

140 Years of Stratford East

Invitation to Tender

1. Stratford East

Stratford East is here to make truly great theatre with an atmosphere that welcomes all, that creates extraordinary and affordable shows.

Stratford East is a producing theatre, built in 1884, in the heart of East London, situated a short walk from Stratford station. We have a proud history and an exciting future. We represent our culturally and socially diverse community in the work we make, the people we employ and our audiences and participants. We tell stories that are current, political and representative of London.

From 1953 – 1979 the theatre was the home of Joan Littlewood's legendary Theatre Workshop Company. The Company received international recognition with their acclaimed productions such as *Oh, What a Lovely War!* and *A Taste of Honey*. Many leading actors, writers and directors have been part of the Theatre Royal Stratford East family including Meera Syal, Barbara Windsor, Don Warrington, Sheila Hancock, Indhu Rubasingham, Tanika Gupta, Roy Williams and Cynthia Erivo.

Under Nadia Fall's Artistic direction, we present a bold programme of reimagined classics, timely revivals and ground-breaking new work. Our recent season included a new production to celebrate the 30th Anniversary of Jonathan Harvey's coming-out and coming-of-age story *Beautiful Thing*, *Jack and the Beanstalk* as our annual pantomime, and a revival of the Stratford East hit musical *The Big Life*.

Alongside our work on stage, we run a Learning and Participation offer that is accessible and inclusive to all, with the aim to develop creative talent for people of every age. We run a range of programmes to create a lasting impact for our local community which aims to:

- provide routes into the industry, across all theatre departments, with a particular focus on diversifying those coming into the workplace, ensuring the theatre workplace of the future is a diverse and skilled one; and
- provide opportunities to people of all ages to develop their creative talents and engage with the work of the theatre, ensuring that there is a creative outlet to the widest possible constituency.

2. Evaluator Tender brief

2a. The project

In December 2024 Stratford East will be celebrating its 140th birthday.

Stratford East has always played a pivotal role in the life of East London, and we have a proud history of connecting with our local community. We want to use our anniversary year to develop and deepen relationships with new parts of our community, and to celebrate the history of the theatre, capturing stories from our local community and alumni, preserving these for the future.

In early 2024 we recruited our first cohort of Community Ambassadors, who are working with us to reach new areas in our community, as well as delivering heritage tours of the theatre, and helping us capture on film memories of the theatre from local audiences.

Throughout our anniversary year we will be running a programme of events that celebrates Stratford East's history and opens up the theatre to both existing and new audiences.

This project has been made possible by the National Heritage Lottery Fund.

2b. Ambitions of the Project

A wider range of people will be engaging with Stratford East: We aim to increase first time attendees to the theatre to see productions, as well as reach new groups and postcodes within the local area. Additionally, we aim to bring people in for social events and Open Days.

Stratford East's history will be better explained: We are curating a new exhibition and wider display of our past and present in the public areas of Stratford East, providing context to our history and linking that to memories from audiences and alumni. We will also be programming public events around our history, aiming to engage more people. And we will be creating a film that captures audiences, neighbours, alumni and creatives memories and impressions of Stratford East.

2c. Project Outcomes

This project intends to deliver the following activities outcomes:

Activity	Outcome/ Impact	Measurement
Ticket schemes, open days and events	Over 1,500 members of the community come to Stratford East for the first time	Evaluation will be of first time attendees and any repeat engagement over the project
	New communities and postcodes are reached	Evaluation will analyse where attends come from either via postcode or group
Exhibition, films and tours	More people are engaging with our story	Number of local people engaged in making films
		Number of people taking part in heritage tours
		Engagement in our exhibition

Community Ambassadors Scheme	Community Ambassadors have enjoyed the scheme	Feedback from the Community Ambassadors
	The scheme has helped Stratford East reach more people in the community	Numbers of people engaging through the Community Ambassadors

2d. Project Structure

The key personnel to work alongside the successful tendered to deliver this contract are listed below:

140th Anniversary Producer – our 140th Anniversary Producer is leading the Community Ambassador scheme, the open days and working on our 140 films.

Learning & Participation Team – the Learning & Participation team are supporting the Community Ambassador scheme and overseeing our Community socials

Artistic Team – Our Senior Producer and Producer are leading on the events, and our Planning Manager, working with a freelance curator is working on the exhibition.

Stratford East’s Executive Director will work alongside the project team to ensure that the funding agreement is fulfilled and to liaise with NLHF and other funders.

2e. Role of the Project Evaluator

Stratford East embeds evaluation into all areas of our work. To measure success we collate and analyse qualitative and quantitative data/feedback from audiences, participants and people we work with, along with stakeholders and partners.

At the outset the evaluator will design and agree a scope for the project’s evaluation, drawing on some data already available, but focusing on the anniversary year. The

evaluation will include all the measurements outlined above and any further measures that the evaluator suggests will improve the project's ability to capture and evidence impact. The evaluator will gather evidence in line with the agreed approach and provide an interim and final report.

2f. Project Timings

Project Planning: August 2024

Project start date: September 2024

Interim project report: March 2025

Final project report: end August 2025

2g. Budget

The maximum budget for this project is £10,000 plus VAT.

3. Tender Process

Details of how to submit a proposal in response to this brief are below. The timetable is as follows:

Stage	Date
Issue Brief	w/c 13 May 2024
Deadline for tenderers to submit proposals	12 noon Wednesday 5 June 2024
Interviews for shortlisted proposals	w/c 17 June 2024
Selection of successful supplier	End June 2024
Contract commences	August 2024

Submission of a Proposal

Proposals must be submitted by email by the date detailed above. Please email the proposal to recruitment@stratfordeast.com

Please also complete the equal opportunities monitoring form: [Applicant Monitoring Form](#)

Your proposal should include the following:

- Your suggested approach, process and methodology to deliver on the project aims and considerations
- Timings and details of your approach to deliver the work
- Relevant examples of work you have undertaken previously
- Breakdown of fees and proposed payment schedule

Please let us know if you have any access requirements or need any adjustments during the selection process. Please contact us via email at recruitment@stratfordeast.com