

ADVERT

Project Director/Creative Producer

Contract Term | Mid/End December 2021-Mid June 2022

Fee | £300 per day | 3 days per week

Applicants are asked to send a covering letter and CV outlining your knowledge, experience and suitability for the role taking into account the Job Description and Person Specification criteria. Shortlisting and interviews will take place before 20 December 2022.

Close Date: 8 December 2021

Background

Liverpool's restaurants and food scene is one of the most exciting in the UK, opening up new opportunities to tap in to the growing trend of food motivated tourism. From the elegance of Art School and Barnacle, celebrating local produce and global influences that shaped the city, to Bold Street Coffee and Buyers Club on Hardman street, a little slice of hipster Brooklyn. Not forgetting the Baltic Market, the city's eclectic pre-eminent food hub with its bug bustling warehouse affair. New immersive, quality food and drink venues are popping up in some of the most unexpected places and capturing the attention of journalists, investors and national media.

Now's the time for Liverpool to make the most of what it has to offer and capitalise on its unique position by investing in a new, transformational food and drink festival of scale and ambition.

In celebration of the Queen's Platinum Jubilee 2-5 June 2022 and in partnership with a global brand, Liverpool BID, Culture Liverpool and Marketing Liverpool are joining forces to inspire a vibrant new food and drink festival, celebrating Liverpool's food and drink sector and the city's globetrotting history to local and national audiences and media.

The relationship with global brands is both strategically and politically important to the city. The alignment of two global brand IP's is hugely powerful and the city aims to capitalise on

this alignment in order to elevate and accelerate our destination positioning and food sector offer.

The festival must be bursting with Liverpool's personality, our UNESCO City of Music status and a play on the Queen's Jubilee with a scouse twist – think a 'Foodie Edinburgh Festival' format with PR moments to capture the attention of visitors and media alike.

Liverpool must seize this opportunity as a catalyst for growth, positive EU relations, inward investment and a showcase of the power of positive public-private sector partnerships. The festival will play its part as a key component of Liverpool's post pandemic economic recovery.

The Role

Using the Queen's Platinum Jubilee weekend as the hook to position the festival, we're looking for a strong Project Director/Creative Producer (dual role) who can drive our ambitions forward – somebody with an artistic vision who can both translate that vision clearly to the sector and colleagues, work closely with both public and private sector, work in partnership with talent and create a four day programme to entertain, surprise and delight audiences.

You must be able to shape the way that meaning is taken from the festival, combining attention to detail with an ability to see the big picture and make connections between the two. We are looking for somebody to realise the project vision and make it possible for your creative team colleagues to achieve their best.

Driven by the festival steering group, some elements of the programme are already defined along with the delivery model, whereas others elements need curating and shaping. A clear narrative bringing together all component parts is key in developing a seamless food and drink programme of profile which will appeal to local and national audiences.

A highlight of Liverpool's 2022 major events calendar, you will need to hit the ground running, working closely with Culture Liverpool, Marketing Liverpool and Liverpool BID colleagues. You will both lead the internal project group and report progress directly into the festival steering group fortnightly. You will also work alongside a number of high profile sector ambassadors currently being recruited and jointly manage the festival budget alongside the Event Manager,

2022 Festival Model

The concept

A brand new food festival celebrating the people and plates which make Liverpool one of the most exciting foodie destinations in the UK.

In 2022 we will use the Queen's Platinum Jubilee celebrations four-day bank holiday weekend as a driver and hook to launch year 1, exciting local and national audiences and media – but with Liverpool twist.

Key to its success is about supporting the sector by driving people into their restaurants as opposed to asking them to cook remotely.

Split into three distinct courses:

Street Food - A taster takeover of three of the city's best-loved streets – Hope Street, Bold Street and Castle Street.

Between 2nd and 5th June 2022, every participating restaurant on these streets will be offering an amazing food taster at a price to be agreed. Therefore, you can sample food from over many incredible restaurants – some you will know and love and some for the first time.

The Kitchen – A central hub, will see:

- A demo kitchen in which some of the city's best chefs show you how to make their most loved dishes
- A podcast zone welcoming live recordings of some of the UK's best loved food podcasts (possibly Town Hall)
- Wine masterclasses (possibly Town Hall)
- Stalls and traders from across Liverpool selling amazing produce

The Chefs Special – A whole weekend of amazing one off events, incredible deals and top notch dining as restaurants across the city take the opportunity to do something a bit special.

Unique tasting menus, culinary culture clashes, the aim is for as many restaurants as possible throughout the city to offer something out of the ordinary across the festival period.

The streets around the city will be animated with music and performance, and cultural venues bursting with rich, immersive content throughout this time to create a huge citywide dinner out.

The festival has many strands, shining a spotlight on hospitality and will provide a platform to engage with our young people and attract/recruit colleges and apprenticeships for the next sommeliers, mixologists, waiters, pastry chefs and hospitality legends of the future.

Content strands will be underpinned by Major Joanne Andersons triple-lock pillars of People, Planet and Equality alongside our City Plan objectives and will include artisan producers, sustainability, diversity - a "World in one City" approach to cuisine and culinary influence brought to us through our Maritime history and city wide gastronomic matching of Bordeaux wine to Liverpool's restaurant signature dishes.

Lead Brand Partner

There will be a lead brand partner who will bring their own experiential content to the event.

City activation and a number of unique tasting and sommelier events will be activated in 'The Kitchen' and in collaborating restaurants in Castle Street, Bold Street and Hope Street.

Secondary objective – B2B: To support the brand partner to supply and retail across Liverpool's hospitality sector.