

The Daily Life Project TOUR 2014: AUDIENCE DEVELOPMENT PLAN

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INTRODUCTION:

Daily Life Ltd (DLL) is an Arts Council National Portfolio Organisation led by artist Bobby Baker (BB). DLL aims to investigate and celebrate daily life and its limitations, promoting the abilities of people with lived experience of mental distress through the arts, collaborative research and diverse participation. Creative excellence not art-as-therapy is our driver.

The focus of our current programme is The Daily Life Project (TDLP), a 3-year exploration of Newham, Hackney and Tower Hamlets, on the ground and online, to meet and collaborate with individuals from all walks of life who have personal experience of mental distress, and their family and friends. TDLP will be shaped by the presentation and co-creation of artworks of the highest quality, alongside innovative participatory arts and mental health research, all mapped onto an animated interactive website. TDLP Tour represents the first phase of this initiative: a tour of existing live show *Mad Gyms & Kitchens* (MGK) and *Bobby Baker's Diary Drawings* (BBDD) exhibitions, that also acts as an engagement strategy for later stages of the project, thus developing and establishing a strong East End grassroots network. The next stage of the TDLP will be TDLP Artful School: two 'terms' of cultural exploration and creative training taster sessions across London from autumn 2014, followed by a final term of longer workshops and mentoring opportunities. The Artful School will be artist-led, headed up by Bobby Baker with 'visiting tutors' from a range of arts practices and sectors leading different sessions. Participants will be drawn from the people we meet on our Tour. The Artful School aims to broker and support cultural engagement and creative training of the highest quality for individuals with personal experience of mental distress. DLL will then raise funds for a commissioning process, with commissioned artworks curated onto a beautiful interactive online artwork by Bobby Baker.

With an extensive track record across a range of art forms and participatory work over the last two decades DLL has built TDLP Tour plans on the successful tour of Cultural Olympiad Unlimited commissioned live show MGK, which toured the UK for London 2012. During this extensive tour of 32 shows across formal arts centres as well as a wide range of community and health venues, we tested and refined our engagement methods to develop diverse audiences with a unique mix of people with personal experience and expertise of mental health – both personal and professional. These included service users, survivors, advocates and activists, people in and out of work, young people, clinicians, support workers, carers, students, academics, mental health professionals, educational pastoral care staff, and those reached via community groups and health and charity networks. This unusual and strategic audience diversity was crucial to the live show's power, impact and excitement: it is fundamentally part of the work.

The biggest audience development challenge of the tour lay in maintaining relationships and networks from afar following successful shows and workshops. Our aim with TDLP is to consolidate our extensive network and experience locally, and focus on London's East End over the coming years, enabling us to maximise our relationships and network in one area with long-term aim to create a strong internet presence that enables DLL to share process, practice and to raise the profile of excellent work.

DLL has always been based in London, where BB trained as an artist, accessed mental health services and has presented most of her largest scale shows to date. Our recent studio move from Hackney to Stratford has significantly helped us develop new relationships in more diverse sectors of East London. We are developing strong trust relationships with local arts and mental health/ community activists including Friends of East End Loonies (F.E.E.L.), Core Arts, Together! And Studio Upstairs, based on shared experiences and a passion for creating platforms for excellent creative work. We are excited by these kinds of collaboration, and the potential for promoting work by people with lived experience of mental distress at both a grassroots level and – leveraging our own position with a professional arts context – at a national and digital level.

Ultimately, it's the buzz and genuine good will and friendliness that we can bring which will develop the best audiences for the future. As an artist with a career spanning over 40 years, coupled with personal experience of mental illness and the mental health system, Bobby Baker offers an authentic figure of creative recovery. Her work and performances have always focused on using her personal life as a means of reflection. This tour offers us the opportunity to refine and improve our processes to take work forward over coming years.

TOUR ASSETS:

Bobby Baker's Diary Drawings: Mental Illness and Me (BBDD)

Curated by BB in collaboration with her daughter, a Clinical Psychologist, this community touring version of the acclaimed larger Diary Drawings exhibition presents BB's experiences of the mental health system over eleven years: harrowing, funny, moving – and ultimately uplifting. This compelling exhibition comprises 31 framed Diary Drawing prints, 9 documentary images of BB's live work, plinth with MIND Award-winning Diary Drawings book, comments book, as well as accessible interpretation material written by Baker to reach a wider audience. We will present BB's Diary Drawings exhibition in one venue per borough, with each exhibition lasting between 6- 8 weeks. The exhibition gives an enriching context for the live shows, communicating BB's personal experience of mental illness and the mental health system over 11 years. On our 2012 tour it was very effective at raising diverse audiences for the live work. We will launch each exhibition with a Launch Party, open to all. The warmth and hospitality of these events, which will be generously and thoughtfully catered by DLL, are key to building trust relationships and creating an atmosphere of friendship and inclusion.

