



Hippodrome Silent Film Festival Freelance Producer Brief

1. Purpose

To deliver the 2022 edition of the [Hippodrome Silent Film Festival](#) (HippFest) (est'd 2011) in and around the Hippodrome Cinema, Bo'ness in partnership with Falkirk Community Trust (FCT) and Falkirk Council.

Key responsibilities are:

- Overall logistics
- Fundraising (with Director)
- Infrastructure and recruitment/management of team incl. volunteers/Festival Assistants
- Reporting, planning, updating and evaluation
- Programme development (with Director)
- Community engagement
- Youth engagement (planning)
- Accessibility (with Director)
- Development and networking.

Day-to-day you will oversee all Festival production processes and planning across the entire Festival structure, as well as taking responsibility for budgeting and financial management.

2. Background

Launched in March 2011, HippFest was originally conceived as an expression of the unique link between the heritage of the Hippodrome cinema and the early years of the film medium itself. It is Scotland's first and only Festival celebrating silent film and live music and now extends beyond its six day model with community engagement and commissioned tours taking place throughout the year plus, since last year, online screenings and activity. Since its inception, over 20,000 people have enjoyed live accompaniment by internationally renowned musicians to classic and rare films featuring some of the world's best-loved movie stars. The Festival features opportunities for audience development through imaginative workshops, partnerships, talks, and satellite events at partner venues across the district and online.

HippFest is a high quality, eagerly anticipated event of national significance, with year-round activity and continues to grow each year in ambition, capacity, reach and impact. Having been forced to cancel our milestone 10th edition – the opening night of which coincided with the first national lockdown in 2020 – and then successfully navigated the move online in 2021, we approach our second decade with a strong reputation for excellence, inclusion and creative approaches to programming and audience engagement.

3. Context

The Hippodrome is Scotland's oldest purpose-built cinema – an A-listed single-screen picture palace located in the centre of the Victorian town of Bo'ness on the banks of the Firth of Forth 20 miles from Edinburgh. Operating a year round, weekly screening

schedule (approx 11 screenings per week across 6 days), it is known as a 'jewel in the crown' of Scottish cultural heritage with a remit of attracting and inspiring first-time and returning visitors as well as remaining close to the heart of the community of Bo'ness.

The Hippodrome building is owned by the Scottish Historic Buildings Trust; Falkirk Community Trust Arts team programmes and manages the venue. Falkirk Community Trust is a charitable company set up by Falkirk Council to deliver culture, library, recreation and sport services on its behalf from 1 July 2011. On 20 January 2021, Falkirk Council decided to resume management of services currently delivered by Falkirk Community Trust from 1 April 2022. These services include the cultural, recreational, sports and library services that the Trust has been managing, on behalf of the Council, since the Trust was established in 2011.

Falkirk Council and Falkirk Community Trust are committed to making Falkirk *the place to be* - where everyone can fulfil their potential, as stated in the Council's [Corporate Plan](#) and the Trust's Culture and Sport Strategy for the Falkirk Area – [Inspiring Active Lives](#). The Hippodrome Silent Film Festival contributes significantly to the achievement of these aims and we continue to ensure that HippFest is securely embedded into the Trust's core business planning as services transition to the Council.

Falkirk Community Trust is committed to a two-year delivery plan for HippFest, with core funding from Screen Scotland covering the 12th edition in 2022 already in place. Screen Scotland/Creative Scotland has supported HippFest for ten years and noted in their latest funding agreement letter: *"We are currently unable to award two-year funding due to the high level of demand on the Festival Fund's 2021/2022 budget. We are also unable to forward commit from the 2022/23 budget. However, we would like to strongly support the Hippodrome Silent Festival in 2022 with the full amount requested for 2021/2022 activity. We would also like to note our high regard for the festival. It is an event we have supported for many years and hope to see thrive in the future as a unique contribution to culture in Scotland, with both meaningful links to its local community and a growing international profile."*

Festival Vision, Ethos and Aims

HippFest's updated *Vision* is *"to be Scotland's principal commissioning and showcase festival for silent film with live music – centred in Scotland's first and oldest cinema; ambitious, innovative and relevant to the people of Bo'ness and Falkirk; and cultivator of a national and international community of cinema-goers with an appetite and appreciation for silent film."*

Ethos

Our approach is informed by the following:

- An inclusive and a non-hierarchical approach to silent film
- Exceptional, out-of-the-ordinary cinema experiences
- Accessibility and diversity in all elements of delivery
- The highest standards of presentation
- A programme which fosters discovery and challenge
- Productive partnerships between community, artists, and audiences

We have 11 core *Aims*:

1. Engage **existing and new audiences** for live music and for silent film.
2. Increase opportunities for a wide range of audiences to **experience the work of professional artists** based in Scotland, the UK and beyond.
3. Encourage and support **artistic response** through the films and traditions of the silent moving image.
4. Strengthen the **Festival's nationwide reputation** in the UK arts festivals' calendar for high quality, ambitious programming, performances and presentation.

