



**BALTIC**

**DANCECITY** ©  
Dance for the North East

**Life**

**live**  
theatre

**N**  
NORTHERN  
STAGE

**Sage**  
Gateshead

**seven stories**  
The National Centre for Children's Books

**THEATRE**  
**ROYAL**  
& **CITY HALL**  
NEWCASTLE UPON TYNE

**TYNE & WEAR**  
archives &  
museums

**TYNESIDE**  
C I N E M A

## Executive Producer of City of Dreams

### Call for applications

**Fixed term appointment 1<sup>st</sup> September 2017 to 31<sup>st</sup> August 2019**

NewcastleGateshead Cultural Venues (NGCV) is looking for an inspiring and dynamic individual as Executive Producer to establish, lead and drive the development and implementation of City of Dreams - an ambitious, transformational culture-led programme for children and young people in NewcastleGateshead

### City of Dreams

NGCV has led the way in collaborative working across cultural forms in the UK. We are now committed to a bold collective purpose: changing the lives and life chances of young people in Newcastle Gateshead. We will work together in radically different and more dynamic ways to provide a year-round, decade-long cultural programme that enables every child and young person in Newcastle Gateshead to benefit from rich cultural experiences.

Our vision is to make a collective and proactive contribution to the creation of more confident, creative, culturally literate, connected and competitive citizens. Our working title for this programme is City of Dreams.

As 10 individual organisations we already deliver significant cultural, learning and participation programmes for children and young people and have a wealth of experience, knowledge and resources within our organisations. The Executive Producer will build on this strong base, working with NGCV partner organisations and others to augment existing resources and find new ones, in order to create something which has a transformational effect on those we engage, the city and the sector.

The Executive Producer will lead on the strategic vision of the programme, in collaboration with the member organisations' CEOs. They will build a City of Dreams partnership, engaging wider organisations and partners who support the vision and ambition of City of Dreams and want to participate. They will work closely with NGCV partner organisations and others to align existing activity, create new programmes of work, and identify and secure additional resources to deliver the City of Dreams programme. They will be supported by communications teams from the NGCV partners to develop impactful messaging to engage stakeholders and attract supporters and ambassadors. The role would suit a dynamic cultural professional with proven experience of taking ideas from conception through to delivery.

### The roles of the Executive Producer

The Executive Producer will:

- lead the strategic development of City of Dreams
- be responsible for the effective delivery of the City of Dreams project
- work with NGCV members' Chief Executives, creative directors and producers to align and bring together existing and planned cultural activities, as well as developing new activities and shape the annual City of Dreams programme
- work with NGCV members' learning and participation departments to bring added value and new dimensions to the diverse programme of learning, participation and community engagement work which already exists

- identify and secure resources, including fundraising, to develop, deliver and promote the City of Dreams programme
- support member organisations' CEOs to help develop and build the new City of Dreams partnership, engaging a range of local, regional, national and international partners who can help achieve the ambition of City of Dreams
- build upon the collaborative communications and shared data initiatives which already exist to maximise the benefit of these approaches to engaging audiences and encouraging people to try new things and different cultural forms
- help develop the branding, messaging and PR activity to promote City of Dreams
- develop a robust evaluation framework and evidence base to be able to demonstrate the impact of the programme and identify research and development partners

### **Person Specification**

We expect the NGCV Executive Producer to have the following attributes:

#### **Organisational**

- In depth knowledge and understanding of the cultural sector
- A proven track record in a leadership role in the cultural sector, public sector or similar organisation
- Deep knowledge, experience and passion for partnership working
- Experience of developing effective partnerships and collaborations
- A proven track record in 'making things happen'
- A commitment to enhancing the national and international profile of City of Dreams
- Demonstrable experience of leading public and private fundraising initiatives and campaigns
- An understanding of the funding context and challenges the cultural partners operate within
- Evidence of successfully setting and controlling budgets and efficient use of financial and other resources and making a little go a long way

#### **Personal**

- Leadership skills with the ability to inspire, challenge, excite and energise
- Initiator and collaborator, able to generate new partnerships and work effectively with others
- Excellent interpersonal and communication skills, with ability to build trust-based relationships internally and externally
- Resilient, with the ability to cope with pressure and high expectations
- Persuasive - a good negotiator
- Integrity and good judgment
- Diplomat, politically astute

### **Invitation to apply for the position**

NGCV is inviting applications from individuals who can fulfill the job description and person specification, are excited by the opportunity and feel that they are experienced and equipped to deliver the transformational vision of NGCV and the City of Dreams.

Those who are interested in the position can take up the opportunity to discuss the position with the Chair or Vice Chair of NGCV before applying (Anthony Baker – Joint Chief Executive of Dance City and NGCV Chair or Kate Edwards – Chief Executive of Seven Stories, NGCV Vice Chair), please contact Declan Baharini, NGCV Partnership Co-ordinator in the first instance.