Digital Diary Drawings

In addition to the exhibition, we will have several presentations of a digital version. Developed in response to our knowledge of community touring and in particular clinical settings, this enables presentation of the work in venues simultaneously with potential audiences where wall-hung exhibitions are not possible. We will show the accessibly captioned digital exhibition on our DLL secure monitor, as well as partner monitors in suitable spaces, helping raise audiences for 18 presentations of live show Mad Gyms & Kitchens.

Mad Gyms & Kitchens

This hilarious, generous and gem-like live participatory show was an ACE London 2012 Unlimited commission, performed by Baker and 2 assistants for audiences of up to 50 over 1.5 hours. A set of 5 custom-designed flight cases are opened sequentially to reveal beautiful interiors with 'wellness' apparatus, including art materials, tea and biscuits. The show culminates in audience participation, using top quality art materials provided to create their own 'Top Tips' for living well.

This activity will include a tour of 18 performances of Mad Gyms & Kitchens across Hackney, Newham and Tower Hamlets.

OVERVIEW OF PROCESS:

The process will be managed and delivered over the whole six months of the tour by our core Engagement and Relationship Development team, managed by Projects Director Alice Carey: Bobby Baker (BB), lead Artist and expert by experience
Emma Cahill (EC), Administrator
Miriam Hodson (MH), Community mental health access and liaison and expert by experience

Collaborative processes of brokering and developing trust relationships are fundamental to all DLL work. Using the learned experience and evaluation findings of our 2012 UK tour DLL will further develop clear processes to support successful collaboration with partners and build new audiences, particularly audiences in mental health contexts with historically low cultural engagement.

The core Audience Development team meet weekly, to share information and data, review progress, and plan next steps. This way we can implement our core audience development plan whilst responding effectively to locally changing priorities and emerging opportunities. We will build audiences locally through the life of the tour in each venue and with specific community partners, supporting the development of local networks across arts and mental health contexts. The team will use a clear 'plan, do, review' cycle across the tour.

Each new partnership is shaped by an initial joint planning meeting ahead of any booking.

- The project is presented in detail, with an opportunity for partners to ask questions and make suggestions.
- Local knowledge is shared and discussed, in order to identify and plan the most effective and relevant collaborative Audience Development and marketing methods.
- Potential access issues are identified and explored
- Audience Development objectives are decided, and a coherent approach planned together in order to maximize shared resources.

This meeting will result in a simple partnership agreement, functioning as a shared workplan between DLL and touring partner. It will give a clear summary of DLL and TDLP Tour, outline responsibilities, and clarify expectations on both sides.

The tour will be monitored during each cycle of activity through the following channels:

- box office reporting
- audience data capture
- audience feedback, via comments book, Top Tips drawings, vox pop activities at selected shows
- marketing activity reporting from partners
- social media and website analytics
- volunteer activity reporting
- independent evaluator activity

At the end of each tour leg independent evaluator, Dr Caoimhe MacAvinchey (CM), senior lecturer in Applied Theatre at Queen Mary University London, will meet with partners to gather feedback. This will enable DLL to assess the impact of different Audience Development methods during the tour, allowing successful approaches to be identified and maximized for future partnerships across the tour.

The DLL team will debrief after each leg of the tour, sharing and recording data and contacts. Audiences will have the opportunity to engage with DLL social media and website throughout the tour, and will be encouraged to sign up to our mailing list at all events. DLL will communicate with audiences via social media, mailings and e-flyers after each tour leg, to build on initial contact and establish relationships. Since there are diverse requests for ways of staying in contact with us, we will 'customise' our engagement processes in response to these needs – e.g. producing clear A4 information sheets about next stages, shows etc.