5. Stimulate numbers of visitors from outwith the area and develop the Hippodrome and Bo'ness as a **destination for tourism, business and cultural sectors**.
6. Celebrate and engender pride in the unique identity of the Hippodrome as Scotland's oldest cinema and a venue "**where silent cinema is at home**".
7. Inspire **sustained audience loyalty** to the Hippodrome.
8. Strengthen partnerships with national and international **silent film archive** collections, curators and professionals.
9. Build on **partnership engagement activity** with local community and business groups.
10. Provide **learning and creative thinking opportunities** in the area of silent film for young people of school age and FE and HE students.
11. Develop **platforms for cultural exchange** with national and international festivals and cultural institutions.

Our key *development aims* for 2022 – 2023 are to:

- **Further diversify our audience** with a particular focus on 18 – 30-year-olds, and local/economically disadvantaged people.
- Put in place recommendations of a specialised audit to maximise our existing access provision for **D/deaf and hard-of-hearing people**, and explore innovative ways to include D/deaf and hard-of-hearing people in the live music element of HippFest
- Deliver a more **experimental programme** of film screenings and performances with new high profile commissions and co-commissions with a particular emphasis on alternative events in a new strand: **HippTest**.
- Establish new **cultural exchange initiatives** with domestic and international festivals, cinemas and archives.
- Harness the momentum of the Festival's impact on **community regeneration**, through advocacy, partnership working, volunteering opportunities and more communal viewing initiatives.

3. Structure

The Producer will report directly to the Arts Development Officer (ADO) (Film and Media) and the Team Leader – Arts (FCT).

The Producer will work in conjunction with the FCT ADO (Film & Media) on the Hippodrome Silent Film Festival 2022. The FCT ADO (Film & Media) is the Director of the Festival.

The core Festival team also comprises the following part-time freelance roles:

- Marketing and PR Manager
- PR Officer
- Social Media Manager/Online Coordinator
- Production Coordinator (vacant)
- Festival Assistant (subject to funding)

plus

- A part-time work placement student (subject to appropriate placement candidate)
- Volunteers

The team works in conjunction with the FCT marketing, venue, box office and technical teams making the most effective use of existing systems, processes and authorisation structures.

4. Roles and Responsibilities

This brief outlines the scope, principal purpose and main elements of the Producer's role for the 2022 Festival. It is a guide to the main duties as they currently exist but is not intended to be exhaustive. The Producer is expected to work flexibly, respond positively to changing project needs and suggest initiatives and areas for Festival development. Tasks where the Producer is expected to take a [LEAD] role have been indicated as such. As 2022 will be the 11th edition of the Festival, there are many documents, relationships and best practices in place to guide your work, so it will not be necessary to create everything from scratch.

Funding/ Finance

- In conjunction with the Festival Director, source and apply for funding to support development and delivery of the Hippodrome Silent Film Festival 2022 in general and for specific projects. The outstanding cash match-funding target for 2022 is £56.8k
 - In conjunction with the Festival Director help secure funding to support the continuation of the Producer role for 2023 onwards.
 - In partnership with the Team Leader – Arts monitor and maintain the Festival budget within context of FCT / Falkirk Council financial management systems [LEAD]
 - Monitor and maintain the Festival budget in line with reporting requirements for key funders [LEAD]
 - Work with key Festival staff e.g. Marketing and PR Manager to ensure spending is kept in line with financial resource available for their department [LEAD]
 - In conjunction with the Festival Director, keep an up-to-date record of orders and invoices relating to the Festival and report on income management when required
 - Support the Festival Director in managing funding and sponsor relationships

Programme

- Support the Festival Director on development of the Festival programme and as part of this process undertake research with relevant individuals and organisations, e.g. film archives, venue and delivery partners.
- Manage the successful delivery of a range of other programme (outside the main Festival dates) including a Community Tour, The Autumn HippFest: Taste of Silents programme and nationwide touring of new commissions. As part of this process undertake sourcing funding, venues, partners, programme content; contracting accompanist(s) and co-ordinator/s [LEAD]
- Support the Social Media Officer on development and delivery of online events
- Research, develop and oversee delivery of a pilot live stream of selected talks and workshops working from the findings from our first digital edition in 2021 [LEAD]
- Oversee captioning and BSL provision with our technical partners at in-person and online events [LEAD]
- Research, develop and oversee delivery of a pilot large-scale outdoor screening event at FCT's Callendar Park or Helix Park [LEAD]
- With the Festival Director research and develop a pilot Sound and Image installation with a new partner.
- In the event of online film streaming with a third-party partner viewing platform coordinate any platform build requirements and digital logistics. [LEAD]

