

STREET ELDERS PROJECT 2006

EVALUATION & ANALYSIS

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OBJECTIVES (set February 2006)	MEASUREMENT (September 2006)
1. 60 participants over 50	Over 100 different people participated in at least 1 workshop. 41 participants in final performance (6 of whom did 2 or more strands). Objective partially met.
2. 6 artists used on whole project.	Chris Cresswell; Robert Jarvis; Susan Diab; Becky Edmunds; Virginia Farman; Kate Pollack. Objective fully met
3. Satisfaction averages 4/5 for all participants involved	Satisfaction average = 4.7 (18 respondents). Objective fully met.
4. Artists overall very happy with event and 2/4 wish to continue with groups	Overall the artists seemed to enjoy the workshops and were happy with the event and performances. There were some reservations including:- <ul style="list-style-type: none"> - More time/visibility needed from Takepart Arts at the workshops (2 artists) - More budget needed for production (1 artist) - Difficult venue (1 artist) - Occasional lack of consultation over decisions (2 artists) - Poor attendance (2 artists) - Challenges over participants' expectations (2 artists) - Age of artists: should they have been older? (3 artists) - Issues over consent and distribution (1 artist) - Balance between final product/performance and the process (3 artists) All 4 artists might consider continuation with the participants if asked. Objective met
5. 2 groups continues after July	There was a meeting of participants on September 4 th with over 20 participants attending, to discuss the way forward. All 4 groups wish to continue. Each will devise a simple plan of what they wish to do, how they wish to do it and meet together on 1pm 22 nd September. This will be discussed at Pensioners Forum meeting on 25 th September. Objective met, with the potential for an exciting legacy.

<p>6. Performances have “wow” factor (measured through quotes)</p>	<p>Satisfaction average = 4.2 (out of 5, with 46 respondents) Quotes from snal survey of audience, include:- “Heartfelt, genuine performance.” (Dance) “I don’t mind growing old if I can be like them: they’ve taken some of the fear out of aging.” (Dance) “Rejuvenated: inspired by the words of strangers.” (Music) “Relaxing, thought provoking.” (Music) “It made me think about the lack of visibility of old people in Brighton.” (Film) “Fantastic, positive, witty and warm.” (Film) “Showed that people’s minds aren’t beige even if their clothes are.” (Film) “Unusual to see older people performing in public being loud and raucous.” (Street Theatre) “Took a lot of guts.....we’re not all stick in the mud.”</p> <p>Difficult to measure the “wow” factor, but the quotes above give a sense of it. The number and ambition of the performances (outdoor, indoor, public screenings) grew during the project, which had knock on effects to the artists.</p>
<p>7. 1 national newspaper; 5 regional / local press pictures/stories</p>	<p>5 local newspaper stories: Oldie; Argus (x2); Rocks; Insight City News; Pensioner; no major national coverage of Street Elders. Objective partially met.</p>
<p>8. Partners happy for further work to be done together (Pensioners Forum; B&H Arts Commission; Arts Council; Sponsorship)</p>	<p>Pensioner’s Forum – decided to give further support to project and continuation of group. Arts Council England: positive feedback from regional and London offices. B&H Arts Commission – positive feedback following meeting with Paula Murray and Julien Boast in Oct.</p>
<p>9. Project comes in within budget</p>	<p>Current estimate (September 2006) is that the project will come in under budget by approximately £4,000. It is proposed this will be used for the development of future projects with the group.</p>
<p>10. Additional evaluation carried out through Arts Commission</p>	<p>This is being organised through Brighton & Hove Arts Commission. DB to feed this evaluation into the other ones (Matthews Millman and tbc)</p>
<p>11. Artists evaluation report (short!) to include: reflections and photographs.</p>	<p>All 4 artist wrote evaluations (available on request).</p>

12. Participants, partners and artists are challenged/provoked/stimulated and their understanding of contemporary practise, and how it relates to work with older participants	There was certainly some learning amongst participants about contemporary practice and performance. There was also some learning from artists and project managers about working with older participants. This objective was difficult to measure and so partially met.
Other	<ul style="list-style-type: none"> • Booking interest from festival in London • Volunteer (Colette) fully involved in project from start to finish.

ANALYSIS

- Overall the project should be viewed mostly as a successful one, with 7 of the 12 objectives fully met, and the other 5 partially met.
- The scale of the project was ambitious, with 13 “performances” over 8 days reaching audiences estimated at over 1,100.
- Further interest and bookings are emerging with interest from ITV Local; Ricochet TV and a festival for older people in London.
- Some members of the Film strand have already undergone further training in film through CSV Media.
- It is hugely encouraging that so many of the participants want to continue, and are so positive about what the project has contributed to them (socially and intellectually).
- There were a disappointing number of participants in the final performances of the project. This particularly affected the confidence of the dance group. The lack of numbers was possibly due to a combination of:-
 - The contemporary and challenging nature of the artforms (particularly music).
 - The lateness and inaccuracy of 2nd set of publicity material to encourage participants to workshops.
 - Competition from other projects in the Celebrating Age festival (e.g. Ragroof). This particularly effected the dance group.
- There were disappointing audience numbers at the Brighton Centre, where a significant proportion of the performances and Music installation was based.
- There were a disappointing number of black and minority ethnic individuals in the final performances. This was despite a huge amount of time and effort put into specifically targeting the Hindu Elders group, who participated in the dance workshops.
- The project succeeded as part of the wider aims of the festival, in challenging perceptions and the visibility of older people in Brighton. This was summed up in quotes from audience members such as “It is unusual to see older people performing in public.”
- Artists worked professionally, flexibly and enthusiastically, often going “beyond” their remit. For full feedback from the artists, please
- Ultimately it is the view of the Project Manager (and writer of the evaluation) that it is too early to “measure” the success of the project. This should be reviewed in years to come, when the group has developed further.
- Group keen to continue, and booked for further performances at Hove Town Hall, and possibly Brighton Festival.