AUDIENCE DEVELOPMENT METHODS:

Roxy and Rudi Roadshow

We will continue to roll out this specially developed live engagement tool to broker relationships with new groups and individuals, receive feedback and ideas from people, and promote our tour. RRR is our specially devised engagement and consultation 'soft marketing process.' It can take place in any venue – from board rooms to community halls – at any time of day, in under an hour. It involves Baker in her white-coated hi-vis accessoried 'Dr Bobby' comedy persona, with the DLL team, performing a short illustrated presentation of herself and her work, leading up to TDLP and our plans for the tour. This is also a chance for people to sign up to our mailing list and start following us online, as well as picking up print material.

Top Tips Scrapbook

We developed this online platform to feature selected audience generated drawings produced during the participatory section of our MGK shows. This drives traffic to our website, establishes and promotes the co-productive ethos of our work, and provides an engaging and globally accessible online resource around arts and mental health.

Exhibition Opening Events

We will launch exhibitions with Launch Parties, with focused invitations to local groups and individuals and promoted via our networks. BB and Miriam Hodson will speak at these events, introducing the work of Daily Life Ltd and our work to wider audiences and promoting the tour.

Experts By Experience Advisory Panel

Throughout the tour we will consult with our carefully selected panel of 'experts by experience' (EBE). This is a term developed by groups such as Hearing Voices Network to describe people previously described as 'service users' – to convey the expertise, talent and skills developed by people who access health services. We have an invited EBE Advisory Panel of 5 artists and 5 health campaigners, meeting for the first time in February for a one-day consultation event, to critique and advise on all aspects of the project, in particular the challenges around language and access issues specific to mental health.

Comments Book

We will install a DLL branded public comments book in our exhibition venues, to collect feedback and contact details.

Ticketing

We will consult with our EBE panel, as well as partners, to determine accessible price points. We will offer free or discounted tickets to identified groups or individuals where appropriate, and as tools for developing key trust relationships.

Access

Our EBE Panel is a unique resource for planning access. We will also consult with partners and venues, using flexible methods and local knowledge for improving access. As a disabled artist led company, access is at the heart of all our planning.

Team QMUL Drama undergraduates and recent graduates

We have budgeted for 50 days of support from Airsupply - recent QMUL graduates who are developing their careers in live arts - and 100 days of support from current QMUL drama undergraduates. We will manage these students and graduates to augment DLL audience development activity:

- Having conversations with people at live events including exhibition launches

- Gathering and recording audience responses and feedback at live events
- Gathering and recording audience data at live events
- Visiting venues and local community hubs and shared spaces to meet people, have meaningful conversations, gather feedback on touring plans and share DLL marketing material
- Supporting management of social media

MARKETING METHODS:

DLL has a strong track record in producing original and engaging marketing material: BB sees this content as part of her artistic output. For TDLP Tour, we are placing a new emphasis on online marketing, whilst also producing collectable print-based material. The range of our marketing approaches reflects the diversity of the audiences we aim to reach. We will discuss the best approach with each partner on a case-by-case basis, and tailor our campaigns accordingly.

Digital Media

Website

DLL is working closely with longstanding technology and digital partners Outlandish Ideas to create a dedicated microsite for TDLP tour. A key feature will be a map of East London, which will chart our tour progress as well as highlighting partner venues, groups and organisations. The site will also promote tour dates and details, as well as linking to partner organisations and social media. The live twitter feeds of Dr Bobby and Roxy&Rudi will feature on the site.

Animated serial

Bobby is collaborating with animator Pete Baynton to produce three 'chapters' of a new animated serial throughout TDLP tour. This charming and comic marketing tool will introduce animated versions of 'Dr Bobby' and her cat and dog tour assistants, Roxy and Rudi. They will discuss the tour and their activities, drawing audience attention to particular tour dates and venues as the tour progresses.

Social Media

Roxy and Rudi will have their own twitter accounts, which they will use to interact with Dr Bobby on her existing twitter handle @Bobbythebaker, as well as attracting followers of their own. This will provide an accessible platform for debate and dialogue around arts and mental health, as well as developing the comedy and warmth of the animated serial characters. The live twitter feeds of Dr Bobby and Roxy & Rudi will feature on the site, providing a steady stream of dynamic interactivity. DLL will also use Facebook to gather followers, and the tweets will be posted in the newsfeed. The animated serial and other AV material will also be published on our YouTube channel.

