



Live Art
Development
Agency

Live Art Sector Review

Assessing the impact of Live Art on the cultural landscape of the UK

INDEPENDENT CONSULTANT - CALL FOR PROPOSALS

Deadline for proposals: 31 May 2019

commissioned by the Live Art Development Agency
in partnership with Live Art UK

Live Art, as nurtured so fruitfully within the networks of Live Art UK, provides an opening – an opportunity – for the most extraordinary imaginations, bodies and voices to explore the edges of creative possibility, making art possible in the intimate, unexpected and dangerous spaces of life.

John McGrath, Artistic Director, Manchester International Festival

The Live Art Development Agency (LADA) seeks proposals from a freelance consultant, to deliver an important piece of research into the current conditions, opportunities, challenges and impacts of the UK's Live Art sector. The Sector Review will be an important advocacy tool for the sector, funders, presenters, producers and other arts professionals, and will complement some related initiatives being undertaken by LADA and the Live Art UK network,

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INTRODUCTION

For many years the Live Art Development Agency (LADA) has asserted that “If you want to know what the mainstream will be doing in ten years time, look at what Live Art is doing now.” LADA’s claim is shared by a wide range of UK and international producers, artists and writers, and was the subject of an article in The Guardian in 2015 (*Where Live Art Leads, Others Follow*).

The UK’s Live Art sector is globally recognized and respected. Live Art in the UK has achieved significant national impact across Arts Council England’s priority areas of diversity, internationalism, talent development, public impact and low engagement. However, there has never been an independent review of the Live Art Sector, until now.

Through quantitative and qualitative research, this sector-wide review of Live Art proposes to assess Live Art’s impact on the mainstream, as well as Live Art’s contribution to the Creative Case and the sector’s approaches to artistic risk and innovative models for artists’ development.

In other words, this sector review will assess and report on the elusive yet pervasive influence of Live Art practices and approaches on:

- the creative case for diversity.
- the nurturing of artistic talent and challenging practices, and approaches to risk.
- mainstream, popular, national, ‘legitimate’ and/or institutional cultures.

For the purposes of this review, ‘diversity’ is defined broadly to include issues of race, disability, gender, sexuality, religious identity, age, migratory status, and class and socio-economic exclusion.

The Sector Review will be an important advocacy tool for the sector, funders, presenters, producers and other arts professionals. It is anticipated that through mapping and analysis the findings of the Sector Review will contribute towards future directions and developments in policy and provision for the sector as well as recommendations about future funding and economic models for Live Art. Recommendations, where possible, should include specific impacts or measurable outcomes.

The Sector Review should bridge the specialist needs of the Live Art sector itself, as well as being relevant to broader contexts, including DCMS, local/national government, and higher education. The Sector Review should also be attuned to the interdisciplinary nature of Live Art, which has a presence across multiple artforms and other contexts, including some which are not subject to traditional funding or institutional support (eg clubs and artist-led initiatives).

The Sector Review will be led by LADA and undertaken by an independent consultant commissioned by LADA. The review will be overseen by a Steering Group composed of representatives from selected member organisations from the 30-member Live Art UK network and representatives of other key stakeholders (HE, museums and galleries,

archivists, policy makers/T&Fs). The Steering group will be coordinated by LADA, and will play an advisory role regarding all stages of this project.

CONSULTANT

The independent consultant / consultancy who will conduct this work will be selected by LADA, in dialogue with the Steering Group, following this Call for Proposals.

LADA and the consultant will agree on the format, timeline and research methodologies for this work. We outline below a **suggested format** for the review and the expected research methods and questions.

PROPOSED FORMAT OF SECTOR REVIEW

We anticipate that the Sector Review will include:

- overview of the sector: history and key developments from the 1980s to the present.
- summary of quantitative and qualitative research methodologies.
- summary of research conducted and key results, including current threats and opportunities.
- summary of Sector Review findings and recommendations.

LADA will also commission some critical and responsive essays, engaging with key issues facing the sector (see below).

Research questions

Three key research questions to be addressed in this sector review:

- What is the contribution of Live Art to the Creative Case for Diversity (and of diversity to Live Art)?
- What is the influence of Live Art on talent development, challenging practices, and approaches to risk?
- What is the impact of Live Art on mainstream, popular, national, 'legitimate' and/or institutional cultures?

Additional research questions may assess Live Art's (often distinctive) work in the areas of participatory practice; innovation and risk; health and wellbeing; audience development; UK regions (eg opportunities and inequalities); internationalism (eg funding, touring in and out of the UK, partnerships, exchanges, access/visas); collaborative practice; and sustainability, including environmental challenges and organisational approaches.

The research questions above will be developed in detail with the commissioned consultant. We want the research to critically address the impacts and challenges of the Live Art sector: what is working, what is not working, and why.

