



The Other Way Works is seeking a freelance Producer

for 'A Moment of Madness' - Production and 2019 Tour

Context

The Other Way Works is seeking a Freelance Producer to join our team to deliver the development and tour of 'A Moment of Madness' (a brand new immersive theatre meets real-world-gaming experience from The Other Way Works in collaboration with game designer John Sear).

The project has already been awarded an Arts Council England Grants for the Arts grant for the development and tour, and the majority of other income (from performance fees) and in-kind support has also been agreed. The project is supported by R&D partner BOM (Birmingham Open Media) and Co-Production partners Birmingham REP and Flatpack Festival.

The production will premiere in Birmingham at the Flatpack Festival in May 2019. The 5 venue tour is planned for Spring/Summer 2019, with the main development period in January-April 2019.

About The Other Way Works

The Other Way Works reinvent the way people engage with theatre, using real world spaces and emerging technologies. Based in Birmingham UK, we have been successfully working at the forefront of theatrical innovation since 2004 with our own distinctive approach to creating and presenting theatre. We integrate games, technology and immersive experiences with site-specific, narrative performance.

Leadership

Artistic Director Katie Day is a 2018/19 BOM (Birmingham Open Media) Fellow, a resident of the Pervasive Media Studio at Watershed Bristol, and was the winner of the Hello Culture Award in 2014. She is a visiting lecturer at Coventry University teaching on the Experimental Narratives module. The organisation is overseen and supported by a Board of Trustees.

Our Track Record

In 2016 we were commissioned by Historic Royal Palaces to create an interpretation proof-of-concept for the Great Pagoda in Kew Gardens. In collaboration with HRP Curators we created an outdoor narrative game 'Farmer George's Flock' for families based on King George III's flock of sheep at Kew, where the game controller is a cuddly, talking sheep.

In Autumn 2015 our critically acclaimed site-based theatre thriller Black Tonic toured to hotels, supported by Birmingham REP, Watershed Bristol, and Theatre in the Mill Bradford, and selling out in every location. This tour and its associated digital developments were supported by Arts Council England, Radisson Hotels and The Hotel Collection.



In 2015 we co-curated and produced the year-long 'Many & Varied' programme of events for interdisciplinary artists, scientists, academics and technologists in the West Midlands. The largest event was the 'Bees in a Tin' conference delivered in partnership with Capsule as part of Supersonic Festival in June 2015.

Other past productions include: Avon Calling, an Avon party with a theatrical twist performed in audience members own homes (UK tours in 2012 & 2014); and Bandstand, a collection of digital audio performances for Bandstands delivered via a Smartphone App (2013).

Previous relationships with freelance Producers

We have worked successfully with several freelance Producers over the years, who in this crucial role have helped us to realise our creative ambitions, and built up the Company's reputation and relationships with artists and venue partners. For example: Katie Keeler (Black Tonic original development & tour 2008/9), has gone on to be Executive Producer of Theatre Bristol and now Kaleider; Ric Watts (Avon Calling development & tour planning 2011/12) now Senior Producer at Manchester Royal Exchange; and Thomas Wildish (Avon Calling tours 2012 & 2014, Black Tonic re-development & tour 2015) now Theatre Relationship Manager at Arts Council England. We are now looking to develop a new relationship with a freelance Producer with potential for this to be more long-term.

Our Vision

We tell stories to allow people to see the world in a different way, to encourage human understanding and empathy and make the world a better place to be.

Our Mission Statement

The Other Way Works creates playful theatre that immerses our audiences in the story. The intimate scenarios we create allow our audiences to explore places and perspectives anew, provoking them to change the way they see the world.

Our Values

We produce theatre experiences that aim to be:

- Inspiring; Playful; Challenging; Innovative; of High Quality.

Our Activities

The Other Way Works has four main areas of activity:

1. Creation of new theatre productions that explore the boundaries of theatre practice;
2. Exploiting digital platforms for distribution to reach wider and more diverse audiences;
3. Collaboration, partnership working and network building to foster and build links between artists regionally, nationally and internationally;
4. Delivery of innovative knowledge exchange and sector development initiatives around technology and creative practice.

For more information about The Other Way Works see www.theotherwayworks.co.uk

The Other Way Works is a Company Limited by Guarantee, registered in England and Wales. No: 06594555, and a Registered Charity, No: 1166679.

www.theotherwayworks.co.uk info@theotherwayworks.co.uk [@otherwayworks](https://www.instagram.com/otherwayworks)



About 'A Moment of Madness'

<http://www.theotherwayworks.co.uk/portfolio/a-moment-of-madness/>

A brand new immersive theatre meets urban gaming experience from The Other Way Works in collaboration with game designer John Sear.