Print Media

TDLP Tour flyer

This striking branded flyer will feature an image representing MG&K, and one representing the Diary Drawings exhibition. It will present DLL and the tour and promote all online and social media links. It will have space for a printed sticker, which will be adapted for different venues and dates as the tour progresses. Early career artists and producers as well as current students from QMUL will work with core team to distribute the flyer to student pigeon holes and selected university sites, identified local cafes, community and mental health centres, arts venues and public spaces such as libraries. The flyer will also be shared with all partners and venues to be distributed through their networks, and DLL will do regular e-mail outs.

TDLP Tour Poster

This will be adapted from the flyer design to ensure branding continuity, and distributed locally as appropriate through the networks and venues identified above.

Collectable Coasters

We will produce the 5th in our popular collectable series, featuring images of the animated characters in line with TDLP Tour branding. The unusual coasters promote our website, and can be distributed widely.

Banner

Designed in line with TDLP Tour branding to maximize recognition and impact, a dedicated TDLP banner will be installed at venues to promote the tour and offer context for individual shows.

EVALUATION:

DLL has commissioned External Evaluator, CM to develop an on-line resource, Artful Measures, modelling innovative approaches to arts evaluation in socially engaged contexts, funded in part by a QMUL Innovation Award. She will use DLL's 2012 UK tour evaluation as the basis for a case study to be featured on DLL website, providing researchers, arts and health practitioners and policy makers with an innovative approach to evaluation and the articulation of its findings. CM will be evaluating TDLP tour in 2014 as further material for the second online case study.

Her methodology is based on the findings of her research project, *Performing Public Engagement LIFT 2009*, examining the politics and purposes of evaluation within socially engaged contexts. Central to this are the highly contested areas of measurement and value. Whilst policy makers and funders stress the imperative for rigorous evaluation that evidences the health, economic and social outcomes resulting from arts interventions, many artists and arts organisations observe that there is little consideration of philosophical or methodological frameworks and even less thought given to imaginative ways of articulating this, in ways that do more than account for it.

CM will be supported in her evaluation work by EC, whose recent MA in Applied Theatre focussed on evaluation methodology. EC will manage DLL core team and volunteers to gather and record material as directed by CM whilst the tour is live, and collate and archive it once the tour is over.

LOCAL INFORMATION: HACKNEY

We will launch TDLP Tour in Hackney, where we have developed a strong partnership with Core Arts. Their locally established and expert approach to promoting the artistic and creative abilities of people who experience severe and enduring mental illness has informed our planning around TDLP Tour, in particular through advice offered by Core Arts clients at a Roxy and Rudi Roadshow last autumn. Core clients' suggestion of Chats Palace as an accessible and well-known local venue led to us partnering with Chats for the Diary Drawings exhibition. As we learnt from our 2012 UK tour, presenting the Diary Drawings exhibition helps raise audiences for the live show locally, as well as enriching audience experience of both shows by communicating BB's lived experience of the mental health system. Being very close to Homerton Hospital, Core Arts and Chats Palace are ideally located for raising audiences amongst East London NHS Trust staff and service users.

Core partners:

Chats Palace (Venue): Arts and Community Space in Homerton, used by diverse local groups.

- Demand for activity: The area is changing fast. With more affluent incomers making confident use of the centre, Chats Palace staff are keen to strengthen and support links with harder to reach historic local audiences (and raise funds for), and to rejuvenate their relationship with Core Arts clients. In particular, TDLP Touring shows will be of interest to local mental health groups from the wards at Homerton Hospital who meet at Chat Palace weekly. The launch of the Diary Drawings exhibition with a Launch Party at the beginning of March will be an ideal opportunity to develop audiences amongst East London Foundation Trust staff, who have expressed interest in our work.
- Target Audiences: A Homerton Hospital mental health group meet weekly at Chats; NHS staff from across East London NHS Trust including psychiatrist Stephen Ginn who we have met with, and Richard Evans Clinical Director for adult services for the East London Foundation Trust in Hackney; local residents; Core Arts clients; local Afro-Caribbean church who use Chats' theatre space on Sundays; youth theatre group; literacy group; karate group; DCT Events Youth Management Crew supported by Each One Teach One; community photography group; community music workshop participants; general arts audience.

Core Arts (Venue): leading innovator in mental health creativity, cultural diversity and social enterprise.

