

CIRCUS

AROUND & ABOUT

2

Project Manager Information Pack



Circus Around And About 2: The Back Story

The first Circus Around And About pilot project was a hit. It brought delightful, small-scale circus shows to 27 villages across the south-west in 2021. Arts Council England provided the funding, while Take Art and Crying Out Loud worked together to make the magic happen.

All the shows were outside, safely bringing joy and excitement to villages following COVID. Each event featured two fabulous circus acts by talented touring companies. Since the pilot went so well, the partners are ready to take things up a notch. They're expanding the project to even more rural areas and urban hotspots across the south-west in 2024.

Circus Around and About 2: The Short Story

The Circus Around And About 2 (CAAA2) partners are fired up to bring extraordinary contemporary circus to new places. The dream team of Take Art, Crying Out Loud, and Extraordinary Bodies know that circus is an exciting, feel-good artform for families of all kinds.

By teaming up with urban community partners and strengthening connections with circus schools like Circomedia, CAAA2 will push creative boundaries. Three seasons of indoor and outdoor shows through 2024 will feature workshops and residencies to immerse communities in circus. At least half of the performances will be in priority areas needing more access to arts and culture.

The goal is to showcase the vibrance of contemporary circus, engage new, diverse audiences, and open up opportunities for youth. The partners are ready to spread joy and creativity near and far through the power of circus!

Project Partners

The organisations partnering to deliver Circus Around And About 2 are:

Take Art: Take Art is a pioneering arts charity based on a farm in rural Somerset. Uniquely it houses both a County Dance Agency and also a Rural Touring Service (alongside other Services). It has a commitment to both supporting the development and promotion of high quality arts practice, working with artists and companies locally, nationally and internationally. It also aims to enable Somerset residents to experience and participate in high quality arts activities.

Crying Out Loud: Crying Out Loud are creative producers bringing memorable experiences from extraordinary visual theatre makers to audiences of all ages and abilities. They curate and connect artists, programmers and their communities nationally and internationally to support world-class artistic experiences come to life in different forms and locations. A key strand of their new programme is to support and present visual, site specific and cross artform projects in the Solent and wider south-west region (where they are based). Crying Out Loud create development opportunities for local artists and communities, connecting them with the best companies and makers globally, and tour world-class international work to audiences across the South West England.

Extraordinary Bodies is a flagship collaboration between Dorset based performing arts charity and leading showmakers Cirque Bijou.. Our vision is diversity onstage, off stage and in the audience, because difference is human. We co produce national touring shows that desegregate D/ deaf, disabled and non-disabled people.



Fee/Salary: £27,500 inclusive of VAT pro rata

Hours: 2.5 days/18.5 hours a week (0.5 FTE)

Location: Various across south-west England using Take Art office in South Petherton, Somerset and home base on hybrid working arrangement by agreement

Reporting to: Executive Director, Take Art – either on a line-management basis or self-employed basis

Purpose of The Project Manager's Role is to:

1. Take responsibility for the smooth running of all project activity by organising and overseeing tour and related logistics
2. Control strong and effective lines of communication between project partners, Take Art, Crying Out Loud, Extraordinary Bodies, the presenting partners, Circomedia, each individual tour venue/location and the artists performing as part of Circus Around and About 2
3. Ensure project compliance in terms of monitoring, evaluating and reporting for the partners and the main funder, Arts Council England
4. Contribute to the success of the project and its wider aims through positive and proactive advocacy, wherever such opportunity arises.



