



Hat District and Hat Factory Arts Centre

Culture Trust, Luton Freelance Creative Programme Director Brief

Summary	We seek a Freelance Creative Programme Director to deliver our exciting new Creative Plan at the Culture Trust, Luton.
Duration	Starting 15 August 2023 and ending 29 March 2024 90 days across the period c 3 days average a week

1. The Priorities of the Role

The Creative Programme Director shall bridge between the departure of the Trust's current Creative Director Sam Javid in August and future recruitment. In the interim we seek an experienced contractor to delivery priority elements of the Creative Plan, manage and generate resources and to enable continuity to key strands of work.

The priorities specified for the contract period are as follows;

- Direct the delivery of our new 3yr Creative Plan to grow audiences and partnerships.
- Animate the Hat District Factory Arts Centre growing regular activity and audiences.
- Direct the NPO plan for Wardown Museum and develop the Hats Made Me programme
- Lead skills, creative industries and talent launching ACE funded Talent, Alumni & Skills (TAP).
- Generate resources to grow the cultural programme and team and harness new initiatives.
- Advocate for arts and culture in Luton and promote our impacts to town-wide agendas
- Successfully manage budgets, teams and admin and add value to commercial plans.



(Clockwise top left: Stockwood Discovery, Hat Factory Arts centre, Hat District, Wardown Museum,)

2. Background about The Culture Trust

Our mission is to 'connect communities through culture' and we attract over 200,000 visits to;

- **The Hat Factory Arts Centre**, adapted from a former hat factory, this newly refurbished venue (2019) provides a 106 capacity studio theatre, 250 capacity live music/performance space, basement lounge, comedy bar, creative workshops, studios and offices. We animate this venue with theatre, dance, film comedy, events, workshops and festivals.
- **Wardown House Museum and Gallery** set in parkland and in the heart of the community and home to the museum maker volunteer programme, Hat Study Centre and specialist collection in hats, textiles and local collections. We animate this Museum with music, schools and arts activities.
- **Stockwood Discovery Centre** provides two free museums (local studies, carriage and vehicles collections), outdoor arts and public art within a large walled heritage garden and grounds. We animate this venue with special exhibitions (currently Hats Made Me), outdoor theatre, events, schools and learning activities and winter family light trails.
- **Hat District** in the centre of Luton is a cluster of three former hat factories animated and managed by the Trust for the creative and cultural community and outdoor performance area. We animate this area through events and activities, creative networks, public art and Hat District Lates. Hat House and Hat Works are creative workspaces within the vicinity of the Hat Factory Arts Centre forming a cluster which is growing as a creative community.

Our programme and more information about the Trust is available on www.culturetrust.com.

3. The Contract Specification

We seek a Freelance Creative Programme Director with experience and skills and a demonstrable track record to deliver the following;

Specification	Detail
Direct the delivery of our new 3yr Creative Plan to grow audiences and partnerships.	<ul style="list-style-type: none"> • Lead on creative and cultural programmes, projects and partnerships across the Trust's Venues and strategic off-site locations. • Successfully deliver the Creative Plan year 1 and develop activity and resources for year 2 (with team). • Work with the Director of Customer Experience and Marketing team on maximising box office and ticketed income generation.
To animate the Hat Factory Arts Centre venue to growing regular activity and audiences.	<ul style="list-style-type: none"> • Develop and grow local creative partnerships, collaborations and networks that engage community groups, artists and young people. • To maximise audiences and ticket sales for the Hat Factory arts programme and Hat District Lates (with Head of Public Programme). • To build regular daytime activity and use of the theatre and basement venue, workspaces, café bar and workshop studios. • To harness commercial opportunities that will support the Trust's income generation targets and commercial plan.
Direct the NPO plan for Wardown Museum and develop the <i>Hats Made Me</i>.	<ul style="list-style-type: none"> • To deliver the NPO and lead communications with ACE (with CEO). • To direct the public programme alongside the Hats Made Me exhibition at Stockwood enhancing existing planned programme. • To connect our community with Wardown House Museum and develop our Hat and head-ware collection NPO project strands (with our NPO Project Producer (Museums) and Head of Heritage and Collections).
Lead skills, creative industries and talent launching ACE funded Talent, Alumni & Skills (TAP).	<ul style="list-style-type: none"> • To launch an ACE funded 3-year project to grow Talent, Alumni and Progression (TAP) in the Hat District and to combine this with our schools learning programmes (with our Head of Learning and Skills). • To develop specialist creative industry business and skills training, networks and mentoring in the Hat District Cluster. • To encourage more artists into spaces and through the creative ecology towards Hat Works and Hat House Creative Workspaces.
Generate resources to grow the cultural programme and team and harness new initiatives.	<ul style="list-style-type: none"> • To direct new arts commissions and recruit arts associates within the Luton Matters 2 year funded project. • To lead on Sustaining Stockwood artist commissions and One Mile Mission community engagement project with artist Alec Finlay and fundraise for next stage. • To develop concepts for Hat House Basement project space.
To advocate for arts and culture in Luton and promote our impacts.	<ul style="list-style-type: none"> • To develop reports, presentations and promote the impacts of the Culture Trust's creative activities and programmes. • Contribute to the leadership team reporting to the CEO and board. • Represent the Trust on local cultural and creative forums. • Raise the profile of the Trust through partnerships & promotion.
Successfully manage budgets, teams and admin and add value to commercial plans.	<ul style="list-style-type: none"> • To inspire, engage and line-manage three sector specialists (Heritage & Collections; Creative Learning and Skills & Public Programme) • To follow the Trust's policies and procedures, induction & training. • To work closely with the team to add value to the commercial plans, trading activities, bar and café and enterprising programmes • To work with the Director of Finance and Resources to manage revenue and project budgets (c £1.5m)



4. How to apply

Please send a letter of application (including Cost, Experience & Skills); a CV and names of 2 referees to marie.kirbyshaw@culturetrust.com.

Your submission will be assessed in the following way

Criteria for assessment		Scoring
Cost: demonstrated in your fully inclusive fee to deliver the brief for 90 days August 2023 – March 2024. <ul style="list-style-type: none"> The 90 days is for c3 days a week. A day is 7.5 hours, but these can be applied flexibly across more than three days. Working hours shall be based in Luton, as presence is important. The Contractor will be based in the Hat Factory Arts Centre in Luton Town Centre. IT and office administration shall be provided. There will be a need to access the other sites Stockwood/Wardown Occasional evenings and weekends will be required to support programmes/events. 		30
Experience & Skills demonstrated in a letter of application and CV and references.	At least three years management experience leading and a programme of successful arts and creative events and performances in medium to large venues.	70
	Experience in developing programmes that creatively engage diverse communities with culture including commercial.	
	Experience managing an Arts Council funded major project, programme or NPO and their budgets/reporting.	
	Skills in managing and motivating teams and ensuring high standards of performance and delivery.	
	Knowledge of arts and cultural sector in Luton and a passion for the area.	
	Income generation experience (marketing, box office, fundraising, sponsorship) to meet targets.	
	2 references supporting experience and skills	

Your submission will be assessed based on all the information you provide.
Shortlisted applicants will be invited for interview.

Timeline

Deadline for submissions	27 th June 2023
Interviews	4 th July 2023
Start of contract	August 2023
End of contract	March 2024

For an informal conversation about the brief please email fuschia.burton@culturetrust.com to arrange a telephone call with the CEO.