



**Title:** Creative Producer

**Term:** Up to 12-month, commencing October / November 2024

**Role:** Stephenson's Rocket changed the world. It inspired incredible economic and social change, created new approaches to travel and leisure and cemented the North West as the global epicentre of the industrial revolution.

To mark the 200th Anniversary of the world's first inter-city railway, we are looking for a Creative Producer who can build on this extraordinary legacy and turn it into a programme of activity designed to drive cultural and economic impact.

The story of the Liverpool to Manchester Railway has all the characteristics of the region as it is today - extraordinary innovation, engineering, built heritage and landscape, communities and shared identity. These ingredients will ensure that The Rocket 2030 programme will reflect on that history but crucially shape opportunities for progressive, sustainable developments in the future.

Although rooted in place, the programme must be international in scope to commemorate the 2029 Rainhill speed trials and the 2030 Anniversary of the Rocket.

The anniversary is already creating significant interest and several infrastructure projects, cultural initiatives and education programmes are already being discussed.

A North West Regional steering group has already been established and is chaired by Paul Salverson. Recognising the significance of these opportunities we, in the Liverpool City Region, are keen to establish a dedicated resource to compliment the work of the Regional Group and drive forward our plans.

We are looking for a Creative Producer who can work with artists and creatives to develop an ambitious series of events and projects that are of a scale and ambition deserving of this moment. We are looking for someone who can work with us to create a compelling narrative and experience and deliver extraordinary artistic interventions that not only resonate around the world but also inspire the next generation of engineer's, innovator's and dreamers.

This producer will develop the strategic approach and key deliverables for the Liverpool City Region to maximise the opportunities and physical lasting legacies these anniversaries present.

The successful candidate:

- Will work with existing groups and organising committees that have been set up alongside artists and creatives to develop their own networks and opportunities and as such must have superb project and stakeholder management skills.
- Be experienced in supporting artists and creatives to develop international interpretations.
- Must have experience of developing cross sectoral projects and understand public and private sector fundraising and financing.
- Will be as comfortable working with the rail industry as they will be with high profile artists, regional and national government agencies and cultural organisations.
- Will contribute to plans for a physical legacy as Liverpool City Region was key to the birth of the railways but at present has no permanent heritage exhibition or museum to recognise its role. The anniversaries present an ideal opportunity to address this deficiency.
- Engage with the Liverpool Visitor Economy Partnership to align proposals with their plans and ambitions for the visitor economy within the city region.
- Design a programme of activity which will have international significance and appeal, and which can leave a positive lasting legacy in the North West.
- Able to identify and develop activities to take place prior to the anniversaries to excite interest and generate visitor numbers of the city region.

Primarily the work will focus on St Helens (October 2029) and Liverpool (September 2030). Although these two locations are of primary importance in the story, we are keen that innovation and the spirit of the two-year celebration's involves everyone in the city region.

The project will be in two parts:

**Stage One:** to be completed by 28<sup>th</sup> February 2025 (Budget £25,000 maximum)

The production of an outline scope / feasibility document which will identify potential opportunities, their likely costs and sources of external funding that may be available to support this. These plans should include but not be limited to a physical legacy project, educational project(s), an events programme including two major events - one in 2029 in the borough of St Helens and one in 2030 in Liverpool City Centre. Monthly reports

will be submitted to the project steering group, these reports will ensure the emerging ideas and concepts that are likely to deliver the ambitions of all stakeholders.

Subject to the above plans being approved the project will then move to Stage Two. It should be noted that the individual completing stage one will not automatically be appointed to complete Stage Two by 1<sup>st</sup> April 2025.

**Stage Two:** to be completed by 30<sup>th</sup> September 2025

The development of the stage One plans into full Outline Business Cases (OBC) for each element of the programme developed at Stage One and approved by Stakeholders for further development. These individual OBC's should provide an assessment of strategic fit, achievability, value for money, economic impact, sustainability and affordability. A business case should contain an economic appraisal and other information including the proposed arrangements for financing, management, marketing, procurement, monitoring and evaluation of the relevant policy, programme, or project.

For more information please contact Claire McColgan, Director of Culture Liverpool on [claire.mccolgan@liverpool.gov.uk](mailto:claire.mccolgan@liverpool.gov.uk)

### **Registration of Interest**

Interested persons or organisations should submit the following no later than 12 noon Friday 11<sup>th</sup> October 2024 to [jen.falding@liverpool.gov.uk](mailto:jen.falding@liverpool.gov.uk)

1. Your proposed methodology outlining how you would approach delivery of this piece of work taking into the consideration the requirements stated.
2. CV and Case Studies containing detail on comparable creative projects.
3. Identification of personnel who would be assigned to the project as applicable.

## Facts

- The Rainhill Trials were an important moment in railway history. Held in October 1829, the objective of the trials was to work out what would be the best method of motive power for the nearly completed Liverpool and Manchester Railway, soon to become the world's first inter-city railway.
- Opened on September 15th, 1830, the Liverpool and Manchester Railway (L&MR) was the first of its kind: it relied exclusively on steam power, was powered entirely by its own motor, had a signalling system, was entirely double track, and carried mail.
- Edge Hill Engine Station, the original Liverpool terminus for steam locomotives on the Liverpool & Manchester Railway (L&MR) opened in 1830: located in a deep cutting the monument includes rock-cut chambers, the first 20m of three railway tunnels and the archaeological remains of the engine houses and associated features for the Wapping and Crown Street inclines. The site which saw the departure of the first passenger rail service in the world, the site is listed by Heritage England, as a scheduled monument.
- Earlestown rail station was the world's first railway junction and today is one of only two triangular stations in the UK.
- The Wapping Tunnel in Liverpool was the first Tunnel in the world to be excavated under a built-up area.
- The location of the first railway viaduct in the world is at Sankey Valley, St Helens, the structure is now Grade One Listed
- The Vulcan works in Newton-le-Willows, opened by the Stephenson family in 1830, built and exported over 6,500 locomotives nationally and internationally.
- Viaduct Works in Earlestown was the UK's biggest railway wagon works.
- William Huskisson PC (11 March 1770 – 15 September 1830) was a British statesman, financier, and Member of Parliament for several constituencies, including Liverpool. He is commonly known as the world's first widely reported railway passenger casualty as he was run over and fatally wounded by Robert Stephenson's pioneering locomotive engine Rocket at Parkside in St Helens.