- Demand for activity: Core Arts is an established arts organisation that runs an extensive programme of arts classes and regularly presents open mic and arts social nights, and whose clients also produce festivals and stages around East London. Clients access Core Arts through personalized care packages linked to severe and enduring mental health diagnosis. Improvements in their mental health can take away this particular access, and Core Arts are actively seeking pathways and arts organisations for their former clients locally. DLL's TDLP Tour aims to develop relationships with potential participants for future phases of TDLP offering arts activities, creative training and career development. It will also connect and network audiences between arts and mental health venues and organisations, such as Core Arts and Chats Palace.
- Target Audiences: Core Arts clients past and present; friends and family; local arts audiences; hospital staff and patients who access Core Arts weekly.

Studio Upstairs: Dalston-based arts charity provides artistic resources and therapeutic support to people experiencing mental and emotional distress and to those in drug and alcohol recovery.

- Demand for activity: Studio Upstairs will host a Roxy and Rudi Roadshow in one of their studios at the end of January. With their permission, DLL have invited Mill Co Project workers along to broker a relationship between these well-aligned neighbouring organisations. Studio Upstairs has no space for the touring exhibition or live show, but are keen to support audience development for TDLP Tour activities elsewhere. They have longstanding awareness of DLL, and are keen to partner so that their artists can experience TDLP Tour and learn about future opportunities for creative participation. Studio Upstairs is well networked locally, and thus able to support wider audience development for TDLP Tour.

Rose Lipman Building (Venue): community hall and former library which has been brought back into public use for local arts and participatory activities.

- Demand for activity: The Mill Co Project manage arts and community use of the Rose Lipman Building, and are keen to partner with DLL to present MGK. This will promote The Rose Lipman Building as a community venue for diverse audiences locally, in particular local mental health groups including Studio Upstairs. It will also network TDLP Tour with audience groups, artists and organisations already using the space. TDLP Tour is of particular interest to artists and curators involved in Open School East, who use the building as a base for their arts education and participation research and practice.
- Target Audiences: Studio Upstairs artists; Graeae Theatre, where DLL was formerly based locally, and their artists and audiences; Open School East and their network; local arts audiences; Hackney Council, who are enthusiastic supporters of the project; residents of the De Beauvoir estate who get concessionary rates for Rose Lipman Building events.

Community mental health audience building partners

DLL Community mental health access and liaison Miriam Hodson is in contact with the following groups:

Mind – *Mental Health drop in services and activities*

Hearing Voices Network – *Groups*

Paranoia Network - *Groups*

I.R.I.E Mind – *Day centre*

Kadimah Day center – *Jewish care day centre*

City and Hackney Association for Mental Health - *Drop in services and activities*

Community Mental Health Team – *North Locality Team*

Community Mental Health Team – *South Locality Team*

Community Recovery and Rehabilitation Team

NEWHAM:

Newham has been identified as one of the areas of least engagement in arts and culture. Our recent move to Stratford has greatly enabled DLL to build on existing relationships with key organizations and individuals. Unfortunately Newham NDP, with whom we had established plans for DD exhibition and performances at The Hub, have just lost their funding so we have postponed shows at The Hub, worked out a new strategy and following advice from local partners we will launch our tour with a performance of MGK in West Ham Town Hall with invitations to all key partners and local champions. We are hosting 'tea party' Roxy and Rudi

mini events in our new Bow Arts studio to help build local knowledge, promote the work and build audiences.

We have a good relationship with Together! who have established a network of events for local disabled artists. Our relationship with our neighbours MIND headquarters and Time To Change is long standing and RRRs at The Hub last year has helped establish grassroots relationships with key individuals. The Hub is an excellent venue as one of Newhams CMHTs is based there - footfall and audience are a great fit. Our proximity to all these people and ability to respond quickly and flexibly is key to developing, and maintaining, audiences.

Core partners:

Together: Disability arts, culture and Human Rights organization led by four locally based disabled artists, as part of the 2012 Legacy which

- Demand for activity: as A Community Interest Company, they run arts activities and events throughout the year and are keen to collaborate with DLL to promote our work, help with local knowledge on audiences and access and find audiences. They have successfully kept momentum from 2012 raising funding for events, groups and classes throughout the year with a one-month disabled arts season in December 2013. We will work closely with them to promote the TDLP tour locally, chose accessible venues and reach across the borough. They have successfully raised funds for and staged exhibitions and performances locally but their resources are limited and we hope that, as was the case on 2012 tour, our work and network will offer fresh energy and inspiration to encourage future activity and opportunities for local artists and audiences.
- Target audiences: Together! Artists; disabled people and their families, carers, companions, PAs and support workers; local disabled-led organisations and businesses; Disabled People's Organisations; East End Hamlets Art & Craft group run by and for adults with physical impairments and learning difficulties facilitated by artist Maria-Theresa Fernandes. Based at the Grassroots Centre; Active Plus arts and activities group for disabled and disadvantaged people; Act Up inclusive community theatre company Disability; Arts Online and Disability News Service audiences.

