



WORCESTER MELA  
PRODUCER'S PACK  
OCTOBER 2021



Supported using public funding by

**ARTS COUNCIL  
ENGLAND**

Working together in partnership



the  
**arches**  
Festivals

Dear Applicant

Thank you for your interest in the role of Producer for Worcester Mela.

Worcester Mela is a brand-new community led organisation set up to embed South Asian Culture within the City of Worcester. Worcester Mela is one of four community festivals supported through [thearchesworcesterfestivals.co.uk](http://thearchesworcesterfestivals.co.uk) led by [www.severnarts.org.uk](http://www.severnarts.org.uk) as part of the Cultural Development Fund Programme. Worcester Mela is also being supported by [Nutkhut](#) to ensure an ambitious, artistic programme.

Following a successful application to Arts Council England we are looking for a part time freelance Producer to work alongside the Worcester Mela committee to translate our vision for a uniquely diverse and creative approach to a traditional Mela.

The Producer will play a key role in the delivery of the Programme between November 2021 and March 2022. The successful person will be expected to have excellent people skills, a positive, 'can-do' approach to bringing projects to life, the ability to work on their own with a meticulous attention to detail and be a skilled communicator and negotiator.

Further details on how to apply are contained within this pack. If you would like any further information, or to chat about the role before applying, please contact Anjali Fowler to arrange a call on [anjali@themovemaster.co.uk](mailto:anjali@themovemaster.co.uk)

The closing date for applications is 22nd October 2021 with interviews on Monday 8th November 2021.

I look forward to hearing from you.

**Anjali**

Anjali Fowler  
Vice Chair - Worcester Mela

## Background Information

This project will test a series of artistic and creative community-led interventions which celebrate the richness and diversity of South Asian culture in the city of Worcester. Our collective vision is to create an ongoing dialogue with the public and bring together people of all communities to share in our individual and collective concepts of heritage, culture and traditional arts, public & civic, sharing what is unique and inclusive about South Asian culture.

The Committee are building relationships with key partners across the NHS, Education & Cultural sector organisations creating sustainable programmes of community, cultural and artistic expression, entirely aligned with the values of Arts Council's Let's Create.

A 1st-phase R&D Project into a unique Worcester Mela, developed with communities & partners includes:

**Commission 1:** An artwork in Worcester Hospital highlighting the COVID impact on vulnerable groups, while celebrating the contribution made by minorities to the NHS. Post-COVID recovery & community-led art & culture forms the centre of our thinking, highlighting disproportionate impact on South Asian communities. [Nutkhut](#) are leading on this commission and have engaged associate artists [AbbeyandAlice](#) to create the installation. They have been selected for their experience in site-specific immersive & community engaged practice. There will also be opportunities for local artists' involvement.

**Commission 2:** Document the voices & stories of early Asian settlers; why they came; how they settled; the connections they made that shaped the growth of the city. Forming part of our digital identity to reach new audiences, it will help connect & contribute to other community projects in the city, i.e., Worcester Archive, Museums, libraries & schools.

A public event showcasing the art installation, & artefacts from the voices project with the public, stakeholders & partners will take place in 2022 after both projects have been completed. Further creative consultation across the 2 commissions will inform the shape of the city's first larger scale Mela later in 2022.

The 2 commissions will be high-impact, leading to a sustainable annual Mela embedded in the city which is shaped by, with and for the South Asian community. Creating these projects will strengthen and support new cultural leaders in the city and wider region. We will develop new audiences, participants, volunteers, community champions and artists, building an infrastructure and identity for a uniquely Worcester Mela.

The use and role of digital media in Mela will need to be redefined in a post-COVID world. We need to innovate new models of creative on-line engagement to build the confidence in the public sphere to be truly intergenerational and integrated with all parts of the south Asian community.

The project will contribute artistic and archival documentary artefacts to Worcester Archive and can be exhibited at the museum showcasing a South Asian collection. We will continue to capture and embed the body of research we collect into innovative projects for future Melas delivered year-round.

Our ambition is to be the most creative & dynamic UK Mela, bringing our message of togetherness via new mediums & digital interaction.

## **PRODUCER'S ROLES & RESPONSIBILITIES:**

The Producer will realise and deliver the R+D programme working with partners, artists and the community, reporting directly to the Mela Committee.

The Fee for this work is £4,000 (average of £200 per day for 20 days).

### **Project Delivery :**

- Project manage the day to day delivery, production, and operational logistics of each commission.
- Work closely with partners, venues, freelance contractors and volunteers to understand and deliver the programme.
- Contract and manage all freelance artists and contractors.
- Undertake all relevant administration relating to the programme including artists, venues, partners and contractors.
- Ensure clear communication, acting as the key liaison point for projects between the Mela Committee, the artists, partners and contractors.
- Work with the Committee on marketing the projects and producing relevant content for the website.
- Create detailed delivery plans for the projects and related events, including workshops, development and installation.
- Manage all related health and safety requirements including risk assessments.
- Ensure the programme remains within budget.

### **Monitoring & Evaluation:**

- Produce and present update reports for the Mela Committee.
- Contribute to overall final evaluation, ensure effective collection of data to support the evaluation and ACE reporting, making recommendations for future events.

### **Necessary Experience, Knowledge and Skills**

- Experience of working in the arts, heritage and/or cultural sector
- Experience of developing and producing projects, ideally across a range of art forms
- Experience of working with multiple stakeholders and partners
- Experience of dealing with issues relating to diversity & access
- Experience of dealing with people diplomatically and effectively
- Strength in building and maintaining positive relationships with a variety of stakeholders and partners including communities, artists, organisations, venues and more
- Excellent administrative and organisational skills
- Positive, proactive, self-motivated, and flexible approach
- Ability to work on their own as well as part of a team
- Ability to use initiative
- Able to manage time effectively and cope with demanding workload
- A creative approach to problem solving and an ability to make things happen

- Excellent attention to detail
- Good communication and people skills
- A willingness to work evenings and weekends when necessary

**HOW TO APPLY:**

If you are interested in applying for this role, please send:

- A written statement about how your experience and skills meet the specifications of the role and what interests you about the position (max. 1000 words)
- CV
- Links to any relevant websites illustrating previous experience
- Name of two independent referees from two recent projects