



Application Pack

Parade Artist

April 2022



MANCHESTER PRIDE

Manchester One / 53 Portland Street / Manchester / M1 3LD / United Kingdom
T: +44 (0)161 831 7700 / Email: info@manchesterpride.com

VAT number: 915888380 Company number: 4671318 Registered Charity no: 1117848

Dear Applicant,

RE: Joining The Team at Manchester Pride

Thank you for showing an interest in joining the team here at Manchester Pride.

To help you with your application, please find attached some further information about our charity and a detailed specification for the role.

The recruitment process includes two stages – the submission of your portfolio and covering letter, followed by an informal chat or interview at which you may be asked to present your response to the brief.

To kick things off, you will need to submit your application either via email. The deadline for applications is **Friday 20th May 2022**. To apply please send a cover letter and portfolio to daisy.lee@manchesterpride.com.

If you have any questions about the process or would like an informal chat about the role, please do not hesitate to contact our Parade Project Manager, Daisy Lee (daisy.lee@manchesterpride.com), stating the role title in the subject heading.

Best of luck with your application.

Mark Fletcher

CEO

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About Manchester Pride

Underpinned by an exciting post pandemic strategy, Manchester Pride is a multi-million pound turnover not-for-profit organisation committed to creating a city - and a world - where people are able to live and love free from discrimination.

We campaign for equality; challenge discrimination; create opportunities for engagement and participation; celebrate lesbian, gay, bisexual, transgender and queer plus life; and fundraise to enrich and empower LGBTQ+ organisations, charities and communities in Greater Manchester.

We are most famous for our annual programme of Lesbian, Gay, Bisexual, Trans, Queer and Inclusive (LGBTQ+) events in Greater Manchester which each year bring more than 200,000 people together to celebrate queer life.

Our programme includes the annual Manchester Pride Conference, Manchester Pride Spring Benefit, events recognising International Day Against Homophobia, Biphobia and Transphobia (IDAHOBIT), our year-round calendar of LGBTQ+ Arts & Culture, Superbia, our Community Engagement projects including Youth Pride MCR, our All Equals Charter which supports businesses and organisations in recognising and challenging discrimination, and our flagship event, Manchester Pride, over August Bank Holiday weekend.

Our events and community focussed initiatives are at the heart of our pandemic recovery strategy, which seek to reimagine our programme to deliver an internationally acclaimed and significantly enhanced experience for users befitting a city at the heart of the Northern Powerhouse.

To find out more about our events and initiatives check out our [website](#).

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Our Vision:

A world where LGBTQ+ people are free to live and love without prejudice.

Our Mission:

We are committed to improving the lives of LGBTQ+ people. We are part of a global pride movement that celebrates advancements in equality and challenges discrimination faced by LGBTQ+ people.

Our Values:

Inclusivity: We believe that everybody has a contribution to make regardless of any differences and in particular respect of their protected characteristics.

Empowerment: We believe that everybody should be supported to have the confidence and opportunity to live the way they want.

Togetherness: We believe that great things can be achieved through working with individuals, organisations and communities

Our Goals:

- Stage an annual world class celebration of LGBTQ+ life in Greater Manchester
Maintain the position of the festival on its international platform, acting as a beacon for LGBTQ+ equality in Greater Manchester and throughout the world;
- Educate people on LGBTQ discrimination and take steps to reduce it;
- Help the people of Greater Manchester and beyond to recognise, understand and challenge discrimination against LGBTQ+ people;
- Raise awareness and support for LGBTQ+ mental health;
- Partner with third party organisations to deliver a programme of work designed to support the mental health and wellbeing of LGBTQ+ people in Greater Manchester;
- Support grassroots projects and initiatives that encourage the wellbeing of LGBTQ+ people in Greater Manchester;
- Make packages available to provide essential support for projects and initiatives aimed at improving the lives of LGBTQ+ people in Greater Manchester;

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- Increase representation for further marginalised sectors of LGBTQ+ communities; and
- Partner with third party organisations to deliver a programme of work designed to increase visibility and support the issues faced by further marginalised LGBTQ+ communities in Greater Manchester.

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Role Description: Parade Artist

Reports To: Parade Project Manager

The Opportunity

The Manchester Pride Parade started in 1985 and in 2016, Manchester Pride opened our entry to members of the Greater Manchester LGBTQ+ community to join by walking at the front of the Parade. A creative team hosted interactive workshops which helped develop a show-stopping entry which led the Parade. Working with artists and choreographers we have developed themes such as 'The Circus of Acceptance' and 'Deep Space Pride: A Future World of Equality'.

The Manchester Pride Parade is the most highly visible and is the largest attended event of the Festival. An estimated 250,000 people line the streets of Manchester to join in and see the message and theme of the Parade and for 2022, organisations will join us in our 'March for Peace'.

We are looking for an artist with experience leading the creative direction of parades who fully understands the nature of our work and wants to join a passionate, dynamic team.

This year's theme: **March for Peace**

The theme for 2022's Parade is March for Peace, with the importance of peace in a world where all LGBTQ+ people are free to live and love without prejudice at its heart. We originally introduced the theme in 2020 before the pandemic took hold and we were unable to take to the streets. As we look around the world today, this theme has become even more relevant. Conflict within and outside of our communities is rife, and we are calling on our LGBTQ+ communities and allies around Greater Manchester to join in and support us as we March for Peace. Our Parade message is loud and clear this year: no one is really free unless we are all free, and no one gets left behind.