Project Management Tasks

Liaison between Circus Companies, Presenting Partners and Local Promoters

- Lead communication with each company to explain clearly how rural/community touring works in practice and ensure that company expectations are realistic.
- Manage the project workplan including budget, tour scheduling and other tasks on time and within budget
- Lead communication with presentation partner staff and their local volunteer promoters enthusing about the 'menu' and ensuring that the presenting partner and promoter chooses the right show for them.
- Allocate the adaptation budget and support companies to make adaptations to their work so that it is 'tour ready' for rural/community touring.
- Liaise between the presenting partner, promoter and company with regards to concerns
- First point of contact for queries, logistical information starting with the booking process, through to overseeing touring including wraparound activity,
- schedule end evaluation and feedback from companies and presenting partners/promoters/audiences. If necessary the Project Manager will visit presenting partners to provide face to face support.
- Check company and show information is accessible to a non-circus familiar audience.
- Ensure all marketing and publicity channels; print, digital, social media are optimised including
 - Company and show information proofed to ensure language and images connect with and are accessible to a diverse, typical non-arts and family audience
 - National press coverage in liaison with the Project Marketing Co-ordinator, PR Consultant, Take Art, partners and presenting partner staff
 - Additional material to supplement existing company marketing assets where necessary, commissioned or contracted from a dedicated budget
- Troubleshoot issues arising in the lead up to, during and following the performances, including wet weather contingencies
- Champion the welfare of companies to create the best possible performance conditions.
- Arbitrate/troubleshoot issues between companies, promoters and schemes
- Produce end of project report for ACE in conjunction with the partners

Workshops/Residencies with Young People & Families Support

- Liaise between the company and presenting partners and facilitate good and clear communication.
- Liaise between the project partners and each residency as appropriate.
- Optimise links between residencies and other programme activities signposting companies if appropriate to Artist Lab Support

Menu compilation

- Co-ordinate the selection of artists for the menu in conjunction with project partners
- Liaise with companies and graphic designer to produce the menu to a timeline agreed by the project partners

Access Support

- Work with Extraordinary Bodies to organise the baseline audit of presenting partners

- Assist Extraordinary Bodies in access support budget allocation
- Support Extraordinary Bodies in creation and delivery of webinars and access toolkit

Central coordination

- Organise and take notes at quarterly partner meetings
- Liaise with the independent evaluator and ensure raw data is collected for the purposes of evaluation.
- Liaise with partners, Project Marketing Co-ordinator on the implementation of the audience development and marketing plan
- Work with partners to develop a circus rural/community touring toolkit
- Liaise with Take Art on the financial management of the project
- Attend advocacy and circus industry events as and when appropriate to raise profile of the project and its ethos
- Ensure the project partners regularly review the terms as set out in the Arts Council Strategic Touring agreement

Personal Specification

	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> • Knowledge & experience of rural/community touring 	<ul style="list-style-type: none"> • Knowledge & experience of making, producing and/or touring circus • Understanding of the social model of disability and access support processes
Skills	<ul style="list-style-type: none"> • A passion for reaching new audiences for contemporary circus • Strong producing skills in the performing arts with demonstrable experience of leading complex projects with multiple stakeholders 	
Experience & Qualifications	<ul style="list-style-type: none"> • Experience of delivering effective audience development strategies • Experience of supporting artists to make & tour their work 	<ul style="list-style-type: none"> • Experience of Arts Council England reporting structures • Experience of evaluating complex projects • Experience of delivering artist development projects • Experience of delivering workshops/residencies for Children & Young People/Families

To apply please complete the application form and return it to recruitment@takeart.org by noon on 31st October 2023.

Interviews: to be held Friday 10th November 2023 at the Take Art offices at The Mill, Flaxdrayton Farm, South Petherton, Somerset, TA13 5LR.

Equality and Diversity

Take Art is committed to equality and strives to create a diverse and inclusive working environment and teams that reflects the diversity of the UK population.

.Take Art is committed to equality, diversity, anti-racism, and anti-ableism and welcomes applications from all sections of the community. D/deaf and disabled candidates and those from the Global Majority who meet the essential criteria for a role will be guaranteed an interview as they are underrepresented in our workforce.

Take Art aims to be an equal opportunities employer and our Equality and Diversity Plan aims to improve the diversity of our workforce. To ensure the policy is effective and to help it develop, we monitor all applications for employment.

To this end, we ask you to complete our Monitoring form, [here](#). Monitoring information is collected and processed securely and separately to application, completing it is voluntary. Choosing not to complete this form will not affect your application in any way. Choosing to do so, however, will help us ensure that our recruitment processes are fair to all and allow us to attract diverse and talented candidates.

