

Celebrating Age Webinar: Diversifying Engagement



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**ARTS COUNCIL
ENGLAND**

Programme & timings



2.30pm: Imogen Blood - Welcome & introduction to Diversifying engagement

2.55pm: Deborah Kermode, Chief Executive & Artistic Director, Midlands Arts Centre & Piali Ray OBE, Director, Sampad

3.10pm: Short comfort break

3.15pm: Vanessa Lam, Age Friendly Projects Coordinator at Centre for Chinese Contemporary Art

3.30pm: Christine Lee, General Manager for Entelechy Arts with support from Ochuku Onobraliche

3.45pm: Q&A and discussion

4.25pm: Webinar finishes



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Celebrating Age Webinar

Diversifying Engagement

Tuesday 9th March 2021

Imogen Blood, Director of Imogen Blood & Associates

Celebrating Age National Evaluation Team

THINKING
PRACTICE/

Imogen Blood &
Associates

Lorna Easterbrook
Consultancy

The Baring Foundation

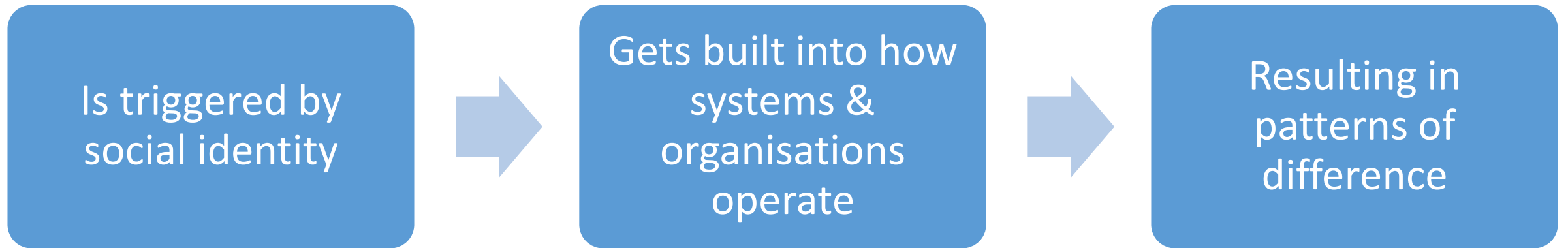


Our social identity is made up of our.....



Also (though not protected in law):
Class or socio-economic status

Institutional discrimination.....



....it gets 'built in'

- Buildings – perhaps with colonial histories – which ‘don’t feel like they are for us’
- Content and programming which don’t feel relevant
- Institutional ‘memory loss’ around culture heritage of diverse groups
- Language barriers, especially for older people
- A workforce that isn’t representative
- Funding and application processes that can be off-putting and complex
- An offer to the individual, rather than the whole family

**Strengthening BAME inclusion in arts & wellbeing services, Roundtable April 2020, Flourishing Lives/
Race Equality Foundation/ HEAR network**

.....Resulting in patterns

- 78%/81% of White/ Mixed ethnicity people; compared to 61%/ 63% of people from Black/ Asian backgrounds
- 83% of those living in the least deprived areas; compared to 59% of those living in the most deprived areas
- 64% of the over 75s; compared to 81% of the 45-64s

Had attended an arts event, or participated in an arts activity in the previous 12 months

DCMS Taking Part Survey (2019/20)

Celebrating Age projects have worked hard to engage diverse audiences.....

10% were from BAME backgrounds

27% men

25% were aged 80 and over

3% told us they are LGBTQ+

43% had a disability or long-term health condition

Arts Council England monitoring data, June 2020.

Image: Live Age Festival 2017 and Moonbrushed Media



Noticing who's missing

Getting curious about why

Making it a priority

Connecting and listening

Being prepared to change 'the way we do things around here'

Image: Leeds Playhouse/ Touchstones



Taking it beyond engagement:
ambassadors, curators, artists

Intergenerational conversations

Using personal stories to
question wider structural issues

Image: Moving Memory Still Stomping



Engagement in
a pandemic?



