

BRIEF: YEAR OF MUSIC EXECUTIVE PRODUCER

SECTION 1: INTRODUCTION

This brief is for the procurement of a specialist Executive Producer individual or organisation to help us realise our artistic and strategic ambitions, and to support the development and commissioning on new work. Our work in Kirklees and on the Year of Music is in partnership and collaboration with local music creatives and delivery partners, who will collaborate with us on the design and delivery plan for this year long initiative.

This is an initial phase project to test ideas, develop costings for projects and to create the production plan for opening and closing events.

The contract will run from 1st December 2021 through until 30th April 2022 with a total fee of £20,000 broken down into three payments. This is initially a 5 month contract with the aspiration to extend further, subject to funding.

SECTION 2: BACKGROUND INFORMATION

It is an exciting time for culture in Kirklees and for Kirklees Council who, after adopting a place-based approach to cultural development, have instigated two key strategic initiatives that support priorities within Culture Kirklees, the vision for the Council's Cultural Services. These initiatives are:

- WOVEN in Kirklees, a biennial textiles festival that celebrates the industry and research in the district; and
- To deliver a Year of Music 2023, to showcase the music heritage, community and ecology, as well as this being our contribution to the regional 2023 cultural programme.

To read about the vision for Year of Music 2023 and view our promotional film, please visit www.musicinkirklees.co.uk

The Year of Music 2023 will provide the umbrella under which social activity through music can hang together and reach more of the district than single projects and approaches, tackling agendas such as mental health and loneliness, as exasperated through COVID 19 and the impact of inequalities on achieving a quality of life for citizens of all ages in Kirklees. It will foster:

- Support to individuals, businesses, improving the wellbeing of residents and our community, enabling the inclusive growth of the economy, through increased productivity.
- Music to take a prominent role within social agendas, connecting with projects such as Community Plus, linking individuals with a local music offer.
- An environment where music is viewed as a vital and valuable contributor to people in all stages of their life, so that the residents of Kirklees achieve better lives lived well.
- Music to help a person-centred approach from opportunities to care, for example drawing on memory connection to create new shared experiences for older people in care settings.
- The future to be one of a mixed inclusive economy, with sustainability, diversity, and innovation as key drivers. The business planning will be built on the combination of commercial and subsidised activity. This is ever more needed with the impact of COVID 19 and social distancing on the music sector, from live music, recording to education and singing in your local choir.

- Each strand of activity to have multiple entry points and methodologies, so we are working towards equitable access and not over reliant on one form of access, exchange, or income generation.
- The Year of Music 2023 to be accessible from the physical to the digital as much as possible, creating spaces to connect, share and experience music within a built environment and online.
- A music industry with an A-Z of careers, with skills and professional development programmes to support the sector to be resilient, sustainable and to develop innovative approaches, making Kirklees a place that understands music as an ecosystem.
- A Year of Music that at its core is about inclusivity, creating a nurturing environment that creates the conditions for a quality of life for all residents. Which delivers a rich programme full of excellence, quality and passion, providing lifelong memories for all involved.

Year of Music 2023 has identified 4 key strands that will be the focus for delivering activity, these being;

- **Children, young people & families** - increased engagement in and attainment through music for young people
- **Aspiration & Skills** - Growth in employment opportunities for those aspiring for a career in the music industry, Increased and inclusive economic growth, resilience and productivity of music businesses and start-ups
- **Community** - Growth in music-based opportunities created by, and for, residents, their neighbourhoods and communities, supporting active citizenship and localism.
- **Health & Wellbeing** - Improved health and wellbeing for individuals and communities.

These 4 strands are built on 3 layers:

1. **Foundation** – strengthening the existing music ecology and celebrating what the district already does
2. **Programme** – delivering a Year of Music programme, bringing added value and exciting new projects to Kirklees (with partners) to make 2023 extra special
3. **Legacy** – to ensure the momentum of the initiative continues and we have a last legacy to all the work

The Year of Music 2023 will build on Kirklees existing music infrastructure and eco-system, drawing on the skills and expertise within the sector and community – this is the Foundation layer of the work. Providing opportunities to connect and enable cohesion. Break down barriers to participation, act as a catalyst and engagement tool, and will shine a spotlight on our local music identity.

We will know when we have successfully achieved our vision, when we have created a legacy that will keep the agenda of music moving beyond the 2023 programme. With increased community, infrastructure and capacity to engage and increase citizen led cultural production, improved relationships, and YOM2023 is viewed as ground-breaking in its approach; receiving national and international recognition.