Core Creative Team

Director: Katie Day

Game Designer & Technologist: John Sear

Writer: Tim Wright

A Moment of Madness catches the contemporary mood with a storyline about an up and coming politician, a potential political scandal, an environmental agreement in jeopardy, and the moral justification for surveillance. Targeting a young adult audience (18-30 years) we will harness the current surge of interest in politics to explore the moral grey areas of a public politician's private life, and what we will forgive or ignore for the 'greater good'.

To this story-world we introduce elements of 'escape room' games (like the 'Crystal Maze'), currently a popular phenomenon in cities worldwide, and widely played by our target demographic. Using live actors, interactive software-driven text messages, and real locations we will create a unique and visceral live experience for our audiences as they negotiate this morally ambiguous scenario.

The Project Scope

This activity will see the completion of 'A Moment of Madness', a pioneering kind of theatre experience, integrating digital technology and cloud-based services to create thrilling and immersive live theatre events for audiences in cities across the UK in Spring/Summer 2019.

Our participation activities will ensure that the sector also benefits from our learning, practice, and outputs, and include a 2 day Summer School Masterclass, volunteer performer opportunities (working with Birmingham REP's YoungREP), presentations, and public work-in-progress playtesting events.





Job Description: Freelance Producer

This is a key management role in the delivery of this project. The Producer will work alongside the Artistic Director Katie Day to ensure that the project is delivered in a high-quality and timely manner.

Main areas of responsibility:

- Managing relationships with the project partners, and confirming 2 additional tour partners;
- Negotiating use of off-site performance locations;
- Managing the contracting and logistics for the creative and production teams;
- Managing the delivery of the marketing and PR strategies;
- Managing the project budget;
- Managing documentation and evaluation of the project.

Key duties and tasks:

- Working with the Artistic Director, identify and confirm 2 additional suitable presenting partners in England for performances of the completed production in Spring/Summer 2019 on a fixed performance fee basis;
- Managing the Co-Production relationship with Birmingham REP;
- Finalising performance dates, financial deals, and relevant marketing deadlines with confirmed presenting partners;
- Managing relationships with presenting partner venues and festivals - programmers, marketing, PR, and Box Office;
- Managing the project budget - monitoring spend, making payments, reporting for interim and final funders' evaluation reports;
- Recruitment and line management of Production Manager & Stage Manager;
- Working with the Production Manager and presenting partners to source and confirm appropriate performance spaces (within venues and a nearby multi-story car park);
- Working with the Production Manager to source six cars to be used within the production (ideally through some form of corporate partnership);
- Organising Casting of performers;
- Contracting and ongoing liaison with performers, creative and technical teams;
- Scheduling, and arranging travel and accommodation for the team for content production, rehearsals, and touring;
- Managing delivery of the Marketing and PR strategy, working with a PR agency and presenting partners;
- Supporting the creative team during the development and rehearsal process where necessary;
- Ensuring the production is properly documented (photos and video), press coverage is collated, and audience data and feedback is collected;
- Working with the Artistic Director, ensure that Evaluation Reports are produced and circulated to funders and partners in a timely manner.



Person Specification

- A self-managing and pro-active problem solver;
- Thrives in a collaborative small team environment, and is committed to ensuring the project is a positive working experience for the wider production and performance teams;
- Experienced freelance Producer (theatre / performing arts / immersive experiences / events / real-world games);
- Good networks and contacts in the UK performing arts/city festivals sector;
- Experienced at managing creative development projects;
- Experienced at managing live events and touring;
- Strong knowledge of budgets and finance - creating, overseeing and reporting;
- Comfortable using contemporary IT and online services, for communication, document sharing and marketing;
- Ideally has experience of managing co-production relationships;
- Ideally Birmingham or Midlands based, or willing to travel here on a semi-regular basis when required.

Fee and Timescales

A Freelance Fee of £7,000
(based on £200 per day for 35 days)

Partnership Development	May/June 2018
Partner Liaison	September 2018
Recruitment / Casting	December 2018
Creative and Production Development	January - April 2019
Tour Management	May - July 2019
Evaluation	August 2019

Application Process

Most of my previous successful relationships with freelance producers have emerged through conversation and relationship rather than formal interview.

Therefore, to express an interest in the role, please send an email to me (Artistic Director, Katie Day) at info@theotherwayworks.co.uk, explaining briefly your interest, and ideally attaching a current CV (or equivalent).

It would be great to hear from you ASAP, and at the latest by **Saturday 10th March at 5pm.**

Assuming you appear to meet the criteria set out in this document, I will then be in touch to arrange a time to have a conversation with you about the project, your experience, and our ideas and expectations for the project and relationship. This should give us both a chance to gauge if we could make a success of this project together. I'm happy for the conversation to take place face-to-face in Birmingham, or via Skype if more convenient.

If it would be useful for you to see the full Arts Council England GftA application and budget for the project before speaking, please let me know in your email.