

Evaluation brief - Circus Around and About

Circus Around and About is a pilot project, devised by partners Crying Out Loud and Take Art and supported with project funding from Arts Council England.

Summary of Circus Around and About

Five UK circus artists alongside one Moroccan artist will work together to make a circus offer of four outdoor shows, presented as double bills, to rural promoters in the South West. The partners will support the development of the work, present 28 outdoor performances across the South West rural touring network and evaluate the outcomes for the benefit of all involved, the wider circus sector and rural touring networks across the UK.

About Crying Out Loud (COL)

A pioneering creative producer, COL nurtures extraordinary artists working in visual theatre, including contemporary circus. Since 2002, COL has presented exceptional events for audiences of all ages and abilities at festivals, in venues and at site specific locations. COL is a network leader in the UK and advocates for artists and contemporary visual theatre by making connections and initiating collaborations.

COL has presented work at Edinburgh International Festival, Sadler's Wells, local art centres and street corners. In 2012 the pop-up Piccadilly Circus Circus closed down central London to celebrate the Cultural Olympiad with 247 performers in 15 locations and 48 different performances. More recently, in summer 2018, Circus Sampler celebrated Circus 250 with two new outdoor commissions in the Fountain Court at Somerset House, both of which involved participation from emerging artists developed through workshops and skills training in advance.

About Take Art (TA)

TA is an ambitious arts development agency serving rural communities in Somerset through rural touring, dance and theatre projects bringing diverse, exciting and empowering arts experiences to thousands of people annually. It is 1 of 4 partners, including The Place, in the Rural Touring Dance Initiative (RTDI) bringing contemporary dance to rural communities in the UK. Now in its successful fifth year.

Evaluation brief

The underlying question that the project partners wish to explore through this project is:

What is the potential for circus artists to extend their audience reach by developing/ adapting work for touring through the rural arts networks?

The project's aims are:

1. To enable circus artists to develop and tour outdoor work safely through the rural touring networks
2. To enable rural venues to extend their programming to include contemporary circus shows in outdoor spaces

The core activities of the pilot are:

1. Hold a development week that will:
 - a. Adapt *Ripe* by Tilly Lee-Kronick from an indoor to an outdoor work
 - b. Ensure that *Roll Up Roll Up* by Simple Cypher works for rural locations and train two new performers
 - c. Create successful double acts of the above two shows, Pirates of the Carabina's new outdoor touring work *Pirate Taxi* and *Routine* by Said Mouhssine (not present during the development period)
 - d. Invite SW rural touring schemes and promoters to a final sharing of the UK work
 - e. Create social media assets of all four shows for use by the local promoters
2. Present 28 performances at outdoor rural touring locations in the SW
3. Deliver workshops at some of the locations that introduce circus skills to young people
4. Encourage local circus artists to see the work by supporting their travel costs
5. Evaluate the process and the outcomes for UK circus artists and rural venues and provide useful insights on the potential for touring circus through the rural networks

The independent **Evaluator** will focus their work on the underlying question and aims of the project. They will develop an evaluation framework and produce a final evaluation report, that documents the learning outcomes for both artists and rural venues as well as measuring the success of the project against its aims.

The evaluator will be expected to create their own evaluation framework and collect raw data with the support of the project tour coordinator. The evaluation of the artists' experiences will focus on capturing case studies of adapting and touring the four different shows. The evaluation of the tour will focus on the practicality of touring outdoor work for the rural venues, the audience profile, and the audience responses to engaging with circus presented through a rural tour. The final report will be shared through Outdoor Arts UK and the rural touring networks.

Evaluator specification

- Experience of working on public-funded partnership projects in an arts setting.
- Knowledge and experience of existing frameworks for evaluating art, cultural and social projects.
- Ability to design and collect consistent feedback and evaluation data across different media including questionnaires, vox-pops, online surveys and project partner feedback.
- Excellent written and communication skills.
- Ability to manage own workload across multiple sites and locations, working to deadlines as agreed with the client.

How to apply

We welcome applications from individuals working in a freelance capacity, and also from companies and organisations who deliver this work.

Budget: £3,500 including resources, excluding VAT (if applicable)

Evaluation period: May 2021 – October 2021. Project activity comprises

1. Development week – early June
2. Touring – 28 days from late June to September in the South West

Final schedule to be agreed with partners.

Application Deadline: Monday 10 May 2021

Interviews: Friday 14 May

How to apply: Please send applications to sarah@cryingoutloud.org

As an individual: Please send a CV and cover letter (no more than 2 pages) outlining your experience and suitability for the role and an outline of your approach to the project brief. Please also complete the equality and diversity monitoring form and provide any links to existing evaluation reports and projects.

As a Company or Organisation: Please provide a company overview detailing past projects, sector experience and suitability for the role and an outline of your approach to the project brief. Please also provide any links to existing evaluation reports and projects and a short biography of team members.

Equal opportunities

The partners are committed to equality of opportunity and access for all and welcomes and encourages applications from everyone, irrespective of their age, gender, class, marital status, nationality, ethnic origin, disability, religious belief or sexual orientation.

Further information

If you require further about the project please contact Sarah Macnee, Executive Director, Crying Out Loud at sarah@cryingoutloud.org