Take Art wants everyone applying to have an equal experience at interview. If you have a question about access, or have access requirements at interview or in employment please contact recruitment@takeart.org

If you would like this pack in alternative format, please contact Ruth Copping, our Office Manager by emailing recruitment@takeart.org or phoning her on 01460 249450



Further information about the project

Project Aims

ACCESS

- Engage children and young people in circus via workshops and participation
- Reach new audiences through venue access programme
- Bring high quality circus to underserved areas – 50% shows in priority places

ARTIST SUPPORT

- Create rural touring training at Circomedia
- Stimulate interest in rural touring through circus artist callout
- Support artists to extend show life by adapting for rural and community touring

INFRASTRUCTURE

- Create a new network of southwest circus presenters
- Build local promoter skills and confidence
- Prepare the ground for longer term growth of community circus touring

Project Outputs

- 40 performances indoors and out
- 3,800 audience members
- 30 youth and family workshops, 450 participants
- 6 young people and family residencies, 90 participants
- 1 rural touring lab for selected artists
- Rural touring learner module at Circomedia
- Tours for 5 circus companies
- Access audit of presenting venues
 - Access training for promoters
 - Equality, Diversity and Inclusion Familiarisation
 - Audience access trouble shooting webinars
 - Access and case study resource
- 1 digital documentation
- 1 evaluation report

CREATIVE PEOPLE (ACE OUTCOME)

CAAA2 opens up lively, local circus fun for youth from all backgrounds and experiences. With 30 circus workshops for children, youth, and families (with 450 participants, including those facing disabling barriers), the project helps grow their skills, confidence, and creative spirit alongside their families. Eg School of Larks partners with Allsorts Charity, bringing circus skills to children with additional and complex needs. In Weston-super-Mare, Super Culture (previously Theatre Orchard) connects with specialist schools, (Bay-tree Specialist School for SLD and PMLD young people and Elmfield School, a North Somerset school for D/deaf children). All our presenters have strong community ties to reach youth referenced in the Audience Plan.

6 immersive circus residencies for youth will have 90 participants, including those facing barriers, lasting 2-4 days each. Circomedia students and graduates will learn about the opportunities to take touring circus to communities.

We'll team up with other groups supporting those facing challenges through Diverse City's networks. Activities will happen in schools, many in underserved areas needing arts access (Priority Areas or Levelling Up for Culture Places.)

The workshops and residencies will be financially accessible, linking with tours through combined show and workshop tickets. Nearby circus schools Circomedia and SofL offer chances for youth to progress into circus training.

Presenting partners have strong local networks to call upon to reach more participants (please refer to the detailed Audience Development & Marketing Plan) which includes:

- Take Art is based in a priority area, has CYP links with the Octagon Theatre, Yeovil and works with SEED Creative People, Creative Places programme in Sedgemoor
- Beaford works with a circus and aerial young person activity group that runs in Ilfracombe. Acrobatics features in several dance schools in the area which they will optimise
- Artsreach work with Dorset Council's Holiday and Food Programme, supporting children eligible for free school meals and The Remix - an inclusive youth performance company
- Cinderford Artspace - Engage/Artspace runs a programme of inclusive circus workshops for the local community in a rural area with high factors of social deprivation
- Carn to Cove work with Cavatina Music Trust and Live West Housing, thereby building links with communities across Cornwall (and IoS) offering heavily subsidised tickets for residents and young people
- School of Larks & Super Culture – see above examples

CREATIVE COMMUNITIES (ACE OUTCOME)

CAAA2 will reach more, less-engaged rural/urban communities via:

- 50% shows in ACE defined Priority Areas or Levelling Up for Culture Places
- 40 performances in local community spaces
- Shows selected by local people from a curated menu
- 10 artist and local promoter online pre-tour meetings to build these relationships
- Local home stays will be offered to artists by households in each area
- Integrated access programme doubling our diverse audiences to 20% total audiences

Rural touring is all about connections between presenters and local – rural and urban - promoters. Promoters choose shows from a fabulous menu to bring to their communities.

Previously, shows brought double the usual rural audience, demonstrating major interest! Evaluations found 88% called the shows memorable and 87% wanted more circus.

Audience members raved: 'The show was fantastic, really high quality and entertaining. Great fun for ages 3-93 and the whole of the community was really engaged.' CAAA Audience Member.

