

ENGLAND'S PERFORMING ARTS SHOWCASE

Commissioned by Arts Council England

Delivered by BAC, Dance4, Fierce Festival,
GIFT, MAYK and Transform

Evaluator

ROLE BRIEF

About England's Performing Arts Showcase

England's Performing Arts Showcase is a brand-new initiative commissioned by Arts Council England and led by a consortium of partners comprising Battersea Arts Centre, Dance4, Fierce, GIFT, MAYK and Transform. The pilot year in 2021 will take place online and at venues across England in August 2021.

Centring care, community and inclusivity, the showcase will connect artists based across England with bespoke international touring opportunities and internationalise a new generation of artists and cultural leaders. Prioritising low carbon working and innovative technology, the consortium's ambition is for the showcase to be as environmentally sustainable as it can be. Beyond the lead partners, the project will embed a series of lead artists in its process and work with a number of associate and digital partners across England. Some artists involved in the programme will be supported by a bursary scheme.

The showcase will be a:

- one-week audience facing event at the end of August 2021 (with residencies and activities leading up to this point).
- multi-location and virtual gathering for artists based in England, international delegates and artists, and audiences globally.
- opportunity to connect up virtually with other showcases and activity happening in Edinburgh in August – signalling our intention to be more fully/physically present in Edinburgh in 2022/2023.

Whilst the programme will be focused on core partners' locations (including Birmingham, Bristol, Gateshead, Leeds, London & Nottingham) and virtually, there will also be an option for some work to take place in locations local to the artists including their own homes, if this is easier or more accessible for artists.

In the current context, all plans are potentially subject to change.

Year 1 objectives

For audiences

- England Performing Arts Showcase engages a large and diverse audience in Y1.
- Audiences encounter new artists, voices & perspectives (via digital, co-created, sited, framework based/installation & socially distanced works) and are inspired by our radical take on performance for a post Covid world.
- Audiences engage in live moments across England, curated and programmed through online platforms as part of Edinburgh Festivals.
- Participants develop new ways of self-expression, increased creativity & experience being part of a new kind of festival showcase.

For artists

We will prioritise a bespoke approach through four major artist engagement points:

- Showcase Artists: Projects platformed at the England Performing Arts Showcase and receiving a full support package.
- R&D residency strand for artists developing work for future showcasing.
- Artist Leads: Experts in their field. Meaningfully engage in project planning & decision making.
- Bursary Artists: Earlier-stage artists are subsidised to attend the showcase, with access to the full programme.

Qualitative evaluation will focus on the quality of experience for artists and the project's efficacy in supporting their development, and the development of new work.

For delegates

- Large delegate attendance (digitally) from global industry.
- Delegates benefit from a tailored programme experiencing the best performance work made in England in a productive, inspiring environment & online through innovative digital programming.

The Brief

We are looking for an experienced evaluator who has previously worked within a performing arts context and has a proven track record of evaluating innovative projects of this scale. We are particularly interested in hearing responses that imagine a creative approach to the evaluation, in line with our shared values to be disruptive, playful, and inclusive.

The Evaluator will work closely with consortium partners across the whole activity, monitoring and evaluating the audience, artist and delegate experience in the critical pilot year.

They will oversee quantitative data capture across the whole project, and will devise and deliver creative methods for qualitative data capture from audiences, artists and delegates.

Data captured will inform the delivery of future showcases.

We are seeking someone with shared values, who is excited about being part of realising an ambitious and inclusive initiative to internationalise performing artists based in England.

Key Areas of Work:

- Create a conceptualisation for the evaluation work using a logic model.
- Oversee quantitative data capture and target-setting across the project, including: social media metrics; Google Analytics; behavioural and demographic information from box office data.
- Co-design with partners imaginative qualitative data capture activities, ensuring artists, delegates & audiences are at the heart of the evaluation.
- Remotely coordinate onsite activities for quantitative and qualitative data capture across 10 events in England, assisted by the project assistant and consortium teams in locations, and digital audience feedback. Attend a sample of activity in person to inform evaluation report. Methods for qualitative data to be explored include: in-person filmed responses and infographic responses; online survey of audience members and in-depth telephone survey; and a survey of artists and delegates.
- Capture and present one evaluation report by November 2021 to be published online & made available in alternative formats; including a narrative account of quality of experience.

The contract is being offered initially on a 7-month basis for the pilot year.

To Apply

You have been sent this brief as you are an Evaluator/agency that one of the consortium organisations has worked with in the past or whose work we are interested in.

If you are interested in responding to the brief, please send a short cover letter (no more than half a side of A4) or a video response of no more than 5 minutes, detailing why you are interested in the role and what experience you would bring to the project, by **10am Friday 30 April 2021**. Please send FAO Showcase Consortium to hamblew@bac.org.uk.

If you would like to have an informal conversation about the brief, please contact Hamble Wallace at hamblew@bac.org.uk or 07967210763.

We will invite a shortlist of evaluators/agencies to pitch to the consortium via Zoom during the week commencing 3 May.

For further information about the showcase and its developments to date, please see [Arts Council England's announcement](#), alongside the [consortium announcement](#), and [first process blog](#). To read more about our approach, see our working culture 'live document' below (Appendix 1).

APPENDIX 1

Notes on Our Working Culture

Context:

This is a brand-new consortium comprising of BAC, Dance4, Fierce Festival, GIFT, MAYK and Transform. We formalised in autumn 2020 when offered the commission from Arts Council England to deliver an international showcase within the contexts of Edinburgh Festivals.

This live document offers an insight into our thoughts around our working culture and core values as a consortium. We expect it to develop and grow, as our work together and team develops and grows. It is a starting point for us to collectively think about our core values and behaviours. We want everyone involved in England's Performing Arts Showcase to influence and inform this document throughout the life of this project and so consider this a 'live' document that will ebb and flow, as we learn from the activities we deliver and each other.

Running throughout our core work we want to centre four core principles:

- Friendliness and care
- Transparency
- Disruption and playfulness
- Being fair, equal and inclusive

Working Principles:

Friendly and Caring

Our work will be rooted in a notion of friendship, that holds at its core the facilitation of long-term sustainable relationships that are honest, kind, adventurous and emboldening. We will listen and we will care.

Across artists, delegates, partners, audiences and other stakeholders we will work with respect and without hierarchy.

We will meet the needs of our work acknowledging our dependency on our planet and the work of artists to achieve a sustainable future.

Transparent

We won't keep secrets or won't hide stuff. We are transparent, sharing what we are doing and how we do it, working openly and collaboratively, trusting experience and knowledge.

We will ensure our work has a sustainable legacy: environmentally, financially and artistically.

Disruptive/Playful

We will question how things are done, in imaginative pursuit of something better.

We will aim to cultivate artistic friendships that are honest, supportive and that bridge roles, boundaries and borders.

Fair, Equal and Inclusive

We refuse to exclude anyone on the basis of who they are and what they need in order to participate. We will break down barriers that limit people's possibilities and ensure an equality of representation across the programme.

We will respond to the individual circumstances of our community and ensure an equality of representation across the programme.

We will ensure our work has a sustainable legacy: environmentally, financially and artistically.