This year's Manchester Pride Parade promises to be a show-stopping, feel good procession to wow crowds across Manchester and send the world a big, bright, colourful message that everyone deserves to live and love in peace.

LGBTQ+ people have fought for and achieved so much, but levels of homophobic and transphobic hate crimes have soared in recent years with many people still facing discrimination because of their identity. We are calling on our communities

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and its allies to come together, to embrace and celebrate our differences, and to recognise that everyone deserves the right to be who they are and live their lives in peace.

The artist's key role will be to take Manchester Pride's Parade theme and bring the concept to life.

The artist will be responsible for the visual aspect of the Parade and should be experienced in Parade art and costume design or working with costume designers. The lead entry must be people or pedal powered so any big make will need to be robust yet light enough to be pushed or carried along the route. Previous experience of creating carnival or parade artwork is essential.

Your submission may focus on big makes to steal the show or beautiful and creative costumes.

Parade Peace Troopers

As part of the project, the artist will work with a group of 30-40 people who will volunteer their time in a series of workshops to create parts of our Parade Entry. These are our 'Parade Peace Troupers'. Your submission should include elements that can be created in these workshops.

The Move and Make Sessions will focus on getting participants to learn a routine and create elements of the entry. The choreographer will teach a routine for the group to shimmy their way along the route and the artist will teach and create some elements of the costume with the group, such as headdresses.

The artist will need to commit to the following sessions:

- Deliver the brief for your concept: June
- Parade Peace Trouper Meet and Greet: July
- Parade Peace Trouper Move and Make Session: July
- Parade Peace Trouper Move and Make Session 2: July
- Dress Rehearsal: Wednesday 24 August
- Parade Day: Saturday 27 August

There will also be several other contact meetings with the Manchester Pride team to update on the project and also debrief after the event.

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Community Engagement

Manchester Pride is committed to creating opportunities to engage LGBTQ+ people so that they can thrive, the Parade provides the perfect platform to increase our community engagement and is a great opportunity for community members to not only connect with Manchester Pride but also with each other and create lasting relationships, in turn, reducing social isolation.

The Engagement team's aim is to ensure Manchester Pride's Parade entry is diverse, inclusive and representative of the whole LGBTQ+ community. We will endeavour to particularly focus our engagement efforts towards those harder to reach communities and further marginalised/ underrepresented groups such as trans, non-binary, people of colour and those who identify as having a disability. Through planned listening groups, targeting specific community groups and networks, and working with our charity partners and local Prides, we will aim to increase engagement with Manchester Pride's Parade entry. This will be a key focus area for the new community engagement officer to ensure we are promoting the opportunity on the ground with all of the LGBTQ+ community and their allies.

Budget

The artist will have an overall budget of £7,250 to deliver the concept.

This fee should include the following:

- Costumes for 40 Parade Peace Troupers. There should be consideration around Parade Peace Troopers collaboratively producing these;
- Concept collateral e.g big makes including materials and delivery of the project collateral;
- Planning and delivery of 5 workshops for Parade Peace Troupers;
- Artist time to create the designs and materials;
- Meetings and presentation time to Manchester Pride team; and
- Travel expenses for the artist.

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Equal Monitoring Form

Manchester Pride is committed to supporting the principle of equal opportunities and operates a robust Equality Opportunities Policy. To help us to monitor the effectiveness of this policy, we request you to fill out this form. This form will be detached and kept separate to your application, and the information held herein will be kept securely and used for analysis purposes only.

Please tick one box in each section.

Monitoring Ethnicity

Ethnic origin is not about nationality, place of birth or citizenship. It is about colour and broad ethnic groups. UK citizens can belong to any of the groups indicated.

How would you describe your ethnic origin?

ASIAN OR ASIAN BRITISH	
Bangladeshi	
Indian	
Pakistani	
Other Asian (please specify)	
BLACK	
Black African	
Black Caribbean	
Black British	
Black European	
Other Black	
WHITE	
White Eastern European	
White British	
White Irish	
White Western European (non-British)	

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Other White	
CHINESE OR CHINESE BRITISH	
Chinese	
Chinese British	
DUAL HERITAGE	
White and Black Caribbean	
White and Black African	
White and Asian	
Other Dual heritage	
OTHER	
Other Ethnic Background	
PREFER NOT TO SAY	
Prefer Not to Say	

Age: Which age category do you fall into?

Under 21		22 – 35		36 - 45	
46 – 55		55 +		Prefer Not To Say	

Disability: A disabled person is defined in law as someone who has an impairment that has a substantial and long-term effect on a person's ability to carry out normal day-to-day activities.

Do you consider yourself to have a disability or long-term health condition?

Yes		No		Prefer Not To Say	
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Gender. Please select below:

Man (inc trans man)		Woman (inc trans woman)	
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Non-binary		In another way	
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Is your gender identity the same as you were assigned at birth?:

Yes		No		Prefer Not To Say	
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Sexual Orientation: Please select below:

Gay or Lesbian		Bisexual or pansexual	
Heterosexual or straight		In another way	

Marketing Screening: Where did you hear about this position? (Please tick where appropriate)

Website (Please specify)		Word of mouth	
Other (Please specify)			

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