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**ARTS COUNCIL  
ENGLAND**

## Scope of Works: Digital Producer

**Contract Dates:** August – November 2026

**Fee:** Up to £5,600

**Closing date for submission of quotation:** 2pm, Monday 10 August

Showtown is seeking quotations from a dynamic, flexible and creative Digital Producer (individual or company) to plan, produce and edit a suite of digital outputs for *Legacy of Laughter: Unlocking the Cairoli Collection*. This includes:

- A co-produced digital Story Chest output created with the Funny Bones residency and community participants
- A documentation package of photography and short-form video capturing key project activity

We invite tenders from Digital Producers with proven experience in digital storytelling, short-form video, community-based content, and accessible online outputs.

Showtown is Blackpool's first museum of fun and entertainment, celebrating the town's extraordinary entertainment heritage and its impact on British popular culture. Our work is immersive, playful, accessible and rooted in community voices.

## The Context:

The Unlocking Collections project is funded by Arts Council England's National Lottery Project Grants. It focuses on digitising, interpreting and sharing the newly acquired **Charlie Cairoli Collection**, working with:

- Circus Performers Network
- Blackpool communities
- Volunteers

- Funny Bones residency artists
- Showtown's curatorial and learning teams

The digital producer will play a key role in bringing these stories to life through digital media.

## The Commission:

Showtown wishes to appoint a digital producer to deliver two connected outputs:

### 1. Digital Story Chest output

A co-produced digital interpretation of the Cairolì collection, shaped with the Funny Bones residency and community participants.

The final format is intentionally flexible and may be:

- A short creative film
- A selection of bitesize clips
- A digital scrapbook
- A performance-led video
- A montage of archive images and new footage
- A series of micro-stories
- A hybrid digital piece

The creator will:

- Facilitate light-touch creative development with the group
- Guide feasible digital formats
- Produce the final digital output for an online exhibition (with support from trained team members in Showtown)
- Incorporate licensing-cleared archive images (budget allocated)
- Deliver accessible versions with captions

The final output of this element of the project needs to be bold, fun and creative and should incorporate illustrations and animations that lends itself to the Showtown brand. It needs to be accessible for a range of audiences and demographics whilst celebrating wider circus heritage.

Examples can be found here:

Colonel Barker, Jolly Alice exhibition: <https://youtu.be/RIEilH8pVek>

Showtown brand film: <https://youtu.be/kYrc351uqIM>

## 2. Project Documentation

A suite of documentation assets, including film, photography and audio recordings capturing:

- Residency rehearsals and performance
- Circus Performers Network activity
- Short interviews with the team

Deliverables include:

- Footage, audio and photographs of the above sessions
- A 2-minute documentation reel that summarises the project
- All raw footage supplied to Showtown
- Clear metadata and file naming for museum archiving

Documentation will support ACE monitoring requirements, including progress and final reporting.

## Fee available:

This is a competitive process with a budget of up to £5,600 for all fees (inclusive of creator time, editing, travel, expenses, materials, and contingencies).

## Scope of Works:

The work will need to be completed by 12 noon, 1 November 2026

Scope of Services:

- Agree and fulfil a filming and delivery schedule with Showtown
- Attend planning sessions with Showtown staff
- Attend selected project sessions to capture documentation content
- Collaborate with Funny Bones residency artists and community participants
- Produce the co-created Story Chest digital output
- Deliver accessible versions of all outputs

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- Supply all raw footage and photography to Showtown
- Provide assets required for ACE progress and final reporting
- Acknowledge Arts Council England National Lottery funding in all outputs, using the correct logo

## Sustainability

The digital producer must work in line with Arts Council England's sustainability expectations.

Your sustainability approach should include:

- Low-impact production methods (minimal travel, efficient scheduling)
- Use of existing museum spaces rather than additional hires
- LED lighting, rechargeable batteries and low-energy equipment
- Digital-first workflows to reduce printing and physical materials
- Re-use of existing props, materials and digital assets
- Accessibility built into production e.g. subtitling
- Clear documentation of sustainable choices for ACE reporting

## Required Experience

We are looking to appoint a digital producer with demonstrable evidence of:

- A proven track record of creating engaging film work
- A proven track of animation and illustration
- Significant experience of working with digital assets; editing and transferring.
- Exceptional communication and interpersonal skills, capable of dealing with a range of people.
- Excellent self-monitoring and motivational skills
- Understanding of co-production principles and ability to work collaboratively with non-professionals and community groups
- Confidence working with archive material and an understanding of licensing and copyright compliance

## Next Steps

Please send:

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- A link to your portfolio including work that evidences the required experience
- A quotation and budget breakdown including all expenses
- A short statement outlining your approach to co-production and sustainability

To: Kari Singleton - [kari.singleton@showtownblackpool.co.uk](mailto:kari.singleton@showtownblackpool.co.uk)