

Thursday 11 January 2024 – Morning

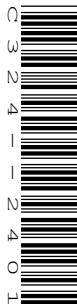
Level 3 Cambridge Technical in Performing Arts

05853/05876 Unit 32: Arts administration

Time allowed: 2 hours

C324/2401

No extra materials are needed.



Please write clearly in black ink. **Do not write in the barcodes.**

Centre number

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Candidate number

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First name(s)

Last name

Date of birth

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INSTRUCTIONS

- Use black ink.
- Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.
- Answer **all** the questions.

INFORMATION

- The total mark for this paper is **60**.
- The marks for each question are shown in brackets [].
- This document has **20** pages.

ADVICE

- Read each question carefully before you start your answer.

For the purposes of the following tasks you should assume the role of an Arts Administrator.

Read the following scenario.

Scenario

Natural Shift is a new performing arts festival that aims to raise awareness of environmental issues. Community arts is at the heart of the festival, with a series of performances taking place over the summer months.

The performances will take place at different local community venues as well as at professional performance venues. The festival will also have some performances that will tour the area to make sure awareness of the environment is spread far and wide.

All the performances are free of charge and open to all members of the community, including family audiences.

The festival has been funded through a public sector grant.

The performance companies involved include established professional companies as well as community groups and amateur performance groups.

The festival is being run by a committee made up of local council employees and an Artistic Director has been contracted.

You have been contracted for a fixed period of time that covers the planning, running and evaluation phases of the festival. You will be directly responsible to the Artistic Director.

The following questions relate to the roles and responsibilities you will undertake as the Arts Administrator for the Natural Shift Festival.

Questions 1 and 2

The committee, made up of local council employees, is responsible for meeting legal obligations relating to the festival. You have been asked to consider the legal requirements that will need to be in place.

- 1** Natural Shift Festival has public liability insurance.

Explain **one** other type of insurance that will be required for the festival.

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- 2** Natural Shift Festival will need to apply for any relevant licenses.

Explain **two** licenses that may be required for the festival.

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Questions 3 and 4

As part of your obligations to the public sector funder, you will have reporting responsibilities on several aspects of the festival.

- 3** You will need to report on the financial matters.

Explain **one other** aspect you will be required to report on.

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- 4** Achieving value for money can be described as using public resources in a way that creates and maximises public value.

Explain **two** key things you will need to consider, to achieve value for money.

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Questions 5 and 6

As the Arts Administrator, you must have an understanding of programming functions and responsibilities.

- 5** One of your responsibilities is programming the professional performance companies that are taking part in Natural Shift.

Explain **one** consideration when programming professional performance companies.

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- 6** Natural Shift aims to include family audiences.

Explain **two** key programming considerations that will support this aim when planning the programme for the festival.

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Questions 7 and 8

It is important to have a clear and effective marketing strategy to reach as many people as possible to maximise audience numbers.

- 7** It is important to aim the marketing at the whole community.

Explain **one** type of market research that could be undertaken to inform your overall marketing strategy.

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- 8** The festival includes professional companies, community groups and amateur groups.

Explain **two** marketing methods you could use to promote the community benefit of the festival.

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Turn over for the next question

Read the additional information and answer the following **two** questions.

Natural Shift Festival will include performances in a range of traditional and non-traditional performance spaces, including community settings.

As the Arts Administrator, you have been asked to present your plans to the Artistic Director and the committee. This is to reassure them that the work will meet all the requirements of a wide range of different types and sizes of venues, without losing quality.

- 9** You will be required to meet the needs of the different companies taking part in the festival. Analyse the requirements you will need to consider when planning for the get-in.

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The festival has now been running for one month. It has received some bad reviews and some of the well-known professional performance companies have pulled out as they are concerned it will damage their reputation if they take part.

- 10** As the Arts Administrator, consider the implications of these companies withdrawing from the festival and make a recommendation to the committee.

Evaluate your options.

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EXTRA ANSWER SPACE

If you need extra space use these lined pages. You must write the question numbers clearly in the margin.

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