

Project Description – Spoken Words Programme Co-ordination

A New Direction, Spread The Word, and Apples & Snakes are working together to deliver the **Creative Futures: Speaking Words** programme. **Speaking Words** will offer people in East London an opportunity to watch, perform and develop careers in spoken word and performance poetry in the future Queen Elizabeth Olympic Park and its surrounds. For one lucky individual it will offer a life changing opportunity to become the first Young Poet Laureate in East London.

Speaking Words covers three strands of work:

1. **East Slam:** an inclusive programme of performance poetry/spoken word in east London and the future Queen Elizabeth Olympic Park for North Park opening and beyond, run by Apples & Snakes.
2. **Poetry Pathways East:** a training, mentoring and education programme which will encourage participation of residents from surrounding boroughs as well as offer training, internships and pathways to careers in performance and spoken word poetry, run by Apples & Snakes.
3. **East London Young Poet Laureate:** a competition to find the first east London young person poet laureate for the Park and manage the young poet laureate over one year in the park, run by Spread the Word.

The consortium delivering this project is funded by the London Legacy Development Corporation to provide a rich and wide reaching programme of development work across communities and schools in East London. The programme will run until October 2014, when the second Young Poet Laureate for East London will be announced.

A New Direction is seeking to work with a freelance project manager to co-ordinate the delivery of this programme. The project co-ordinator will be required to visit The Albany in Deptford and A New Direction's offices. The co-ordinator will have a role in ensuring that all partners are connected in their approach and delivery to ensure a successful, high profile programme.

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Project Timeline:

May 2013 – October 2014

(18 months)

Project Co-ordination Fee:

A New Direction envisages this contract for 152 days over 18 months, based on a day rate of £200. This fee amount is exclusive of VAT (where charged) and covers all reasonable expenses incurred during the project. A New Direction also recognises that due to the nature of the work there will need to be a degree of flexibility involved in the allocation of days, accommodating times where there will be peaks and troughs of activity.

Outcomes:

- Liaise with key individuals and teams at LLDC on behalf of the consortium
- Ensure communication between LLDC and consortium is effective and timely, attending meetings and disseminating information as appropriate
- Ensuring consistency of message about the programme - liaising with consortium members' marketing teams and ensuring key PR/ Media opportunities are maximised through joint working
- Holding an overview of programme activity to ensure events and activities are programmed to complement each other
- Providing project management and administrative support for specific areas of programme delivery - such as Young Poet Laureate selection process.
- Liaising with external partners to provide information about the programme and to identify useful partnership opportunities
- Maintaining an overview of the programme schedule, responding to opportunities as they arise.
- Provide ongoing support to the external evaluator, for evaluation and monitoring of the project.
- Overseeing the work of the proposed digital apprentice to develop a wordpress-style site, liaising with partners to ensure appropriate content is generated
- To assist AND with their development and writing of a feasibility study for a Poetry Hub based in East London.
- Support AND with contracting, arranging meetings and managing schedules in relation to the programme, including some general administrative duties.

Requirements

- understanding of live literature / poetry / spoken word art forms
- minimum of 5 years working in the arts sector
- experience of co-ordinating/managing multi-partner programmes
- experience of delivering arts engagement programmes for young people and the general public
- experience of successfully marketing and promoting large and small scale arts events
- excellent communication skills - written and verbal
- experience of using and creating digital media content to a high level - websites/ films / blogs / etc
- ability to effectively manage communication between a range of partners
- flexible working - can manage own time and resources
- knowledge of East London, and work with regeneration bodies

Application

Please submit a C.V. and brief covering letter to anthony.ruck@anewdirection.org.uk by 09:00am on 29th April 2013. Interviews will take place on May 2nd 2013.

About the Consortium

A New Direction

We connect children, young people and education with the best of arts and culture in London. We believe that together we can make London the best city in the world for young people's cultural and creative development.

- We **campaign** for the value of arts and culture to the lives of all young Londoners
- We **promote** practical ways that schools and other institutions can develop cultural opportunities
- We **work** with arts and cultural partners to ensure the highest quality in work with children and young people

Apples & Snakes

Apples and Snakes is the leading organisation for performance poetry in England, with a national reputation for producing exciting and innovative participation and performance work in spoken word.

We work in partnership with creative individuals and organisations across the country to produce high quality artistic experiences - including work with, for and by young people - that raise the profile of spoken word and push the boundaries of the artform, artists and audiences. We offer professional development for artists including advice, training and performance opportunities at a local, national and international level, with a particular focus on nurturing emerging talent and championing marginalised and disenfranchised voices.

Apples and Snakes was set up in 1982 by a group of poets in order to establish more performance poetry events. Over the last three decades, Apples and Snakes has been the development ground for many high profile poets and artists, inspired countless young people and taken performance poetry to new places. Since 2002, Apples and Snakes has made the transition to a national organisation and currently has Programme Co-ordinators in London, the North East, the South East, the South West, the West Midlands, the East and partnership projects with venues, literature organisations and artists taking place across the country.

Spread The Word

Spread the Word is London's writer development agency. We curate a programme of affordable workshops, masterclasses, and engagement projects, particularly targeted at those who would find it difficult to access opportunities elsewhere. Through this range of activities, we nurture long-term relationships with writers to bring talented new voices into the literature economy. Spread the Word supports London-based writers of all forms and is funded through Arts Council England as a National Portfolio Organisation.