Staff Management and recruitment [LEAD]

- Direct and supervise the work of the Festival Marketing & PR Manager within context of the on-going FCT Marketing team and Box Office activity and the needs of the Festival
- Recruit temporary Festival staff and volunteers as required
- Working with the Venue team, develop the rota and briefing documents for the volunteers and ensure they are effectively managed during the Festival
- Direct and supervise the work of the Festival Assistant, Production Officer and work placement student within the context of on-going FCT and other relevant community partners.

Admin/ Coordination

- Compile and distribute schedules and planning documents to all staff, maintain a detailed timeline and ensure deadlines are met
- In conjunction with the Festival Director contact, negotiate and liaise with potential guest speakers, musicians, etc and contract, arrange travel/accommodation and schedules etc for those engaged to form part of the Festival programme;
- Organise and chair working group meetings (comprising appropriate officers from FCT and any other co-opted individuals as appropriate) including regular monthly project update meetings, documenting progress and action points and keeping relevant documentation fully up-to-date as required [LEAD]
- In partnership with Team Leader – Arts, liaise with senior management, funders, elected members and other stakeholders as appropriate, regarding the Festival programme in general and their specific roles and responsibilities within it; [LEAD]
- Liaise with the Venues Manager, Technical Team Leader and the operations team on venue requirements for the Festival including staffing, specific arrangements/get-ins for talent; technical team and equipment requirements (such as piano hire, PA, lights, additional projection equipment, etc) [LEAD]
- Ensure that the correct licences, certifications and risk assessments are carried out/in place for Festival screenings and events

Engagement

- In conjunction with the Festival Director, work with internal and external partners to harness youth interest and participation in the Festival both within and without the school context, including the New Found Sound initiative, Hippsters Young Reviewers, and primary school workshops and youth clubs [LEAD].
- Continue to develop partnerships, events and mutually supportive activity that links established groups, businesses, organisations, companies and learning campuses in the area with the Festival. This includes, but is not confined to, relationships with the local businesses, retailers and community groups in Bo'ness to build on the mutually beneficial relationships that have been developed over the past ten years [LEAD]
- In conjunction with the Festival Director develop the D/deaf accessibility work of the Festival.

Development

- Contribute to a review of the previous years' performance and the development of strategic objectives for the Festival in 2022 – 2023 [LEAD]
- Identify and pursue opportunities to broaden the reach of the Festival and manage existing relationships for key delivery aspects of the Festival (e.g. Festival shuttle bus, Festival Hub) [LEAD]
- Contribute to a programme of engagement and advocacy with potential Festival partners to secure funding for the Festival in future years
- Consider and, where appropriate, progress programme and funding opportunities for Festival delivery in 2022 - 2023.

Marketing

- Work in partnership with the Festival Marketing & PR Manager on a programme of marketing activity (to be delivered by them and Falkirk Community Trust's Marketing Team) that will engage existing and new audiences; strengthen the Festival's nationwide and international reputation and inspire continued audience loyalty to the Hippodrome, whilst also meeting Box Office income targets

Evaluation

- In conjunction with the Festival Marketing & PR Manager contract and direct the work of a photographer and videographer to document all elements of the Festival, ensuring a comprehensive brief to requirements is communicated with both that answers the needs of future Festival marketing and highlights key objectives
- Coordinate the monitoring, evaluation and analysis of statistical data of the Festival within the context of Falkirk Community Trust service planning/ performance measurement procedures [LEAD]
- In conjunction with the Festival Marketing & PR Manager, produce audience feedback questionnaire(s)/methods that are fit for purpose, widely accessible and capture the data required by all funders and stakeholders.
- Complete annual post-Festival evaluation reports (internal and external) and disseminate to appropriate stakeholders in a timely manner [LEAD]
- Contribute to the completion of any external funding agency End of Project reports, as required.

5. Timescale and Terms

The core dates for the Hippodrome Silent Film Festival 2022 are **Wednesday 16 – Sunday 20 March 2022**, although there will be key events happening out-with these dates.

The contract will commence **Mon 15 Nov 2021 and run to Fri 30 Sep 2022 (46 weeks) (Nov-Mar F/T & Apr- Sep P/T)**. The work programme will be agreed between the Producer, the Team Leader – Arts and the HippFest Director .