Mind in Newham and Tower Hamlets (MINTH): Affiliated to Mind (the National Association for Mental Health) and an active participant in the network of local Mind associations in London, MINTH delivers a programme of services to people with mental health needs.

- Target audiences: individuals accessing the MINTH programme, particularly the Wellbeing Programme, and their friends and families; local mental health user-led groups and organisations; MINTH staff and support workers and their friends and families; MINTH contacts in local borough authorities; local mental health advocates and activists
- Demand for activity: MINTH supported over 400 people in 2012; their Wellbeing Programme emphasizes individual support, meaningful activity, and access to training as well as a collaborative approach to planning service delivery, development and future planning with service users. These approaches are directly aligned with the offer of TDLP Tour and planned future audience opportunities; we are in a position to broker relationships between MINTH clients and local arts and mental health organisations.

INUF: user-led mental health charity based in Stratford, aiming to support and assist members on the long road to recovery.

- Target audiences: INUF members, staff and volunteers and their friends and families, INUF Sports Project members, daily Drop in group members, Advocacy project members, IT/NVQ students, women's only workshop members, art workshop members.
- Demand for activity: INUF have a history of running creative activities and workshops for members, including current art workshop; TDLP Tour is an opportunity for INUF members to connect to other arts and mental health opportunities locally

Rosetta Arts Centre (Venue): visual art centre based in Stratford, aiming to support and develop individuals in creative and artistic fields.

- Target audiences: part of Stratford Rising; local people of all ages accessing their workshops and facilities including those undertaking Young Creative Enterprise Programme, Art in Mind, and the summer school project at the Coborn Centre for Adolescent Mental Health; First Thursdays, Create, Big Draw and Photomonth audiences; local residents and Newham Visual Artists Network members, their friends and families.
- Demand for activity: Rosetta Art Centre undertakes a range of work to bring local community into more regular dialogue and interaction with quality visual art. Newham Visual Artist Network seeks to bring those already interested in and/or working in creative industries together to engage with each other to further develop cultural development. Professional Development Programme offers individuals extra support in a bridging capacity between completing accreditation in the visual arts and working independently in the creative industries.

Newham NDP is the Not For Profit organisation set up by West Ham and Plaistow NDC to provide community benefits to the area either directly or in partnership with other stakeholders. It is based across two locations

The Hub (Venue) Multi functional community space with a café, public gallery and free internet access. Community Mental Health Team offices are also based here.

- Target audiences: Community Mental Health Team staff, users, support workers and friends and families; local residents; Hub staff; different community groups that use the spaces including families and young people involved in creative workshops
- Demand for activity: Newham NDP faces challenging times as Newham Council are planning to remove their funding. Newham NDP have expressed a strong desire to maintain a partnership with plans postponed; they describe a keen desire amongst different user groups for creative opportunities at their busy centres.

Grassroots (Venue)

Part of Newham NDP, as above. Grassroots hosts numerous community groups including East End Hamlets Art & Craft group run by and for adults with physical impairments and learning difficulties facilitated by artist Maria-Theresa Fernandes.

West Ham Town Hall (Venue): Newham Council's busy building on Stratford High Street, with a range of venues for hire and exhibition spaces

- Target Audiences: huge range of visitors including local councillors and business people; students undertaking training and exams; local residents and community organisations; Newham council staff.
- Demand for Activity: the building regularly hosts local community arts exhibitions and events, including Together! Projects. It is a fully accessible and familiar venue for local audiences.

