

**REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD200**

**Title:** Capital Age Festival 2014 – Grant funding

**Executive Summary:**

Capital Age Festival (CAF) is London's annual festival of older people's arts. The festival is delivered by and with older people and is for everyone. The Mayor has supported CAF since its inception in 2002 and a request is being made for a mixture of financial and in kind support for CAF 2014.

In 2012, in recognition of London's spectacular summer, CAF expanded the festival from a one-day event to a full two-week programme. This format was well received and has continued. Older people will be part of the event as performers and volunteers. Close to 10,000 people are expected to participate and attend.

CAF activity fits within the GLA's Strategic Plan objectives of 'promoting equal life chances' and helps to advance the Mayor's priority of a stimulating, creative, cultural London by championing the role of culture in the public realm.

**Decision:**

That the Head of Public and Community Engagement approves the award of a grant of up to £25,000 to Capital Age Festival (2002) Limited (CAFL) for the Capital Age Festival taking place in July 2014, as a contribution to the design, creative and infrastructure costs of the festival.

**AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:**

I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

**Name:** Paul Igbokwe

**Position:** Head of Public and Community Engagement

**Signature:**

**Date:** 9 June 2014

## **PART I - NON-CONFIDENTIAL FACTS AND ADVICE**

### **Decision required – supporting report**

#### **1. Introduction and background**

Capital Age Festival (CAF) is an annual celebration of older people's participation in the arts created by the London Older People's Strategy Group (LOPSG) in 2002. It is a not-for-profit social enterprise and a registered company limited by guarantee (registered company number 05369704). The festival celebrates the creative talents of older artists and empowers isolated and disengaged older Londoners to participate and enjoy the arts with confidence. The Mayor of London has supported CAF since its inception. CAFL is strengthened by its ongoing and integral relationship with the London Older People's Strategies Group (LOPSG), the Mayor's main advisory group on older people's issues. The festival is open to everyone, and has a loyal and broad audience base, with an expected audience of 25,000 this year at this year's festival.

The festival is aimed at celebrating the cultural diversity and creative contributions of older Londoners and support for CAF meets the GLA's key aim 'to remove inequality and increase social inclusion'. Older people from many of London's communities and various boroughs will be involved either as performers, volunteers or attendees. Organisers have a particular interest in tackling isolation and creating opportunities for engagement with vulnerable and hard to reach older people. The festival works towards increasing confidence levels in older people and raising awareness of the positive health benefits of active ageing. It is conceived as a medium for conveying the voice of older people to the widest possible audience, and is an opportunity for older Londoners to take centre stage and increase their visibility. CAFL also seeks to connect older people's groups across London, encouraging peer support, collaboration and exchange between older people.

Over the past two years, CAFL has significantly increased organisational infrastructure with: an expanded Board of Directors; increased staffing; registered charitable status; an on-going relationship with The Baring Foundation; and, the employment of a new professional arts director, who is shaping CAFL to be the strategic hub for older people's arts in London, developing it to be an advocate, resource and a broker of new partnerships. CAFL has developed relationships with leading arts organisations working with older people including Entelechy Arts, Silver Festival, Big Dance, Blackfriars Settlement, Audiences London and East London Dance, and also with many leading venues in the capital such as Southbank Centre, Coin Street and the British Film Institute. It is also connected with local authorities, health and social care providers and older people's organisations across the private, public and voluntary sectors. It is therefore uniquely placed to bring these various groups together to support mutual development and exchange of resource and ideas.

With the new Artistic Director in place, CAFL built a 3 year creative vision, which aims to celebrate and trigger discourse of the following themes:

2013: Older Women and Creativity

2014: Older Men and Expression

2015: Relationships and Passion

The total estimated cost of CAF 2014 is £88,000. CAFL has requested funding of £25,000 from the GLA to support the design, marketing, creative and infrastructure costs of the festival. GLA funding, remains a critical part of the potential funding package to enable the festival to take place, however it should be noted that CAFL is solely responsible for obtaining the remaining balance of the funding required.

CAFL has made funding applications to the Arts Council, Comic Relief, Heritage Lottery Fund, Awards for All, Peter Minet Trust, The Grocers Charity, The Foyle Foundation and The Baring Foundation. Final decisions are expected in April and May.

