



Directorate for Communities

Culture, Sport and Leisure

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Buckinghamshire Council

Aging Well Creative Insight Project

Artists' Brief for a Freelance Creative Engagement Practitioner

Key dates

Deadline for submissions: 28 August 2023

Appointment: September

Activity: Launch on 2 October

Evaluation report: January 2024

Project Summary

Buckinghamshire Council Public Health and Culture Development Teams are seeking a creative practitioner to work with them to explore what it means to age well in Buckinghamshire.

This is an exciting co-commission for a creative practitioner to engage older residents in a creative process, involving local people in creative explorations, co-curation and sharing meaning.

Background

The Public Health Team is developing a Healthy Ageing Strategy which seeks to consider barriers and enablers to ageing well in Buckinghamshire. The strategy considers a wide range of factors including housing, transport, access to green spaces and community participation. Following a targeted survey, wider insight is now sought through a creative approach.

The creative approach will support the delivery of Buckinghamshire's Cultural Strategy, engaging people in activity which seeks to promote health, happiness, wellbeing and a personal sense of achievement. It will also actively engage participants in a community setting. Through a creative process using photography and/ or other artforms this project will engage residents in the investigation of what it means to age well, it will seek to gain their views while providing opportunities for social interaction and the development of creative skills.

Objectives:

1. To gain an insight into what it means to age well in Buckinghamshire, what are the barriers and enablers.
2. To engage residents in creative activity and provide opportunities for skills development.

3. To showcase existing talent.
4. Provide opportunities for residents to use creativity as a way of expressing how they feel about ageing.
5. To identify and challenge stereotypes.
6. To implement a methodology that demonstrates how cultural/creative activity can be used as a method for gathering insight from residents.
7. To develop a case study of this approach that can be used in future advocacy around realising the cross-cutting benefits of culture.

Deliverables

We would like to commission an artist or organisation to develop and deliver a series of creative activities and workshops which engage residents in the question 'What does it mean to age well in Buckinghamshire?'. We would like the provider to use socially engaged creative methodologies to encourage older residents to express how they feel about ageing. This could be photography, videos, or another art form. We are open to creative interpretations of this brief which demonstrate ways in which the objectives can be met.

By 'socially engaged' we mean activities where artists and communities come together to co-author or co-produce visual representations of the world as they see it.

A project launch linking to Older People's Day 2023 and the theme of the Centre for Ageing Better campaign around Age Friendly Communities and a sense of Place (this will be organised by the Council but will need to promote the creative workshops).

The commissioned artist or organisation will need to deliver the following:

1. Creative workshops
 - a) Targeted creative workshops with a range of different groups. The purpose of the workshops is to enable participants to develop their creative skills in photography or other artforms while capturing their feedback. The workshops will be targeted at specific groups identified by the commissioners.

Indicative Target: 10-15 workshops.

- b) Deliver up to 2 open access workshops publicised to general public e.g. in a library or similar community venue.

Target: 1-2 open drop-in workshops. (anticipated 1-2 hour session)

Desired Output: Photographs, videos or other creative output created by the participants such as arts/crafts that depict how residents feel about ageing in Buckinghamshire, the barriers and enablers. This may be accompanied by written or spoken comment. These can be used in reports, for public display to change perceptions and in wider communications.

2. Wider participation activity

Organise and promote a lighter touch/ **wider participation element** to encourage wider involvement from the public e.g. photo competition which could include opportunities for the submission of short video/ social media clips. The Council will assist in the promotion of this aspect.

Indicative Target: 30-50 people

Desired Output: Photographs, videos or other creative output such as arts/crafts that depict how residents feel about ageing in Buckinghamshire, the barriers and enablers. This may be accompanied by written or spoken comment. These can be used in reports, for public display to change perceptions and in wider communications.

3. Curation workshops and exhibition

A small number of **in-depth workshops** (2-3) that enable participants to co-curate a portable display/ exhibition, suitable for display in libraries and community spaces

Target: 2-3 workshops.

