**Lewisham Festival of Creative Ageing: Evaluation Brief**

We’re looking for an experienced evaluator – an individual or agency – to lead on the evaluation of our forthcoming Festival of creative Ageing (working title)

The London Borough of Lewisham was awarded a £216k Cultural Impact Award as part of the Mayor’s London Borough of Culture funding to deliver a Festival of Creative Ageing in Autumn 2019. The Albany, an arts centre in Deptford, is co-producing the festival with Entelechy Arts, an artistic organisation resident at the Albany. The festival will take place from 13 Sept – 6 October 2019.

The Festival aims to challenge the way we perceive aging and older people, and celebrate older people as artists. It will celebrate the ways creative practice can promote positive ageing, making a radical impact on quality of life, and explore ways the arts can contribute to current debate and practice in care for older people.

The overall focus of the festival is to present a radical arts festival seeking to challenge perceptions celebrating and championing older artists, stimulating conversation about how we view aging and older people and engaging the local community with activity spread across Lewisham over the 3 weeks of the festival. The remit goes beyond promoting the festival events and we intend to engage public health leaders within and beyond London in learning more about social prescribing, and using creativity and the arts to improve quality of life and quality of care for older people.

**The Festival**

The centrepiece to the festival will be [*The Home*](https://www.theguardian.com/stage/2018/nov/10/immersive-theatre-production-the-home-residential-care) by Christopher Green: a 48-hour immersive theatre production where audiences will experience life in a care home: As the piece progresses, the setting and care will shift from the dystopian to the utopian. The Albany, Entelechy Arts, Saitama Arts Theatre (Japan) have commissioned the piece and the former two will co-produce the piece. For the production Christopher Green will work with amateurs, professionals, older and younger performers, including staff and residents of care homes, building on his and our collaborative and ground-breaking arts and health work. *The Home* will demonstrate the power of art to provoke civic conversations about how we support and care for our oldest and most vulnerable citizens.

The Festival will also feature a step-changing 21st Century Tea Dance curated by residents from Lewisham Care Homes and sheltered housing schemes, an adaption of national touring street show [*Bed*](http://entelechyarts.org/projects/bed/) devised by older performers from Entelechy Arts, spoken word performances featuring older poets and the UK’s leading performance poets. Films, events, exhibitions, discussions, pop-up choirs and a large scale outdoors participative choral and movement commission, co-produced with and taking place at Trinity Laban, will complete the programme on 6 October.

Throughout the Festival older people will be able to test new models of participation brought to us by experienced artists and older people’s groups in other parts of the UK, Europe, North America, Australia and Japan.

We have just launched a grants programme (administrated by LB Lewisham) for seed and small project funding for people to make work and stage events as part of the festival programme. A key part of the festival is to engage and involve the Lewisham community as participants and audiences, including reaching those who may be unable or find it hard to access public performances (e.g. residents in care homes). We are also interested in ways of creating and evidencing legacy through and from the Festival programme.

**Key Dates**

**September 2018 – March 2019 –** Ongoing consultation and engagement with key partners, stakeholders and wider community

**20 November 2018**: Engagement launch at the Albany and announcement of grants for local groups to make work as part of the festival

**Jan 2019:** Draft programme agreed

**March 2019**: Grants Awarded

**June 2019**: Festival programme announced and website launched

**13 September – 6 October**: Festival

**13– 15 September 2019**: The Home performances

**6 October 2019**: Festival closes with Finale Choral & Movement commission to coincide with ‘Silver Sunday’

**Fee and Expressions of Interest**

**Fixed fee to a maximum of £10k, freelance contract to be negotiated**

The suitable candidate(s) will have demonstrable solid experience leading and delivering the evaluation of large-scale arts projects, using the models proposed within the Audience Agency evaluation toolkit attached.

Please read the attached information from the Audience Agency. Express your interest by sending some information about your experience and a brief overview as to how you would deliver to the requirements to: rachel.nelken@thealbany.org.uk

To arrange an informal conversation about the role, email Rachel Nelken, Head of Creative Programmes: [rachel.nelken@thealbany.org.uk](mailto:rachel.nelken@thealbany.org.uk).