## **2. Objectives and expected outcomes**

- Capital Age Festival is London's annual festival of older people's arts and culture. The festival's key objective is to celebrate the creative talents of older people and to empower isolated and disengaged older Londoners to participate and enjoy the arts
- To focus this year on engaging older men, who are traditionally less engaged or 'not engaged' with the arts, as well as more isolated older people
- For the festival to have a legacy all year around to highlight the importance that older people play in arts and culture
- To engage some of London's most vulnerable and isolated citizens
- To raise the profile of older male and female artists as the first phase of their three year artistic vision
- Develop local projects with minority groups, with the aim of developing a template to support future projects across London
- Continue to develop their partnership working with key high profile and local venues to engage older people as active participants and audience members
- Support older women and men in London to develop their interests in creativity
- Create a sustainable arts engagement and participation strategy for older people
- Develop local projects with minority groups with the aim of developing a template to support future projects across London boroughs
- Continue to develop CAFL's partnership working with high profile and local venues to engage older people as active participants and audience members
- To engage a team of 30 volunteers 'capital connectors' to aid with the successful running of the programme

## **3. Planned approach**

This year's festival is focused around engaging older men who are traditionally less engaged or 'not engaged' with the arts, as well as more isolated older people. CAFL will be focusing on an artist led project prior to the festival beginning in February 2014, aiming to build audience numbers and connect with more isolated older people both male & female who would traditionally not engage with the festival. This means that CAFL audience development and engagement activity preparing for the festival will begin much earlier than in previous years.

commission two artist-led projects by older male artists to deliver a pre-festival engagement process to build our audience of older men and isolated older people. Through a targeted street-based

approach, the first commission will use portrait photography as an artistic trigger to connect with older men in their own environments, in both Southwark and Tower Hamlets. These new connections with older men and older people we will build links in these two boroughs which will introduce older people to new opportunities within the arts and the wider older people's sector. We will nurture a group of 20 older men who will take part in a series of photographic workshops to produce their own work of older men in their own environments. An exhibition of the artists photographs depicting older men in their own environments and photographs by the groups will be installed at Elephant and Castle Shopping Centre the View Tube prior to the festival in July, to connect the participants and communities to the festival. Their work will also be showcased at the launch event at the Royal Festival Hall. We also want to commission an older male filmmaker to document four of our partner organisations taking their performances into non-performance venues. The four partner organisations, Trinity Laban (choir), Counterpoint Dance, Sage Dance and The Bolder Project (choir) will create short impromptu performances of dance and music for everyday locations, pubs, cafe's, colleges etc. The short film and the exhibition will be screened at the CAF launch 2014, the Royal Festival Hall, Southbank Centre.

Capital Age Festival for many years has successfully featured older people's dance, creating opportunities for the dance sector to profile and develop their work. In a similar way this year we want to champion visual arts as a means to developing our older male audience and participants. Creating high standard of visual work will allow us to raise the profile of the festival and our new artistic engagement process that uses an artist-led approach to simultaneously engage new audiences and participants and produce a high standard of artistic work. We also want to encourage our partners to experiment with their work and performances, offering them new challenges and allowing them space to think about engaging audiences and participants in new ways, while creating work that appeals to a wider audience. The film produced of these performances will connect communities to our large-scale launch event attracting both older men and women but also document our engagements methods to the wider sector. It is important for the festival that we champion the work of older artists and stretch the potential for that work to engage new audiences. We have successfully built our audience of older people over the years but we want to now reach diverse ages, to open the festival up to younger people. Creating high quality exhibitions and a film will support this ambition allowing us to profile the quality of older people arts and demonstrate the talents of older artists to a wider audience.

This project will engage older men and isolated older people in their own environments, we want to 'start where people are at' and find new ways of reaching these specific 'hard to reach' groups. The older people we will be engaging will be predominantly non-traditional arts attenders and participants who would not access the arts through any other means. We will engage older men who find it difficult to take new opportunities and to attend activities and events, which are unfamiliar to them. The artist-led approach will act as a hook for them to attend the series workshops prior to the festival and attend the exhibitions that they will be part of. The older men and older people engaged will also be invited to other events within the festival, including the launch and be encouraged to join the CAF Capital Connectors programme. The Impromptu performances in non-traditional venues, will be an opportunity to take performance by older people to local communities in everyday locations who are predominantly 'not engaged' with the arts. Through the filming process we will encourage new audiences to access arts opportunities and engage with the festival and the partner organisations will connect with new participants they would otherwise not reach, to build older participants within their performance groups. The exhibition at Elephant and Castle Shopping Centre will reach a mix of local communities and commuters and the View Tube attracts 2000 visitors a week predominantly families and tourists also visiting the QEO Park.

