



Scottish Arts Council

ARTISTIC EVALUATION – MUSIC

Organisation/Venue: **Making Music Scotland**

Title of Event: **MESSIAH**

Type of Event: **Choral (Bearsden Choir, Sinfonia Alba + guests)**

Date of Visit: **Saturday Dec 9<sup>th</sup>, 2006**

Overall Rating **4**

A well-planned, well-timed, well-delivered event.

Name: Gill Maxwell

Date: 18 / 12 / 06

Advisor  ~~Scottish Arts Council Officer~~

*Please circle the relevant title*

8 This report has been commissioned by the Scottish Arts Council to evaluate the artistic quality of the production named below. It has been prepared by either a specialist Advisor, or an officer of the Scottish Arts Council, as indicated at the end of the form. The report will be circulated to the organisation which produced the work and to the management of the venue, if the venue is core funded by the Scottish Arts Council.

The report may be made available to Scottish Arts Council Officers, Council and Committee members, and specialist advisors as appropriate. It will be taken into account in assessing the work of the producing company in relation to applications for funding to the Scottish Arts Council. It may also be used by the Council to report on the overall performance of its Core Funded organisations.

**Evaluators should enter their rating under each section, explaining briefly their reason for the rating with reference to their comments under each section. Ratings should be given in accordance with the following:**

**1-Very Poor** – standard falls well below what is acceptable.

**2-Poor** – not attaining acceptable standards of conception or presentation.

**3-Competent** – routine rather than especially interesting.

**4-Good** – well conceived and executed

**5-Excellent** – conceived and executed to a high standard.

## 1. Artistic Assessment

Please evaluate the artistic quality of the event, taking account of the following:

Criteria	Rating	Comment and key reasons for rating
Quality of production – was the event successful overall in relation to any stated aims (e.g. in the programme or other printed material)	4	This was a successful event in terms of both artistic presentation and income generation.  Professional, well planned and executed.
Vision and imagination	3	Classic timing of Messiah; early December in a perfectly chosen venue.
Performers – where performers are not trained, please reflect this in your comments	4	Clearly a popular Choir, the members presented professionally and enthusiastically.  Four international soloists featured, with the warmest reception given to the Swedish soprano, Ida Falk Winland. Mark O' Keeffe guested on trumpet. A high quality line-up overall.
Quality of Presentation – was the professionally presented from a technical point of view	4	Technically good
Audience – assess the appropriateness of the production for the audience, estimate the size and reaction	4	Estimated audience; 60-70% of the 1000 capacity. Average ticket price £12 gross. Average age 50+. A very warm reaction from what was clearly a familiar, regular crowd.  On the website poll several days later, 92% expressed positive feedback.
Educational Value – comment where appropriate		n/a

## 2. Management of Event

Please evaluate the way the event was presented/organised by the organisation and the venue, with reference to the checklist below, including additional comments/observations.

Criteria	Rating	Comment and key reasons for rating
Suitability of the venue for the event	5	City Halls is custom built for its purpose. Superb acoustic, comfortable seating and a pleasant environment.
Information/ interpretive material at venue <sup>1</sup>	4	Flyers throughout venue. Highly visible programme sellers in foyers.
Publicity/ pre-publicity <sup>2</sup>	3	Flyers in City Halls in advance of event. The website advertises forthcoming concerts and runs interactive feedback poll of the most recent.  I did not see newspaper ads or posters.
Ease of booking and payment	5	City Halls/Glasgow Royal Concert Hall ticketing is an efficient operation. Choice of seating given by onscreen display.
Location of venue	5	Glasgow City Centre.
External signage and signposting	0	City Halls external signage is non-existent. This however is not the responsibility of those who hire the venue.
Internal directional signage	5	Exemplary.
Access and provision for disabled people	5	Full disabled access to concert venue, café bars and toilets.
Timing of the event	3	The regular 7.30pm start.
Customer service - quality and efficiency of staff (e.g., box office, front of house and bar/catering)	5	Charming, helpful and efficient FOH and barstaff.
Acknowledgement of Scottish Arts Council funding <sup>3</sup>	2	Logo completely missing from the flyer although present on the event programme, underneath Music Makers. I could find no logos or other acknowledgement on the website.

<sup>1</sup> These include programmes, displays etc., including the range, quality and clarity.

<sup>2</sup> Publicity/pre-publicity (leaflets, posters, etc), including the range, content, and when and where available. Be alert to the publicity available prior to your visit to the event. Also view and comment on the company's website where one is advertised, commenting on the ease of use, and quality of content and presentation, and currency of information

<sup>3</sup> The following is an extract from the Scottish Arts Council's conditions of grant for funded organisations:

"The company should acknowledge Scottish Arts Council funding in press releases, at launches, on all published materials (including leaflets, brochures, programmes, posters, notices display, exhibition materials, websites and advertising). Acknowledgement of the Scottish Arts Council grant must also be made in any secondary or indirect products arising from the revenue funding such as recordings, publications, video, broadcasts, computer programmes etc."

Please comment on whether these conditions of grant were met, including use and prominence of the Scottish Arts Council logo on the company's website.

