



ARTISTIC EVALUATION

It should be noted the views expressed in this evaluation are intended to represent, as far as possible, an objective aesthetic judgement. Specialist advisors and officers should avoid making judgements based on their own personal tastes and preferences.

Artist/Company: Making Music Scotland

Venue: Smith Art Gallery, Stirling

Title of Event: Audience Development

Type of Event: (e.g. performance, exhibition, informal showing, work-in-progress, workshop, screening, lecture etc): **Workshop**

Date of Visit: 2 February 2008

Overall Rating: 4

(Please rate the event overall, taking into account your ratings for each section. Please state the key reasons for your overall ratings – i.e. the particular strengths and weaknesses. If the management of the event affects the overall enjoyment of the event, please comment, but the overall rating should be based on the artistic merit of the event.)

A professional and valuable service to those in the music sector, encouraging new and experienced members to 'flourish'. The provision overall is of a high standard and aims to be inclusive, offering support, guidance and new skills to those in the music sector. The workshop was successful, professional and encouraging. The timing of the event was perhaps not appropriate and this could have been avoided. It should have been an all day event, allowing for more breaks, group discussion and reflection. Otherwise, an interesting and educational workshop.

Name: Marie Fielding Date: 08/02/2008

Specialist Advisor ~~Scottish Arts Council Officer~~ *Please circle the relevant title*

This report has been commissioned by the Scottish Arts Council to evaluate the artistic quality of the production named above. 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 will form evidence for the Artistic Leadership and Public Engagement sections of the Quality Framework and 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 Joint Board to report on the overall performance of its 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, with particular reference to the strengths and weaknesses of the following:

Artform	Criteria	Rating	Comments and key reasons for rating
All	Vision and imagination of work - Quality of ideas, skills in execution; if you've seen the work of this artist(s)/ company before, please comment on the comparison.	4	In general, the ideas were relevant and delivered in a factual approach. Quotes were often used, including Scottish Arts Council definition of Audience Development. It might have helped to have less information delivered verbally, as the speaker sat behind a desk for over an hour. The second part of the session was an open discussion encouraging her to move around and this really got the participants attention. This part of the workshop could easily have been 2 hours. The work sheet for after the break looked challenging for each individual and I am sure was beneficial. I did not stay for this.
All (if relevant)	Curatorial/ programming vision/ selection Please indicate how the event originated eg from the exhibiting/ producing organisation, artist-led or commissioned. If the event is part of a Festival, please say how it contributes to the overall programme.	5	This workshop is also available in Kinross and Glasgow. Audience Development Training is ongoing and in demand. Event sold out today. Music Making Scotland hold various events throughout the year, organised to meet the needs of its members.
All	Success of event against stated aims - in the programme or other printed material, including how well it communicated the artistic themes. Education events – see ¹ below for guidance	4	I can only comment on the first 2 hours that I was present. Although there was a lot of information given quickly, the event was well organised, planned and included vital information relevant to the needs of the participants in general. The speaker was pleasant and went out of her way to say hello to all, before the talk started. Some people were new to their organisation and not sure what to expect at the workshop. I only came across one person that did not find the information relevant.
All	Performers/tutors - technical standard, performance skills and ability to communicate and engage. Where performers are not trained, please reflect this in your comments.	3	The speaker has a lot of hands on experience and enthusiasm, which added a personalised touch. The open discussion seemed to be much more valuable. Asking opinions of others was helpful and made the event more inclusive. As no two establishments are identical, no answers were right/wrong. It is important to listen and if possible answer questions fully or to revisit at a later time, otherwise the participant may feel frustrated.
Dance, Theatre	Choreography/Use of choreography - originality, use of space, number and use of dancers, length of piece, etc		

¹ Education is a bridge between artform excellence and increased access and participation, and it is people centred. Providing opportunities for learning and progressing in an artform or using an artform to address other, non-artistic, outcomes are equally valid; in either case a high quality strategic approach is required in order to benefit the participants and the organisation. Delivery can be through workshops, post/pre-show discussions, outreach work, etc aimed at any age group.

Artform	Criteria	Rating	Comments and key reasons for rating
Theatre	Script – particularly in relation to new work or second productions. Relevant to classics where the original has been substantially changed.		
Theatre, Dance	Direction - Concerns issues of interpretation, casting and presentation.		
Dance, Theatre	Use of music – appropriateness and effect of sound or music (whole/part, live/recorded) to the production.		
Dance, Theatre	Design – costume, set, lighting. Take into account how appropriate the design is in relation to the venue and, where appropriate, the touring schedule.		
All	<p>Quality of Presentation/Engagement</p> <p>Performing Arts - technical presentation of the production (eg lighting and sound cues, etc).</p> <p>Crafts/Visual Arts - Use of equipment, space and overall layout/hang</p> <p>Education events - relevance/ appropriateness of presentation and teaching methodology (one to one, group, child centred); details of participant group and activity, including genre.</p>	3	<p>Large and smaller groups represented from Scotland. Everyone was acknowledged at the beginning, which was great. The first session was delivered to the whole group, without much room for discussion. Felt it was too long and in fact the speaker made reference to this! It just lost its direction a bit. Handout notes were available, so it could have been possible to leave out some information? