



Inside Out

March - July 2021

Artist Brief

Magic Me are recruiting three artists to creatively collaborate with three care homes in Waltham Forest.

Intro

At Magic Me, we believe in the vital role of arts and creativity in care settings to support wellbeing, build community and reduce loneliness and social isolation. We are committed to supporting care homes navigate the challenges brought by COVID-19, as it continues to drastically impact the lives of residents, staff and families. Inside Out 2021 will match three artists with care professionals from three care homes run by the London Borough of Waltham Forest to work together in collaboration. Drawing on knowledge, skills and expertise, the artist / care staff partnerships will explore and experiment with new creative approaches to improve the daily life and culture of each care home during this time. Inside Out 2021 will build upon our longstanding commitment to communities within Waltham Forest as developed throughout our programme, delivered in partnership with care homes, extra care schemes and schools, engaging families and individuals of all ages living in the borough. We are keen to hear from a diverse range of candidates with different perspectives, experience and knowledge and will work with you to support your access needs.

We welcome and encourage applications from Black and Asian candidates, and those from other minoritised ethnic communities. Our board and staff are actively working on a new anti-racism strategy. We believe by improving the diversity within our organisation and our artist team, we will improve the quality of our work. We recognise that our artist team does not reflect the culturally diverse communities we serve.

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About Magic Me

Since 1989, Magic Me has pioneered intergenerational arts practice in the UK. Our mission is to bring younger and older people together for mutual benefit, learning and enjoyment through high-quality arts projects, where people of different generations learn together and from one another. Magic Me arts projects challenge young and older people to stretch themselves and what they think they can do and be.

Working with highly skilled and experienced artists working across a variety of art forms, participants learn new skills, share their ideas and feelings, and become comfortable collaborating with people who are different in age, ethnicity or life experience. We work in partnership with schools, care homes, sheltered housing schemes and arts, community and cultural organisations.

Our award-winning approach and published research have earned us recognition across the country and internationally. Our current [Artists Residencies in Care Homes programme in Essex 2019-23](#), builds on our [2015-17 residencies](#). Our evaluation partners Anglia Ruskin University are focusing on the relationship between artists and care professionals working together to collaborate and share approaches. Learning from *Inside Out 2021* and *Artists Residences in Care Homes* will compliment each other. Through these projects we aim to challenge both arts and care sectors to raise expectations of what older people will enjoy and understand and experiment with new and innovative artforms and creative experiences in care homes settings.

Inside Out 2021 Aims

- **Provide care partners with fresh creative resources** and new approaches to navigate the unique challenges that COVID-19 brings to care home life, with support from professional artists.
- **Increase wellbeing of older people** living in care homes as active creative citizens.
- **Provide peer-learning platform for care staff and artists** to share their experience and expertise with key stakeholders in care / arts sectors, towards sharing learning and building future opportunities for collaboration.
- **Support care homes, their staff and residents** to connect with family members and local community during this time.

Covid-19 & the Care Sector

Covid-19 is having a huge impact on the care sector. While every care home faces challenges unique to them, from speaking to our partners we have identified these key themes:

- Additional time/ effort is required by staff to care for and support residents 1:1, while they are unable to meet in groups. There is reduced arts provision and opportunities for social engagement.
- No visits from loved ones exacerbates an already hugely prevalent issue of loneliness and social isolation.
- Reliance on digital technology and internet access that might be insufficient or entirely unavailable.
- Communication filtered through glass, masks and digital screens is unaccommodating to people with diverse needs, particularly acute for residents living with dementia, neurodiversity, hearing impairments, reduced mobility and those in respite care.
- Care homes balance conflicting issues, infection control and risks to mental health.
- Families feel disconnected and distressed, navigating ever-changing government guidance.
- Care home communities are experiencing trauma and loss following residents' deaths and anxieties over infection spread.

Since March 2020, Magic Me has been connecting our participants remotely through our [At Home Together](#) programme, including [Cocktails: The After Party](#) (April-July 20') a series of interactive creative activities on-line, by phone and post with 9 care partners. Through this programme we have built an understanding of the particular challenges faced by care homes during COVID-19.

We are sharing our learning through "[After Party: Evaluation Report on a socially distanced care home project](#)" September 2020 by NAPA that we encourage you to access [here](#). We also recommend The Baring Foundation's "[Key Workers: Creative Ageing in Lockdown and After](#)" October 2020 to learn more about the many ways arts organisations have adapted their remote creative programming towards supporting the wellbeing of older people during COVID-19.

Our working assumption, on advice from care providers /NHS, is that homes will not welcome visitors

until well into 2021. Inside Out 2021 responds directly to an ever-changing climate, remaining flexible to approach in order to centre needs of residents, staff and their networks during this difficult time.

Artists Role

Inside Out will match 3 artists with care staff from 3 homes to work together as collaborators to design, explore and experiment with new creative activities, approaches and interventions to positively benefit and improve care home daily life and culture during this time. The creative partnerships will combine knowledge, skills and expertise to find new ways to support staff and residents and connect with families and the local community.

Each creative partnership will identify and be guided by a central question over the course of the project - with no question too big or small. This could be: *“How can we better connect residents with family members who are unable to visit?” “How can we better support residents living with dementia during this time?” “How can we support our staff experiencing grief?” “How could we better use media / technology to enhance the quality of life of residents in bed all day?”*

Reflecting and sharing learning, approaches and findings with project peers, arts and care sector professionals and wider public throughout the programme, together we will explore how creativity can be applied within care settings in new, innovative and supportive ways during this time.