This contract is offered on a self-employed basis and the contractor should take full responsibility for any tax and national insurance contributions relating to the fee. The contractor may be required to work with young people during the project and as such must be willing to undertake a PVG/ Enhanced Disclosure (Scotland) Check.

Further to the information in section 3 regarding Falkirk Community Trust's transition to Falkirk Council from 1 April 2022, the latter half of the Producer's contract period (April

– September 2022) will be with Falkirk Council, not Falkirk Community Trust. The Producer will be notified formally of this prior to 1 April 2022.

(Note: dates for HippFest 2023 are tbc. The next Producer contract is anticipated to start 1 Oct 2022.)

6. Fee

The fee offered for this engagement is **£22,500**.

There is an additional allocation of **£500 towards travel and subsistence**. This will be paid on receipt of monthly invoices to be submitted to the HippFest Director, with receipts where applicable.

7. Equipment and Workplace

Access to a laptop will be provided for the duration of the contract. FCT and Falkirk Council are currently developing plans for blended (remote and office) working. We anticipate the Producer will work on this basis also. The Producer will have access to a work station hub with a wired data connection, an external display, keyboard and mouse (subject to availability) at the FCT offices in Falkirk Stadium (during office hours). The Producer will need to be prepared to attend meetings and undertake stakeholder engagement across the Falkirk area. **It is therefore essential that the Producer is mobile across the Falkirk area.**

8. Application and Selection Process

Individuals interested in being considered for the HippFest Producer contract should send:

- An up-to-date **CV**
- A covering letter **referring to the project brief and person specification**, telling us
- **why you are interested** and **what skills and experience** you would bring to the role
- Details of **two references** whom we can contact prior to shortlisting
- Confirmation of your **availability on our interview date**

Completed applications should be addressed to

communitystaffing@falkirkcommunitytrust.org

Falkirk Community Trust, Suite 1A, Falkirk Community Stadium, 4 Stadium Way, Falkirk, FK2 9EE tel: (01324) 590929.

The deadline is **noon Monday 25th October 2021**. We will confirm we have received your application by e-mail.

We will hold **interviews Thursday 4th November via Zoom**. **Please let us know, in your cover letter, whether you would be available for interview on that date** so that we can be aware if we need to try to make alternative arrangements for any short-listed candidates.

9. Further Information

If you would like an informal chat about the role, please contact the Festival Director Alison Strauss: alison.strauss@falkirkcommunitytrust.org to arrange a suitable time.

Hippodrome Silent Film Festival Freelance Producer Person Specification	Essential (E)/ Desirable (D)
Experience	
Experience of arts or film festival management, planning and delivery	E
Experience of community engagement / development projects	E
Strong administration and organisation	E
Securing sponsorship and writing successful funding applications,	E
Experience of creating, managing, monitoring and reporting on budgets	E
Experience of managing large scale events	E
Experience of recruiting, managing, mentoring and supporting staff and volunteers.	E
Experience of maintaining and forging good relationships with funders and stakeholders	E
Experience of audience development strategy and execution	D
Experience of working in the public sector such as a local authority/ Trust	D
Experience in guest liaison and hosting	D
Knowledge and Understanding	
Knowledge of and passion for arts and culture, especially cinema	E
Understanding and knowledge of silent film and archive film.	D
Customer focussed with an understanding of Best Value principles.	D
Understanding of arts marketing in practice	D
Knowledge of Scottish, other UK regions & International film exhibition, venues and festivals	
Skills	
Ability to communicate effectively with range of individuals in both written and verbal form	E
Excellent interpersonal skills	E
Excellent organisational and planning skills	E
Report writing and research skills	E
IT competency	E
Capacity for multi-tasking and managing complex workloads under pressure	E
Able to work effectively as part of a small team and individually	E
Full UK driving licence	E
Personal Qualities and Attitudes	
Positive thinking, proactive & creative	E
A professional outlook and a commitment to working to the highest standards	E
Committed to quality and attentive to detail	E
A committed and generous collaborator	E
Appreciative of film culture and the value of arts/cultural provision	E
Ability to inspire and motivate and enjoy team working	E
The ability to communicate effectively with a wide range of stakeholders	E
Demonstrable understanding of and commitment to diversity and inclusivity and ensuring this is considered across all areas of delivery	E
Able to work out-with normal office hours including evenings and weekends, as required	E
Able to take accountability and ownership of complex situations	E
Must be able to travel throughout the Falkirk Council area by public transport and/or own vehicle.	E