Progress to date

The Year of Music 2023 development process has actioned a range of projects, including:

- TownSounds, which collated information on the history of music created and performed in Huddersfield to create an online active archive to listen and hear the diverse musical genres – a project now being expanded for 2023.
- Roots to Inspire, a project that placed musicians in local schools and communities, leading to the development of a collaboration tool kit and new composition.
- Head Shoulders Knees and Toes, a families and young children project in partnership with Early Years and Libraries, looking at supporting speech development in young children, which is growing into a larger scale project for 2023 by those services.
- A health and wellbeing strand with HOOT Creative Arts and the appointment of a HWB YoM post, developing projects on supporting those with Long COVID, and projects such as Warbling for Wellness, a weekly singing session for council employees,
- Across the Globe, a song writing programme connecting young people in Kirklees, West Yorkshire, with young people in the US via the I'll Fly Away Foundation, the GRAMMYS Museum Mississippi and the Stax Academy.

We have also conducted a number of consultations. These helped to map out the Kirklees music offer, provided base line information and a good sense of the musical environment. More recently, we have held online presentations with the district's choirs, brass bands and community music groups. To inform them how they can get involved, we will be holding a community launch in the near future.

The development process has brought together several partners, who currently invest in the music ecology and infrastructure of Kirklees and whom all have a desire to collaborate and create a truly unique experience. Several steps have been taken to galvanise the music sector and encourage joint working and partnership across sectors and fields, these being;

- The establishment of a Music Partnership Board, who will have strategic oversight and lead the Year of Music 2023 project
- Establish a team to deliver including Artistic Programmer, Project Officer, Project Co-ordinator, YoM Industry lead, YoM Health and Wellbeing lead.
- An internal Kirklees Council working group to help facilitate music cross working in the authority has been created and meets regularly
- The establishment of several delivery groups to coalesce like-minded organisations to consider opportunities for programming, business and skills development, joint promotion and to share best practice and tackle issues. There are still areas of work to be developed, such as a Climate Emergency task group. As YOM2023 develops, there will be others established where relevant and appropriate.

SECTION 3: STATEMENT OF REQUIREMENTS

Aim

This brief is to support development of the programme, to establish a budget that realistic against project ideas, ensuring we deliver the Year of Music ambition. This work will help us identify costs, possible partners and support fundraising.

Key areas of responsibility:

- Work with Artistic Programmer to design a Year of Music programme which realises our artistic and strategic ambitions, supporting the development and commissioning on new work,
- Work with local music creatives and delivery partners to the design and delivery plan for a programme mainly delivered through partnerships
- Creating production plan for Opening and Closing Events – assessing site suitability and budgets for opening and closing events, developed in collaboration with Artistic Programmer and commissioned artists/producers
- Assessing delivery and budget for a series of highlight events and programme areas during YoM
- Spotting gaps in our budgets and planning and making recommendations for delivery
- Spotting skills gaps and making recommendations
- Creating a delivery strategy with an emphasis on partnerships
- Shaping programme budget and scoping fundraising opportunities
- Design our operational delivery plans for YoM

This post is a temporary role until 30th April 2022.

We are looking for the right individual or company who will support us on our journey. We want to hear from you if you have:

- Relevant experience of producing and delivering City/Borough of Culture scale events and programmes and working in music programming and delivery
- Experience of the cultural scene in Kirklees and West Yorkshire
- Experience of working in local authorities
- Track record in realising new commissions and working alongside artists and companies
- Good team player, problem solver and have the ability to horizon scan and identify issues and problems, opportunities and possibilities to add value, bring in new partners and expand the reach of projects and work streams.
- Good communicator
- Able to take a flexible approach
- Commitment to championing diversity, a knowledge of different cultures and art forms and a track record of working with people from different backgrounds
- Experience of working in a complex multi-stakeholder environment
- Knowledge of the Kirklees cultural and creative scene
- Experience of managing large-scale budgets
- Yorkshire based/able to travel

Outcomes

To deliver robust budget planning, produce delivery plans for key events, ensuring we can deliver and meet expectations of the Year of Music 2023.

TIMESCALE

We are looking to award the contract to start in November/December 2021 – depending on availability.

The contract will be completed by 30 April 2022.

PROJECT BUDGET AND PAYMENTS

The fee for this 5-month contract is £20,000 and is broken down into three payments with instalments on receipt of invoices as agreed in the induction session and on agreement of a proposed working plan. Unless otherwise stated all figures shown in the budget, are exclusive of VAT. If you are VAT registered VAT will be payable provided valid VAT invoices are submitted. Invoices will be paid subject to agreed project milestones being reached

Reporting requirements

- Monthly meetings on planning and future forecasting.
- Weekly Task & Finish meetings to ensure flow of communications and information exchange.
- Additional meetings can be arranged as required.
- Final meeting in April 2022 to sign off completed document.

Additional resources

The Creative Development team will support the Executive Producer in the process of the contract. The Executive Producer will work closely with the Artistic Programmer, Project Coordinator and other project officers.

TO APPLY

Deadline to apply: 5pm on 19th November

How to apply: Please submit an Expression of Interest of no more than 2000 words on, how you would approach the role of Executive Producer and explain your approach and methodology. Please also send your CV and up to three examples of similar size/scale projects you have completed. From this, we will shortlist to interview.

For further information: Contact Kath Wynne-Hague kath.wynne-hague@kirklees.gov.uk