To apply please provide a letter and document setting out:

1. Why you are interested in applying and what excites you about City of Dreams
2. Your skills and experience relating to all of the Executive Producer roles outlined, with any relevant examples
3. An explanation with examples of how you meet the person specification
4. Details of your fees and expected number of days, if you are applying for this as a freelance contract, rather than on an employed basis.
5. The names and contact details of three individuals or organisations from whom references may be sought.

Submissions should be emailed by **12 noon on 26<sup>th</sup> April** to:  
Declan Baharini, NewcastleGateshead Cultural Venues  
[declanbaharini@talktalk.net](mailto:declanbaharini@talktalk.net)

### **Terms of engagement**

The salary or fee for this post is £40,000 per year (pro rata for first financial year). We are flexible about employment status and the appointee will either be contracted on a freelance basis by Northern Stage on behalf of the partnership, or be employed by Northern Stage on behalf of the partnership. The appointee will be accountable to the NGCV Chief Executives' Group.

Appointment will be on a 2-year basis initially, with a probation period of 4 months, a period of review at 11 months and 18 months, with potential for an option for extension beyond 2 years.

Office space and some administrative support will be provided by an NGCV partner organisation.

### **Timetable for appointment**

- Closing date for receipt of Expression of Interest is 12 noon on 26<sup>th</sup> April 2017
- Interviews will be held in NewcastleGateshead for shortlisted applicants on 9<sup>th</sup> May at Dance City
- The successful applicant will be informed during the week commencing 15<sup>th</sup> May
- It is anticipated that the Producer will be in post from 1<sup>st</sup> September 2017

## About NGCV

[NewcastleGateshead Cultural Venues](#) has been a voluntary partnership for the last 15 years, comprising 10 leading building-based cultural producers operating 21 venues<sup>1</sup> in the North East England across visual arts, performing arts, (theatre, music, dance), film, writing and literature, heritage, archives and museums and science communication. Our members are: BALTIC Centre for Contemporary Art, Centre for Life, Dance City, Live Theatre, Northern Stage, Sage Gateshead, Seven Stories – The National Centre for Children’s Books, Theatre Royal & City Hall, Tyne & Wear Archives & Museums and Tyneside Cinema.

NGCV is now recognised as one of the strongest examples of area-based cultural sector collaboration in the UK and has a strong track record of collaboration over the last 15 years. Nine of our members are NPOs and one is also the Bridge organisation for the region. We are also unique as a cultural partnership in the membership of Centre for Life, which is a leading Science Centre internationally.

Together we create significant economic, cultural and social impact and play a key role in contributing to the distinctiveness of the North East as a great place to live, work, visit and do business. We have a local, regional, national and international reach and work together to develop strategic initiatives and promote the economic, social and cultural benefits of culture and creativity in the city and region. We have had our collective economic impact independently assessed for the last 8 years.

The *NGCV Economic Impact Assessment 2015-16* ([ERS](#), Nov 2016) analysis reported the following:

- £87.3m Total economic contribution to the North East
- 1985 Full time equivalent Jobs supported in the North East
- 1296 Employees across all the organisations employed directly in full and part time posts
- 54% Direct/indirect spend on suppliers within N.E.
- £15.7m Additional visitor spend in NewcastleGateshead
- 3.8m Cultural attendances at the venues
- 958,608 Learning and participation engagements
- £4.61 Return on investment (per £1 of public subsidy)
- 1,007 Volunteers giving 40,024 hours of their time

Collectively we have worked together operationally and on new projects since 2009, including:

- generating operational efficiencies, sharing best practice and collectively achieving standards of excellence (e.g. Equality Standard Gold Award, Industry Green/Creative Green)
- delivering innovative projects:
  - Culture Code (which built relationships between the cultural sector and creative digital sector)
  - Family Explorers North East (a now self-sustaining regional initiative which continues to engage family audiences through recommendations and peer reviews)
  - The Insider, a major audience development initiative around sharing data and markets, which has the potential to be a national and international exemplar in collective approaches to building audiences and deepening engagement and relationships with them
- we are the cultural sector’s lead partners and brokers in two new major initiatives - Creative Fuse and Creativity Works, university led projects to improve digital, technological and business innovation

We have achieved all of this through significant commitment of time and resources and by raising external funding. We believe that we could achieve many more significant impacts collectively for the city/locality, for the cultural offer and infrastructure and for the people who live here. We feel there is great scope to create transformational change in terms of the impact of culture, if there is investment in culture-led city based or locally based partnerships that can develop ambitious plans and implement these effectively over a long period of time. We decided to establish NGCV as a company in 2017 as a delivery vehicle to help us achieve these ambitions.

Further information about NGCV is available online at <http://ngcv.tv>

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<sup>1</sup> BALTIC and BALTIC 39, Centre for Life, Dance City, Live Theatre, Northern Stage, Sage Gateshead, Seven Stories, Theatre Royal and City Hall, Tyneside Cinema and the venues and heritage sites of Tyne & Wear Archives & Museums: Shipley Art Gallery, Laing Art Gallery, Hatton Gallery, Discovery Museum, Great North Museum, Segedunum Roman Fort, Arbeia Roman Fort and Museum, Stephenson Railway Museum, South Shields Art Gallery and Museum, plus Tyne & Wear Archives.