Quantitative research

Data based, quantitative research undertaken by the independent consultant may include some or all of the following:

- an online survey (eg to be completed by artists, funders, presenters, producers, journalists, writers, academics, other arts professionals, and/or members of the public);
- a summary overview of Audience Agency's Live Art UK audience survey results (2017 to present);
- the tracking of funding opportunities since the 1980s, both general and specific to Live Art, and their impact on Live Art's practices and approaches in relation to the three key research questions.
- and the tracking of an agreed number of identified artists (eg in relation to the impact of Live Art on their practice and their own influence on 1. the creative case for diversity, 2. strategies for artists' development, and/or 3. mainstream cultures).

Qualitative research

Qualitative research undertaken by the independent consultant may include some or all of the following:

- the review of an extensive range of commissioned and published critical writings/reflections by LADA and members of Live Art UK, and/or a number of key Arts Council reports and documents.
- research interviews (eg with a selected group of artists, funders, presenters, producers, journalists, writers, academics and/or other arts professionals).

NOTE: the research activities noted above are suggested and illustrative.

It will be important for the Sector Review to address definitions or understandings of Live Art, diversity, talent development, risk and mainstream cultures. LADA's definition of 'Live Art', which can be found on its website, should be a key reference.

www.thisisliveart.co.uk/about/what-is-live-art/

LADA, in collaboration with the consultant, also proposes to commission the following complementary initiatives, which will be incorporated into the Sector Review. The cost of these activities will be separately budgeted from the consultant's agreed budget:

- the commissioning of three independent critical, written responses to the three key research questions at the heart of this review:
 - What is the contribution of Live Art to the Creative Case for Diversity?
 - What is the influence of Live Art on talent development and challenging practices and approaches to risk?
 - What is the impact of Live Art on mainstream, popular, national, 'legitimate' and/or institutional cultures?
- A gathering of 'representative' artists (paid) to set their own agenda in discussing and identifying their needs and aspirations.
- the commissioning of an artist to track the researcher/research and translate their own findings into a creative response to the three research questions and wider issues around the impact and influence of Live Art.

The research will be supported and further contextualised by a new series of Live Art UK Case Studies being published in Spring 2019 – *It's Time: how Live Art is taking on the world from the front line to the bottom line*.

DISSEMINATION

The Sector Review would be publicly available as a free, professionally designed PDF, and available online from LADA and members of the Steering Group's websites.

Print copies will be available from LADA and members of the Steering Group.

Strategic distribution of the Sector Review would be targeted by LADA and ACE, with input from the Steering Group.

The announcement of the sector review and its findings would be subject to a marketing plan, to be developed by LADA, which may include the publication of some of the findings in academic and cultural journals as well as profiling through lectures / panel discussions at UK and international conferences and festivals or sector-facing network meetings like IETM.

There will be a launch event for the Sector Review at LADA's home at The Garrett Centre (London), and at other strategically appropriate settings; this could include Live Art UK members' meeting/event and alongside the concluding Diverse Actions symposium. The Sector Review will be presented internally at ACE.

PROPOSED SCHEDULE

June 2019: selection of consultant confirmed

June - November 2019: research work, subject to consultant proposal/availability/agreement

December 2019 - January 2020: Sector Review drafting

February 2020: Steering Group feedback on draft Sector Review

April 2020: launch of Sector Review

BUDGET

There is a fixed budget available for the independent consultant's fees and any research related (including sub-contracting) expenses of £17,000.

This budget is inclusive of all taxes (including VAT) and travel, accommodation and other direct expenses.

There is a separate budget, coordinated by LADA, for the commissioned writings and artists' fees, artists' gathering, Steering Group expenses, print/design/distribution costs, and launch events.

The project is being funded by an award from Arts Council England and partnership support from member organisations across the Live Art UK network.

APPLICATION PROCESS

Please provide a 2-3 page proposal document, summarising your skills, experience and past work; making the case for why you are appropriate to conduct this research project, and who would carry out his work; a summary of your proposed approach to this project; with an estimated breakdown of how you would use the available budget.

The research activities noted further above are suggested. Proposals should summarise the research approaches or activities which the consultant would like to undertake, and why.

The research questions noted will require the consultant to demonstrate awareness or, if not specialisms in, a range of artistic, political, diversity, business, and/or funding matters. In your proposal, please address your specific skills and experiences in this context.

Please also provide additional information, as appropriate: eg URLs, testimonials, CVs.

Proposals should be emailed to Lois Keidan at LADA: lois@thisisliveart.co.uk
Please put **Sector Review Proposal** in the subject line.

Deadline for proposals: 31 May 2019

Please also contact Lois in advance of submitting your proposal if you would like to discuss this opportunity.

CRITERIA FOR SELECTION

The independent consultant / consultancy will be selected by LADA, in dialogue with the Steering Group.

The criteria for selection includes:

- The relevance of the proposal to the key objectives and research questions noted above.
- The extent to which the proposal shows a clear understanding of the unique conditions of the Live Art sector, the broader UK-wide cultural sector, and the general social and political context of the UK.
- The degree to which the proposal conveys the ways that the Sector Review could influence the future direction and developments of the Live Art sector.
- The viability of the proposal.
- The ability of the applicant to achieve the stated aims of their proposal.

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