The artist-led process will target local places where older men feel comfortable, in their own environments in both Southwark and Tower Hamlets; we will build relationships with older men through using photography and performance as an artistic trigger. The projects we want to deliver

with this grant are part of our wider engagement strategy to create a model of engagement that we can build on each year to strengthen our capacity to engage isolated older Londoners and build progression routes into other activities within the festival, as well as our partner organisations. The impromptu performances in older men's traditional spaces are designed to break down barriers to engagement and bridge the gap between older people's groups who offer opportunities locally and new participants. In the long-term we want to build this model of working throughout the year delivering projects that can build our engagement process to develop the diversity and reach of our festival. 20,000 festival brochure will be distributed across London to cultural and local venues, groups and individuals and the full festival programme will be marketed on our website.

Capital Connectors Our new volunteering initiative for older people was launched for the 2013 festival, the aim being to encourage year-round participation in arts and cultural activities by older people. 20 Capital Connectors from across London took part in a series of 5 training day workshops designed to develop understanding and confidence to carry out the role in 2013. We want to continue to engage new connectors for 2014 who will be engaged through the artists led engagement process carried out by our 2 commissioned artists and engagement specialist. We will also advertise through our mailing lists and partner organisations. Another group of 20 connectors will be engaged including previous and new participants. This will develop participation of older men with in the programme and all the older people engaged will be offered a sustainable opportunity to continue to engage with the Festival and its year round activities.

#### Engaging with Libraries

We will also be working closely with local libraries across London, as they are a key information point for many older people. Librarians have the contacts and insight to signpost older people to CAF activities and older people are a key target group for local libraries, many of the London boroughs have a mobile library service that goes into care homes and to isolated older people. Mobile librarians have the ability to hand out/talk about CAF 2014 and most importantly be listened to, as they are 'trusted' people.

2. Workshop programme. This was a programme of 3 one-day workshop/sharings bringing older people's arts and cultural groups from across London together to share their work. The participants of the older peoples groups represent the cross section of ability from more experienced to newly formed groups.

Dance - Held at Oxford House, Bethnal Green, led by Green Candle Dance Company. Groups who will participate include East London Dance, Counterpoint and Sage Dance Company and Green Candle. This was a very successful event in last year's Festival. We want to continue to build on the developing dance sector for older people which we have been central to in previous years engaging new dance groups and companies as well as existing partners and groups that we have existing relationships with.

Sing- Bolder Voice and Age UK Camden will lead the workshop. Bolder Voices are an older peoples choir who have built in strength over the past year and have excellent practitioners who lead the group. There are a number of older people's choirs across the capital we want to build on our engagement of groups that didn't participate last year, building on the success of last years event.

Perform (comedy writing & performance) - This workshop was led by Humourisk a Hackney based arts partnership who have extensive experience at building intergenerational diverse performances. Also an emerging company Write By Numbers will be involved in the workshop writing process. We want to engage an intergenerational group of people from 18 to 80+ with a special focus on

engaging older men within the workshop programme; as ‘comedy’, has been identified by older men within previous festivals as an area they would like the opportunity to try.

3. Professional and Creative Dialogue: This strand of the festival will showcase high quality professional and inspirational work exploring the theme of Older Men and Expression. This will include:

Film screening – We are hoping that we can continue to develop our relationship with the Argentinian Film Festival last year. We again want to deliver a joint screening at Hackney or Stratford Picturehouse, which will target older people from care homes and day centres. We are in the process of identifying a suitable film, which would appeal to older audiences. The Argentine Film Festival takes place in April is an excellent opportunity to launch our theme for 2014 and begin to build audiences for the festival.

Summer Swing Dance - This event is took place at the Clore Ballroom in the Southbank Centre last year and was led by Swing Patrol with regular workshops/taster sessions for participants throughout the afternoon and performances by their professional dancers. Swing Patrol were accompanied by The London Gay Big Band; a twenty strong swing band. There was an overwhelmingly positive response to this event from the participants and audience; many said it was fantastic to see a swing dance at the Southbank again. This event gained positive feedback form older men so we hope to emulate this event within the 2014 festival.

Showcase Theatre/ Dance piece – We are in conversation with a number of artists and older people’s companies to programme a showcase performance for the festival. We are keen that it appeals to older men as well as older people and want to ensure it will marry with the rest of the festival. We will finalise and commission a performance by March 2014.

Launch event – This event will take place at the Clore Ballroom at the Royal festival hall, Southbank Centre. We want this event to be a large-scale event to attract older people from across the Capital, professionals involved within the sector, funders and artists. Similarly to last year we want to showcase performances by some of our partners that will reflect this years theme of ‘Older Men and Expression’ and the 2015 theme ‘Relationships and Passion’. We will also invite speakers including Victoria Borwick the Deputy Mayor, our Co-Founder Mark Windish and others that can evidence and support the need and impact of the festival. The exhibition and film created through our engagement process will also be showcased.

