



Brief for Artist Led Activities and Performances for Wordpool Family Day 2019

Wordpool is Blackpool Council's Arts and Library Services established programme of festivals celebrating literature, writers and words in all their many wonderful forms. The Wordpool Family Day is a highly successful annual date in the calendar at the beginning of July where up to 4000 local families enjoy arts activities, performances and storytelling across different locations in Stanley Park.

This year's theme is **OUT OF THIS WORLD** based around the 50th anniversary of the landing on the Moon and the theme of the Libraries national Summer Reading Challenge. From Aliens and Dr Who, to Astronomy and myths of the Stars – the universe is ours to explore for the day.

We are currently programming artists, storytellers and performers to provide two different activities for this very popular event in Stanley Park.

Saturday 6 July, 2019 12- 4pm.

wordpoolfestival.co.uk

What We Are Looking For:

We have 2 opportunities for artists, designers, creative organisations, storytellers or performers to deliver interactive installations, practical workshops or immersive performances.

Opportunity 1: 'On the Moon' Picnic Zone: Dressing and Activity

Alongside the Moon Landings, this year is also 30 years since Ardman Animations produced Wallace and Gromit: A Grand Day Out, which classically takes the duo on an expedition to a Moon made of Cheese. We would like one artist to dress an area of Stanley Park inspired by a Moon made of Cheese, where children up to the age of 12 and their families can sit, picnic and enjoy a drop in 10-30-minute activity or short performance.

The Artists will work with the festival Producer to establish a site-specific location in Stanley Park, Blackpool and any licences required. The space will be available from 8am, with audience arriving from 11.30 and dismantle after 4.30. We expect there to be a large

volume of people passing through over the course of the day to picnic, so any dressing must be durable, weatherproof and properly risk assessed.

Activity should be a drop in workshop that can engage family groups creatively for 10-20mins or a 20-30-minute performance that would be repeated 3 times throughout the afternoon.

Fee £600, to include the make, delivery, install, staffing throughout the day and all expenses. We can offer volunteer assistance on the day.

Opportunity 2: Out of this World Activity

We have one to two opportunities for activities, performances or installations that coincide with this year's theme.

All activities and performances should be aimed at children aged up to 12 and their families. Depending on the type of activity, the activity can be programmed either outdoors in a variety of the Park's beautiful spaces, or in a marquee space. Families will be provided with a map and are expected to access each of the activities.

Activity should be a drop in that can engage family groups creatively for 10-20mins or it could be a 20-30-minute performance that would be repeated 3 times throughout the afternoon.

A budget of £300 per activity to include travel, materials, preparation and all expenses.

Practicalities

Although we do have limited marquee space available, materials if used should be suitable for any weather conditions and an age range of up to 12 years. There is little or no power supply. We expect large numbers to take part. Volunteers are provided to ensure that no one activity becomes too busy and volunteers can also help with the activity delivery if needed.

Successful applicants will be expected to have public liability insurance, attend a site visit prior to the family day and produce a detailed risk assessment.

Payment Schedule

100% of fee to be paid within 28 days of receipt of your invoice following successful completion of the activity.

Application

On no more than 2 sides of A4, please indicate which opportunity you are applying for and describe your ideas/activity.

The outline should include:

- what age your activity is suitable for, the skill levels your audience will require and the numbers that you can accommodate at any one session/performance.
- How you will deliver this, project plan (if applicable) and any materials/resources you will be using
- Details of any specific technical requirements/specifications
- Any pictures/ sketches or that are relevant.

Applications should be submitted with a copy of your CV/ artist statement to our Freelance Festival Producer, Holly at hsgoodfellow@gmail.com by 12pm 3rd May 2019.

Selection Process

All proposals will be considered carefully by a panel made up of members of the Wordpool Steering Group.

Our priorities for selection are:

- That you can address all the practical issues such as budget, insurance and that you have identified any risks and have strategies to reduce / remove them.
- You must have a bank account and be registered as self employed, Public Liability Insurance and be able to provide a UTR - (Unique Tax Reference).

You can provide evidence of previous experience of delivering creative activities with

- community groups and/or young people.
- We are looking for fun and innovative approaches to delivery. Ideas that celebrate words and fit the theme for the Family Day.