisation that promotes equality and diversity, particularly in the areas of sexuality and gender identity. Applications are open from any individual or company regardless of sexuality or gender identity as well as race, religious belief, sex, disability or any other irrelevant factor.

## **HOW TO APPLY**

Evidence of events or references for organisations you have previously worked with in an Event Management or Programme & Production Management capacity to support your application is essential. References will be requested from the contacts provided.

Applications of Interest should be emailed to [tenders@liverpoolpride.co.uk](mailto:tenders@liverpoolpride.co.uk) by 5pm, Tuesday 21<sup>st</sup> February 2017. Applications received after this time, may not be considered.