

## Project Brief

Kingston RPM; Records, People and Music

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**Role:** Project Evaluator

**Length:** 10 days between May – December 2017.

**Fee:** £2,500 (10 days @ £250 day) supported by Heritage Lottery Fund

**Managed by:** Creative Youth

**Interviews:** 9<sup>th</sup> May 2017

**Position start date:** w/c 15<sup>th</sup> May 2017

**Key Project Dates:**

Exhibition: 16<sup>th</sup> June – 9<sup>th</sup> September 2017

Schools Singing Festival: 19<sup>th</sup> – 22<sup>nd</sup> June 2017

Gig day and Marching Band Event: 8<sup>th</sup> July 2017

Record fair, live music and album launch: September 2017

**Specification:** Seeking applications from individuals or organisations to work with Creative Youth and their partner organisations; Kingston Music Service, Royal Borough of Kingston upon Thames, Kingston History Centre, Kingston University, Rose Theatre and Kingston Museum to deliver the Heritage Lottery Fund, Arts Council England and Royal Borough of Kingston supported *Kingston RPM; Records, People and Music* project. The post-holder will:

- Establish a clear monitoring and evaluation framework that can be implemented into the project, capturing both quantitative and qualitative data. This framework should include the use of surveys and feedback forms.
- Ensure that the project monitoring and evaluation methodology is delivered in accordance with the project, partner and funder aims and objectives.
- Implement evaluation framework to measure the impact of the project at both an interim and final stage, including any additional associated reporting that might be required.
- Work with the partners existing methods of evaluation, ensuring a robust project methodology is created.
- Provide evaluation and data capture training to project volunteers.
- Have experience in delivering project evaluation for Heritage Lottery Fund supported projects.



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### Project overview:

- Exploring and recording Kingston's rich and varied music heritage, allowing it to be identified, recorded and accessed in a range of interactive, sustainable ways.
- Led by Creative Youth but delivered in partnership with Kingston Music Service, Royal Borough of Kingston upon Thames, Kingston History Centre, Kingston University, Rose Theatre and Kingston Museum.
- Three unifying themes have been identified and will be explored, these are; the record industry, musicians/venues and the American Army's influence.
- These will be presented and recorded through a heritage inspired gig day, the creation of a music and oral history album, a record fair, a schools heritage singing and composition project, a marching band event, a free exhibition at the Rose theatre and an online toolkit of the heritage interpreted.
- All of the above will showcase at the International Youth Arts Festival 2017, Creative Youth's annual flagship event.

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**Please provide a CV and short proposal (800 words) for how you would approach a project such as this, outlining how your experience will effectively support this delivery.**

Deadline: Friday 5<sup>th</sup> May, 5pm

Applications should be sent to Molly Freeman (Creative Youth Project Manager) at [molly@creativyouthcharity.org](mailto:molly@creativyouthcharity.org)

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### FULL PROJECT & ROLE BRIEF

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#### Activity breakdown + Responsibilities:

##### May 2017

- Identify project, partner and funder aims and objectives, with support from Creative Youth.
- Meet with delivery partners and identify current methodologies being used and any data sets that already exist that could support our project baseline.
- Create and implement evaluation framework.

##### June - September 2017:

- Provide evaluation and data capture training to project volunteers.
- Support on the data capture process throughout the project events in June, July and September.
- Work alongside Creative Youth to submit the interim report forms for the project funders and provide an update for the project partners.



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## October – December 2017:

- Continue to capture and collate all project data and pull together a final project report to submit to the project funders and partners alongside the final monitoring forms.

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## Project Detail & Heritage Themes:

This project is a response to a huge appetite to better understand and access the borough's rich and varied music heritage. It will enable heritage that may be lost forever to be identified, recorded and accessed in a range of interactive, sustainable ways. The project is structured around three themes; the record industry, musicians/venues and the American Army's influence. Key elements of the project include; an oral history engagement programme, a heritage-inspired gig day, the creation of a music and oral history album, a schools heritage singing and composition project, a marching band event to recreate the American Army band marching and playing over Kingston Bridge, free exhibition at the Rose Theatre to share the heritage uncovered and to animate it with audio, talks and live music and an online toolkit of the heritage interpreted. The project will have a long lasting impact on knowledge and understanding of the borough's rich music heritage in the community. This heritage is mainly unknown and whilst Kingston has a strong arts and creative industries scene, the music heritage that is so extensive can finally share the spotlight it deserves and enrich our community and local identity. The project will specifically focus on three themes:

**Music Industry;** Decca Records was based in Kingston from 1929 until the late 1970's and was at its most prosperous in the boom years of the 50's and 60's, at its height producing over 14 million records a year. These included hits by The Rolling Stones and Tom Jones. The factory was located on Shannon Corner in New Malden, a part of the RB of Kingston, and many local people were employed there. In 1957 even Prince Philip paid a visit.

**Musicians & Venues;** Kingston was famous for its nationally renowned music venues which attracted the very best musicians and included The Kingston Folk Barge, The Jazzboat, The ABC Theatre and The Fighting Cocks. They hosted gigs by Led Zeppelin and Cream amongst others. A combination of the venues, the Decca presence and Kingston Art School producing home grown talent, made Kingston one of the most buzzing music scenes in the UK. Musicians including Eric Clapton, John Renbourn and Sandy Denny all studied at Kingston Art School. We have undertaken a specific call out in relation to performers on the Folk Barge and have received a lot of interest and have been put in touch with musicians who were part of this vibrant scene who are keen to take part in the project and record oral histories.

**American Army musical influence;** A key contribution to the progressive music scene was fact the American Army were based in Bushy Park. They regularly held dances, which the local population attended, marched their band over the Bridge into Kingston and, significantly, brought with them all the new jazz records from the USA that were previously unheard this side of the Atlantic.



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