

Newcastle East - Inclusive, Healthy & Vibrant High Streets Freelance Events Co-ordinator Role

[Newcastle East – Inclusive, Healthy, Vibrant High Streets](#) project is led by Newcastle City Council and focusses on five high streets in the east of the city. The Council is working with local communities and businesses to deliver improvements and develop a long-term plan for the area, creating a better place for all.

As part of this project, we are now looking to recruit an Events Co-ordinator to develop and deliver a programme of activities and events in Byker, specifically utilising outdoor public space at Hadrian Square and the high street, Shields Road.

The purpose of this role is to help animate public space in and around the high street through creative programming to:

- Engage of range of audiences (including local residents and high street businesses)
- Establish a regular programme of interactive and engaging activities
- Test new approaches to animating outdoor public space

Background

A key objective of the project is to animate the high streets and make better use of outdoor space to encourage longer dwell time and make better connections to businesses, communities and the heritage of the area. During the project's initial engagement phase (August to October 2022) [Have Your Say Today - Project Engagement Report - Newcastle High Streets \(commonplace.is\)](#) residents expressed a desire for a wider local offer that includes the provision of cultural opportunities and activities for older people, children and families.

In response to this, a [grants scheme](#) was launched in 2023 inviting applications from locally based organisations/partners to deliver community-led events in the project area, with a particular focus on Shields Road, Byker. This opportunity is expected to continue in to 2024/25 alongside a programme of regular events and activities that we would like to introduce as outlined below.

Brief

We are looking for a co-ordinator who can create and deliver a programme of activities and events with a focus on Hadrian Square and Shields Road, Byker. The programme will be free to all and is intended to provide interactive and engaging activities for a range of audiences. Local residents have also told us that they would like to see events delivered during both the day and evening.

Hadrian Square offers a large outdoor location that could be utilised in a number of different ways. We see this commission as a way of testing what events and activities might be successful in this space and where appropriate what could be delivered safely on the high street (Shields Road).

We are looking for someone who would be able to bring their own creative ideas to the programming as well as having the ability to co-ordinate regular film-screenings and a market/pop-up food stalls. Delivery would begin in the summer holidays with at least 2 events per week (weekday & weekend) with further events and activities delivered in the October half-term and in the Christmas period. The programme is expected to offer both large and small-scale events for a mix of age groups. A key priority is to build momentum to increase footfall and contribute to improving the vitality of the area.

The role will also involve being available to act as event/site manager for delivery (budget is available for additional event staff/stewards or security as required).

Additional Information

Linking up with locally based community organisations and businesses is a priority.

Delivery will begin in the summer months and culminate during winter months, so this will need to be taken into consideration.

Any events/activities will need to align and compliment other activities being delivered within the wider project.

Budget

A budget of £15,000 is available for this role (we anticipate that this will be approximately 50 days work including event delivery/site management).

There is a separate budget of £80,000 for programming and production that will be managed by the High Streets Project Team.

Key delivery milestones

- Programme development **March – July 2024**
- Launch of summer events programme **July 2024**
- Summer events programme (12 events) **August 2024**
- Family friendly activity events (at least 2 events) **October 2024**
- Celebratory event **December 2024**

Events Co-ordinator – Person Specification

- Professional experience in events co-ordination, programming, production and delivery (including site management)
- Interest in and enthusiasm for community focussed programming
- Creative ability to respond to community feedback
- Knowledge of permissions and site restrictions when working in outdoor spaces/high streets
- Experience of arranging and managing equipment hire as appropriate
- Knowledge of Health & Safety regulations and risk assessments relating to events management and ability to prepare required documents.

- Excellent networks
- Excellent communication and listening skills
- Ability to work on own initiative and as a member of a team
- Ability to liaise with council officers as required
- Excellent administrative and project management skills
- Ability to track outputs related to event delivery
- Ability to input in to marketing plans, promotion and publicity of events

Please note that we are open to job share/partnership applications (the budget for fees remain the same).

How to apply

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

- why you are applying
- how you would approach the role
- how you intend to deliver the work and approximate breakdown of days
- about your local knowledge and networks
- how you would involve a range of audiences including local residents and businesses

Please also include the following information:

- Evidence of previous relevant experience which demonstrates your suitability for this role
- Up-to-date CV along with contact details for two referees
- Proof of current DBS
- Copy of Public Liability Certificate (minimum of £10 million required)
- Any access requirements and support needed for the application process or for the role

How to submit your application

Applications can be written, filmed, or an audio recording and no more than 2 sides of A4 or 3 minutes audio/video.

Get back in touch if you need this brief in a different format.

Application deadline: 12 noon Friday 15 March

Shortlisted applicants will be invited for an interview (either in person or on Teams) on 21 or 22 March 2024

All applicants are advised to hold these dates in their calendar to ensure that they are available if shortlisted.

Please send your application to economicdevelopment@newcastle.gov.uk

If you have any further queries, contact:
Sarah.Carr@Newcastle.gov.uk

The Newcastle East High Streets Project is funded by the UK Government through the UK Shared Prosperity Fund with the North of Tyne Combined Authority as the lead authority.

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