Is this project right for you?

We are looking for 3 artists to work with us from March - July 2021. This opportunity would suit artists who like to work in collaboration with others and who are also proactive and motivated when working independently. It would suit artists keen to experiment and explore new ideas, who can be adaptable and flexible in changing times, and for whom inclusion is at the heart of their practice.

Magic Me has experience of working with artists from across a huge range of art forms, from photography to theatre, dance to puppet making, illustration to live art. We are not looking to commission existing or fully formed projects ideas, but to attract applicants with a confidence in adapting different art forms within their practice, an eagerness to try new things and come up with creative solutions.

Contracted as a freelance artist, you will work closely with Project Manager Sarah Watson and receive regular support, resources and supervision throughout. Magic Me is committed to supporting artists to adapt to the specific challenges of remote working and ensure our artists are fully briefed on up-to-date government guidance in regards to COVID-19. Regular check in's with the full artist team facilitated by Magic Me, to share our experiences and best practice, are built into this project.

We are open to receiving applications from individual artists, or 2 artists interested in working together. Artists partnerships would need to split the agreed days and fee between them.

Previous Experience

Essential

- Personal or professional experience in care home settings.
- Significant experience of leading participatory art projects.
- Experience of working with older participants.
- Experience of designing activities which support participants with a range of access requirements.

Desirable

- Previous experience of co-creative principles.
- Previous experience of working in collaboration with care, health or wellbeing professionals.
- Experience of delivering creative projects in care settings.
- Experience of working with people with dementia.

- Experience of participatory arts practice within remote working contexts.
- Connection to Waltham Forest community.

Access

- Project activity will adhere to COVID-19 government guidelines and our care partner’s own protocols at all times.
- Artists and care staff will agree upon methods and schedule of communication ie. video platform / telephone in advance, remaining flexible to circumstances of both parties.
- Group creative partnership meetings are currently planned to be held on an online video platform.
- A connection to the borough of Waltham Forest would be an asset for an artist coming on board this project, however this is not essential criteria for the role. The majority of this work will take place remotely, however should COVID-19 government guidance allow (and artists feel safe to do so) socially distanced meetings / workshops could be a possibility.
- We are committed to supporting your access needs and welcome you to get in touch with us with any questions / to discuss your needs further.

Remote Working

Since March 2020, Magic Me staff and freelance artists have been working remotely. We anticipate that flexible working structures will continue for the foreseeable future. We are currently in the process of moving offices within the Bethnal Green area. This role will require the use of a computer (not provided by Magic Me) and involve regular communications via email, phone, video and in person, within the COVID-19 guidelines, and if desired by partnerships.

Timeline

March 2021	<p><u>Creative Consultations</u></p> <ul style="list-style-type: none"> -Share challenges that COVID-19 has brought for our roles as artists and carers. -Creative partnerships identify a central question / challenge that has particularly affected each individual care home during this time, to explore together over the course of the project, through prompts and support from Magic Me. -Partnerships begin testing different ways of communicating, remaining flexible to changing circumstances.
April & May 2021	<p><u>Explore & Experiment</u></p> <ul style="list-style-type: none"> -Creative partnerships draw on individual experiences and skills, collaborating to explore, experiment and test creative interventions /solutions to their central question/ challenge. -Regular meetings to share ideas, progress, challenges and plan next steps, guided and supported by Magic Me.
June 2021	<p><u>Season of Sharing</u></p> <ul style="list-style-type: none"> -Partnerships identify and reflect upon most significant findings. -Share methods, outcomes and learning with all creative partnerships, project partners, key stakeholders and influential figures from arts and care sectors towards wider learning.

Fees

This role is paid at Magic Me’s daily rate of £245 per day. Each artist will have a total of 20 days to be used flexibly over the duration of the project as agreed in

advance by artist and care staff creative partnerships remaining flexible to the changing needs/schedule of both parties. This includes attendance at meetings with full cohort / artists check-ins throughout, with a schedule for this shared at the beginning of the project.

Budget

There is a materials budget of up to £1500 per creative partnership to be dedicated to materials, equipment, production costs or additional guest artist collaborators, the spending of which to be agreed in advance by creative partnerships and Project Manager.

How to Apply

Please send us your answers to the following questions.

You can do so in writing (maximum 2x A4) or via video message (5 minutes max.)

- Why are you interested in this opportunity?
- Tell us about your previous experience of leading participatory projects, and collaboration?
- How would you draw on your personal lived experience in your approach to this project?
- How would you introduce your arts practice to a member of care home staff?
- You may attach a maximum 2 web links to your previous projects.

Deadline:

10am Monday 8th February 2021

Please send your application and contact details to:

sarahwatson@magicme.co.uk

Short-listed artists will be invited to a meeting over video call to take place on Monday 15th or Tuesday 16th February.

Our first full cohort meeting is scheduled to take place via video call w/c 8th March.

Please send your application or any questions to:

Sarah Watson - Project Manager

sarahwatson@magicme.co.uk

07463918718

(Usual working days are Monday, Tuesday & Thursday)

Magic Me's Inside Out 2021 project is not affiliated with the Southbank Centre's recently announced Inside Out programme.

Thank you to Magic Me's Inside Out 2021 project funders:



MAGIC ME is the UK's leading provider of intergenerational arts projects, an award winning charity based in Tower Hamlets. Visit us online: www.magicme.co.uk