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mac
Midlands Arts Centre

Celebrating Age

March 2021



Chai and Chat

Inclusive space for women of all ages to talk, share and make art in community settings, homes and arts venues









Culture Club

Free & popular, monthly sharing over creative activities – usually in partnership with agencies and invited arts organisations





The Butterfly Effect exhibition, Sept 2021

MAC's Older people's curators group

A major art exhibition exploring contemporary themes from 2020 with art works selected by volunteers from MAC's Culture Club.

Volunteers meet regularly to visit archives and galleries across WM region led by museum staff and meet other older people's groups.

The group is working with MAC's curator to gain knowledge and experience of making exhibitions ahead of their exhibition in 2021.

Loan partners: New Art Gallery Walsall, Wolverhampton Art Gallery, Birmingham Museum Trust, Worcester Art Gallery.



Nilupa Yasmin

Visual artist from Birmingham who explores issues related to older women in the Bangladeshi community, using photographic weaving techniques and found images.

Tea with a Twist







**Critical
Conversations:
with Older
artists**

**Bisakha Sarker
& Arti Prashar**

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Celebrating Age webinar: diversifying engagement

Vanessa Lam
Age-Friendly Projects Coordinator

CFCCA
CENTRE FOR CHINESE
CONTEMPORARY ART

About CFCCA

- **Curated Exhibitions**
- **Artist Residency**
- **Engagement Programme**
- **Volunteer Programme**
- **Archive**
- **Shop**
- **Venue Hire**



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CONTEMPORARY ART

Dumpling Social Club

- National Lottery Fund
- Over 50's
- Cantonese community
- Loneliness
- Social isolation

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CONTEMPORARY ART



Challenges

- **March 2020**
- **8 initial sessions in gallery**
- **Workshop potentials**
- **Accessibility**
- **Inclusion online**
- **Reach**



Successes

- **5 Greater Manchester districts**
- **Consistent growth**
- **Increased sessions from bi-weekly to weekly**
- **Engagement learnings**
- **88% of participants aged 60 - 71 years of age**
- **94% wanting to get involved in more projects like this in future**
- **40% to 29% loneliness decrease**
- **59% met new people through engaging with the project**

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Practical top tips

- **Identity**
- **Accessibility**
- **Consistency**
- **Cooperative approach**
- **Flexibility**



Thank you!

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**Entelechy Arts
and Meet Me
Conversations
about diversity
during lockdown**



1. Intro to our work during lockdown
2. Pre-recorded interview (8 mins)
3. Conversations about diversity



About Entelechy Arts

Entelechy Arts produce projects which powerfully test the boundaries between art, creativity, care, wellbeing and community.





About the Meet Me programme

“What if isolated and lonely older people had the opportunity to go to an arts centre instead of a day centre?”



Programme during lockdown

- Wellbeing calls
- Group “Cluster” phone calls
- A few “Clusters” by Zoom
- Meet Me on the Radio
- Deliveries incl. “Gnomes at Home”
- Doorstep performances





ON AIR

BETRAYED THE LICENSING SNATCHER

FESTIVAL

ED TEA

JUSTIN BEVERLY





**Pre-recorded film with Ochuko
Onobraliche, a member of Meet
Me and Entelechy Arts Elders
Theatre Company**



Key principles

- **Co-production**
- **Feminist principles of care**
 - Attentiveness
 - Responsibility
 - Competence
 - Responsiveness
 - Communication, trust & respect



Other quick thoughts:

- Invitation
- Community relationships
- Intro & Welcome Pack
- Monitoring
- Language
- Practicalities
- Saying sorry



But really it's all about...

- Relationship
- Patience
- Listening
- Trust



Meet Me is produced by Entelechy Arts and the Albany, supported by London Borough of Lewisham

With thanks to City Bridge Trust, Sobell Foundation, Deptford Challenge Trust, Garfield Weston, L&Q, Mayor Of London and all our supporters



Lewisham

Celebrating Age Webinar: Discussion and Q&A



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