Community mental health audience building partners

DLL Community mental health access and liaison Miriam Hodson is in contact with the following groups:

Mind – *Mental Health drop in services and activities*

Hearing Voices Network – *Groups*

Paranoia Network - *Groups*

Omega Community Living – *Mental health support services*

ASK – *Advice, support and involvement services.*

The Independent Newham User Forum (INUF) – *User-led mental health charity*

Community Mental Health Team – *North East*

Community Mental Health Team – *North West*

Community Mental Health Team – *South East*

Community Mental Health Team – *South West*

Community Recovery and Rehabilitation Team

TOWER HAMLETS:

We have a long established relationship with Tower Hamlets via BB's QMUL Creative Fellowship, and track record of working with arts and health groups locally. These links are strengthened by the knowledge and assistance offered by QMUL Academic Ali Campbell, who has developed relationships locally over years, in particular through collaborations with members of the Bangladeshi community. TDLP Tour has been awarded funding from the Tower Hamlets Arts and Events Fund, who are also offering immense support via their extensive and dynamic marketing. They came to see Mad Gyms & Kitchens at Winter Shuffle Festival, and were supporters of Day of the Mind at the original Shuffle Festival. Participating in Shuffle Festival developed DLL's relationship with core partners Friends of East End Loonies, whose members include St Clements Social Club founder members. Conversations with them led us to shift our focus from Oxford House to Kingsley Hall and Brady Arts Centre as alternative venues. Bromley By Bow Centre have been key supporters since we met with them in October 2014; TDLP Tour is of strategic benefit to them in promoting the role of creativity in health and wellbeing. Alice Carey has strong links with Vital Arts, where she was Curator for two years; the Diary Drawings exhibition there will reach thousands of visitors, and link to the wider network of London Arts and Health Forum's Creativity and Wellbeing Week in June 2014, at which BB has also been invited to perform.

Core partners:

Shuffle(Venue): This festival at St Clements Social Club on the site of a former psychiatric hospital in Mile End launched in the summer of 2013, with a Christmas Festival in December 2013. DLL performed at both festivals, engaging over 200 visitors in participatory arts activity addressing mental health. Our key collaborating partners in were F.E.E.L.

- Demand for activity: Shuffle is founded on the conviction that Mile End and surrounding area has a need for better community arts provision. The festivals were hugely popular, attended by

a diverse audience of 1000s from the local area, receiving extensive press coverage and profile and winning the TimeOut London First Award for Cultural Excellence.

- Target Audiences: local residents; former staff and service users of St Clements Hospital and their friends and family; students and young people; other artists and performers; community groups and volunteers; general arts audience; F.E.E.L. artists and their extensive network

F.E.E.L. (Friends of East End Loonies) An independent organisation of survivors, poets, artists and campaigners – radical anarchist thinkers in mental health who meet monthly at LARC. They organise evening monthly meetings with food, music and poetry to encourage people to come together. Campaign for humane and safer mental health procedures – carers, service providers for saner recovery strategies. Extensive local knowledge and established network.

Bromley-by-Bow Centre (Venue): Pioneering integrated arts and health organisation led by the local community.

- Demand for Activity: the arts have been part of the Bromley by Bow Centre story its inception. Local artists were amongst the first people to get involved, working with people to use the arts to build self-esteem and develop self-expression. BBBC are keen to partner with DLL to reaffirm and promote the central role of creativity to its users and staff. BBBC has a large and diverse catchment area, and is particularly keen to reach the local Bengali community, where mental illness is difficult to discuss, by collaborating to present a translated live show.
- Target Audiences: BBBC groups including My Life weekly programme of art activity for local disabled people, Arteast visual art project for young adults with learning disabilities, Young at Art group for people aged 50 years and over with a range of physical and learning disabilities, all users and their families and friends, BBBC staff and support workers.

MIND Newham and Tower Hamlets MINTH (see Newham entry)

Vital Arts (Venue): Vital Arts is the arts organisation for Barts Health NHS Trust, charitably funded to deliver arts projects for the well-being of patients, staff and the wider hospital community.

- Demand for Activity: Over one million people attend the five hospitals within Barts Health NHS trust each year, looked after by 15,000 members of staff. Creativity and the role of the visual arts in enhancing the healing environment is proven and fundamental to Vital Arts' programme. Their exhibition space runs along the brand new main entrance corridor of the Royal London Hospital, providing an incredible platform for reaching a diverse London audience.
- Target Audiences: clinical and support staff, patients of all ages and their friends and family, general public; London Arts and Health Forum network.

QMUL Pinter Studio (Venue): the main teaching and performance space of the students and staff of the Department of Drama at Queen Mary University, London.