Desired Output: A touring exhibition for display in local venues such as libraries, museums, community centres and/ or online. The exhibition must be easily portable, able to be set up and taken down within a day and to be flexible on the amount of space it takes up.(e.g. printed pull up banners). If the creative activity cannot be easily displayed as part of the exhibition this will be captured by photographs that will be displayed.

4. Reporting

The creative practitioner will compile a report summarising key findings of the creative insight research.

Desired Output: A written report aimed at the Commissioners and Councillors

Target groups:

For this project the focus will be on engaging retired adults from age 66+.

Geographical locations:

Urban areas – particularly the ‘Opportunity Bucks’ wards in Aylesbury, High Wycombe and Chesham (we expect there to be at least one to two workshop taking place in each of these locations)

Towns and villages – we expect there to be at least 5 Workshops taking place across the county including in more rural villages where there is social isolation. Suggested areas include: Buckingham, Burnham, Princes Risborough (please note these may be subject to change).

We expect the project to engage a broad range of residents; Homeowners, renters, sheltered housing residents, care home residents and people living in social housing. Those engaged should reflect the diversity of the county particularly in relation to:

- Disabled people
- Ethnic minority groups
- Single, Married & Civil Partnerships
- Different faiths and non-faith
- Men, women, other gender identities [NB men tend to be underrepresented]
- LGBTQ+
- Military families/veterans

Target audience for the outputs of the project:

The intended audience for the outputs is Commissioners, Councillors and the general public. It is expected that the output will be presented in different formats for each of these audiences (mobile exhibition for the general public and Councillors, written report for Commissioners).

Management and Reporting

The appointed organisation/ creative practitioner will be given a primary contact in the Culture Development Team (the Culture Development Officer).

Regular check – in meetings will be held at key points of the programme (approx. 4)

Budget

A total budget of up to £17,000 (not including VAT) is available for this project to enable high quality breadth and depth of engagement and include all elements of planning, project management, delivery, materials and evaluation.

The applicant must include a full Breakdown of costs inclusive of fees as part of their proposal.

Skills and Experience

We are seeking a cultural/creative organisation or artist(s) with professional experience in the following:

- engaging communities in creative activities
- experience of managing budgets
- coordinating a creative project across a range of areas and engaging a broad range of participants
- leading and developing photography, videography or other art form community projects
- working collaboratively to develop an exhibition
- evaluation of projects

Selection Process/Criteria

Organisations/ artists interested in delivering this work should submit a proposal which includes the following:

Please submit the following:	How this will be used for assessment:
Details of proposed individuals involved in the project, their experience and track record in delivering similar work.	Demonstrating how the skills and experience outlined above are met.
Details of how the objectives of this project will be met.	Demonstrating the artistic quality of work and experience of the artist and experience of engaging the community
Details of how the project management and administration of the project will be met.	Demonstrating experience of engaging with the community in a co-production approach, particularly older people.
How each of the outputs described above will be delivered	Demonstrating how the project objectives will be met.
A full budget breakdown including costs of: Participative workshops Project management and admin Materials Outputs as listed above	To demonstrate value for money and the ability to deliver the project within budget.

The proposals will be reviewed by a steering group.

Timescales

Deadline for submitting proposal	28 August
Virtual Interview online with shortlisted providers	4 September
Selection / appointment	Wk beginning 4 September
Initial meeting	Wk beginning 4 September
Project launch	2 October
Wider participation element	November
Co-curation workshops	December
Presentation on progress to Health and Wellbeing Board	14 December
Touring Exhibition	Dec/ Jan
Evaluation report	January 2024

Submission of Proposal

Please submit your proposal, including any images, to diana.houghton@buckinghamshire.gov.uk by midnight on **28 August 2023**.

Further Information

For further information please contact: Diana Houghton, Culture Development Officer, on diana.houghton@buckinghamshire.gov.uk

Or Stephanie Moffat, stephanie.moffat@buckinghamshire.gov.uk.