Capital Ages Festival Audience and Participants figures for 2014:

<b>Brochure distribution</b>	<b>Over all Audience estimate</b>	<b>Artist Led-Engagement Process Feb-July</b>	<b>Participants &amp; Performers</b>	<b>Volunteers</b>	<b>Artists</b>	<b>Total</b>
10,000 across London	7,000	700	1,200	50	130	9,080

#### **4. Other considerations Links to strategies and Strategic Plan**

‘Opportunities and equal life chances for all’ are a key element of the Strategic Plan 2011-2012, which commits to implementing a programme to reach London’s diverse communities and celebrate

London's rich diversity. CAFL aims also tie in very closely to Mayoral priorities around reducing health inequalities, volunteering, encouraging sports/cultural participation and celebrating London's diversity, including for hard to reach groups. CAFL also ties in with the ethos of 'a summer like no other' as it increases the cultural offer of the capital during the 2012 Olympic and Paralympic Games by showing the talents of a community that rarely takes centre stage.

CAF activities will be accessible to all. Community inclusion will be promoted throughout the activities, and participation in collaborative, creative projects will encourage active citizenship and wider participation in community life. There will be a range of opportunities to build the capacity of individuals and strengthen community ties, for example, through volunteering and signposting opportunities for progression. The event encourages older people's participation in cultural and leisure activities, which has been shown to enhance quality of life by enabling physical and mental stimulation, and by providing access to social networks. An active life is key to improving and maintaining health. Wherever possible, the Capital Age Festival will use recycled materials and attendees at the events will be encouraged to use public transport options.

### **Impact assessments and Consultation**

The planning of the festival is very much user led as its main organisers are members of CAF who are themselves older people. Consideration has been given to consultation under section 32 of the GLA Act 1999. The Capital Age Festival is being organised by CAFL and in partnership with LOPSG who are a pan-London group representing over 250 older people's organisations. The programming is designed to ensure it representative of the rich diversity of older people in London, and through LOPSG, representatives of 250 London older people's groups have been given the opportunity attend meetings, comment on and influence festival proposals.

Approval ratings from last year's event found that the majority of attendees would like to attend future events over a two week basis. This demonstrates a clear desire on the part of older Londoners to see the festival continue and develop.

### **Risk**

CAFL has developed alternative options for the festival to ensure it is protected as far as possible for late funding decisions, and should this occur fewer events will take place during the two-week festival.

In the situation where all financial contributions from funders of the festival are not achieved, and the event is reduced or does not take place, the GLA will not be liable in any way as it is not underwriting the event.

The risk is therefore considered minimal.

## **5. Financial comments**

- 5.1 Approval is being sought to award grant funding of £25,000 to the Capital Age Festival (2002) Limited (CAFL) as a contribution to the design, creative and infrastructure costs of the Capital Age Festival to be held in July 2014.

- 5.2 The contribution is to be met from the 2014-15 Community Relation Programme Budget, held by the Public & Community Engagement Unit, External Affairs Directorate.
- 5.3 The grant funding will be subject to completion of a funding agreement between GLA and CAFL in accordance with the GLA funding agreement toolkit.
- 5.4 All appropriate budget adjustments will be made.
- 5.5 Any changes to this proposal, including budgetary implications will be subject to further approval via the Authority's decision-making process. All appropriate budget adjustments will be made.
- 5.6 The Community Relations Team, within the External Affairs directorate, will be responsible for managing the GLA's activities in relation to this decision and ensuring compliance with the Authority's Financial Regulations, Contracts & Funding Code.

**Appendices and supporting papers: None**

**Public access to information**

Information in this form is subject to the Freedom of Information Act 2000 (FOI Act) and other legislation. Part 1 of this form will be made available on the GLA website within 1 working day of approval.

**Part 1 deferral:** any fact or information whose release before a specific date would compromise the implementation of the decision may be included in Part 1, with Part 1 being deferred until after that date. Deferral periods should be kept to the shortest length strictly necessary.

**Is the publication of this approval to be deferred? NO**

If YES, for what reason:

Until what date:

**Part 2 confidentiality:** any fact and advice that should not be automatically made public should be in the separate Part 2 form, together with the rationale for confidentiality.

**Is there a part 2 form – NO**

**ORIGINATING OFFICER DECLARATION:**

Tick indicates approval (✓)

**Drafting officer:**

Rhiannon Watson has drafted this report in accordance with GLA procedures and confirms that:

✓

**Advice:**

The Finance and Legal teams have commented on this proposal, and this decision reflects their comments.

✓

**HEAD OF GOVERNANCE AND RESILIENCE:**

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

**Signature:**

**Date:**