- Demand for activity: BB was awarded an Honorary Doctorate by QMUL in 2011 following an AHRC Creative Fellowship there. Her work is part of the undergraduate syllabus, and she has a long track record of mentoring and teaching at QMUL, as well as working in collaboration with undergraduate and graduate performers in her own work. DLL is regularly approached by QMUL students keen to research and work with BB. Caoimhe MacAvinchey, Senior Lecturer in Drama, Theatre and Performance in the Department of Drama at QMUL has been awarded University funding to research and evaluate the tour as an applied theatre case studies research project.
- Target Audiences: students at all stages of their university careers; QMUL graduates and researchers, academic staff; support staff; local residents; QMUL academics and researchers at the Wolfson Institute of Preventative Medicine at Barts and the London NHS Trust; local arts and mental health groups.

DLL Strategic Business Manager, Rose Sharp, is also Producer of External and Research Events at QMUL. In this capacity, she runs AirSupply, a training and employability scheme for recent QM graduates. The primary aims of this initiative are to offer continuing education and peer mentoring in creative production and event management; provide networking and employment opportunities; build bridges between university study and employment and encourage entrepreneurial initiatives. DLL has budgeted 50 days for AirSupply support. This builds on BB's experience and track record of mentoring and supporting early career artists, as well as benefitting DLL's reach into local networks with young people and growing DLL capacity for audience development activities. Ali Campbell, Reader in Applied Performance is another key contact at QMUL who will be supporting TDLP Tour audience development activities, activating his own local networks, particularly in the Bangladeshi community.

Kingsley Hall (Venue): Community space in Bromley by Bow. Hosts the DIY Arts Café, as well as Three Bees community café and garden.

- Demand for activity: this community venue is well-used by diverse local groups in an area with scarce community arts resources
- Target Audiences: DIY Arts Café audiences; Three Bees community café audiences; Somali women's Arabic class students; F.E.E.L. who use it as an event space and meeting place; local residents.

Brady Arts Centre (Venue): council arts events and information service for Tower Hamlets and East London

- Demand for activity: the Centre is home to LBTH Arts and Events Service, providing funding information and arts advice as well as 'A' Team Arts who provide arts classes and workshops to young people from across the borough at no cost. Arts courses & workshops include dance, drama, music technology, fashion, film and singing. Tower Hamlets have recently installed wifi in the cafe, attracting more local residents to the centre.
- Target Audiences: LBTH staff, local residents; local residents including those accessing arts activities and training and using the wifi at the centre; local arts audiences.

RICH MIX (Venue): Charity and social enterprise offering live music, film, dance, theatre, comedy, spoken word and a range of creative activities for people of all ages and all cultures.

- Demand for activity: Oliver Carruthers is programming work from April – July under the umbrella branding of Anxiety 2014 Festival. Rich Mix programme has a strong emphasis on diverse participation and support for creative development.
- Target Audiences: young people and emerging artists participating in Rich Mix programmes including Somewhereto, Drama in the Mix, The Writing Room with Apples and Snakes, Ladies who L-Earn, Rich Mix Young Ambassadors; people working nearby in advertising and creative media; students; art world professionals; general arts audience; local residents.

Community Health audience building partners

DLL Community mental health access and liaison Miriam Hodson is in contact with the following groups:

Mind – *Mental Health drop in services and activities*

Hearing Voices Network – *groups*

Paranoia Network - *Groups*

Pritchard Road – *Day Centre*

Beside mental health community – *Drop in centre run by service users*

Working Well Trust – *Vocational training organisation*

Providence Row – *Supported housing association and advisory centre*

Community Mental Health Team – *Bethnal Green and Globe Town*

Community Mental Health Team – *Bow and North Poplar*

Community Mental Health Team – *Isle of Dogs*

Community Mental Health Team – *Stepney and Wapping*

Community Recovery and Rehabilitation Team

WHAT SUCCESS LOOKS LIKE:

Daily Life Ltd will have established:

- Trust relationships with a network of partners and key individuals across Newham, Tower Hamlet and Hackney.
- A well-organised, extensive and informative arts, research and mental health database that reflects the diversity of our network: organizations, practice and individuals - local and National
- Artful Measures – research and evidence presented as the two first Case Studies on TDLP microsite to be launched Autumn 2014. Information and evidence of practice, process, impact and outcomes to assist future fundraising.
- Digital reach greatly increased, an enthusiastic network of ‘fans of Rudi and Roxy’ and animations, Twitter increased to 3,000, Facebook established, data.
- Improved skills within team.