Circus is an accessible artform: "The unpretentious, uninhibited nature of circus must be highlighted," said one promoter.

CAAA2 has strong support. One promoter said circus (CAAA) "stimulated more of a demand for the arts and culture in general. One young mother was explaining she had moved from a city and wants to see more of this in the local area.'

Our Audience and Marketing Plan details clear links between presenters and diverse community groups. Additional to examples from the previous section:

- Strike a Light will work with community leaders & residents using their existing networks from Gloucester's Black, Caribbean & South Asian, Muslim & working-class communities.
- Cinderford Artspace partner with the NHS and commissioned creative health service
- Beaford has relationships with local schools, colleges, councils, volunteer organisations, cultural partners and environmental organisations
- Diverse City: will extend an ongoing project to develop and increase participation with less culturally engaged people

Residencies and workshops will strengthen connections, with nearby circus schools Circomedia and School of Larks (SofL) offering paths for youth to pursue professional training.

Evaluations will gather feedback to inform the future. CAAA2 builds appetite and bonds between presenters and promoters to power upcoming phases.

CREATIVE & CULTURAL COUNTRY (ACE OUTCOME)

CAAA2 spotlights diverse circus voices and scales up creative opportunities for youth from all back-

grounds in the south west. It fuels circus talent and innovation with training and support. Through CAAA2, knowledge will circulate leading to an expansion of and better access to brilliant, surprising contemporary circus.

Dialogue with Circus Change Up improves the touring landscape. Building audiences for contemporary circus and integrating circus into communities creates sustainability. Artist feedback guides improvements. Achieved via:

- 1 curated menu offering 4 circus companies
- At least 1 European company touring
- 1 intro to rural/community touring labs for artists
- 2 companies offered up to £3000 each to adapt/re-scale their shows enabling them to rural tour shows nationally and in Europe.
- Bespoke marketing support offered to 4 companies to enable them to create material specific to our audiences.
- Circomedia rural touring lecture series

Enhanced Artist Progression, Development & Networking Opportunities

- Emerging circus artists will be incentivised to engage with rural and community touring through the Circomedia rural touring lecture series engaging students via integration into:
 - 1st year street theatre module
 - 2nd year context module and compilation piece creation
 - MA students potential work opportunities
- School of Larks circus school link in Stroud allows them to build potential progression into the project for young people by linking with Circomedia.
- Strike a Light (SAL) offer R&D residencies to artists through their University Gloucestershire Artists in Residency programme & The Hawkwood Residency scheme. Both offering opportunities to support & sustain career development and dedicated time to be an artist.
- Carn to Cove contribute to an informal online creative network Cuppa Culture in partnership with Hall for Cornwall which encourages knowledge exchange and peer review.
- Take Art is involved in a 4 year Creative Europe funded rural touring project, SPARSE Plus, which includes 20% cross-border rural touring opportunities which Take Art will encourage UK circus companies to be considered for.

The proposed longer-term effort is to grow circus touring in the south-west and build audience appetite for that work. CAAA2 builds on the success of CAAA and Artist feedback will continue to guide improvements. Under CAAA3, future co-commissions are planned, alongside continued dialogue with Circus Change Up. Training, residencies, and rural touring modules at Circomedia will develop artists all the while exploring links across the UK and Europe.

Presenting Partners

Artsreach:	rural touring agency for Dorset
Carn 2 Cove:	rural touring agency for Cornwall
Villages in Action:	rural touring agency for East and West Devon
Beaford Arts:	rural touring agency for North Devon
Air in G:	rural touring agency for Gloucestershire
Super Culture:	community touring associate presenter Weston-Super-Mare, North Somerset
School, of Larks:	community touring partner and circus school Stroud Gloucestershire
Strike a Light:	community touring partner working with local groups central Gloucester
Cinderford Artspace:	community touring partner working with local groups, Cinderford, Forest of Dean

OTHER PARTNERS

Circomedia: Bristol Circus School Associate Partner who will facilitate rural touring sessions liaising with lecturers on the course to integrate the new module into the student curriculum



Extraordinary
Bodies



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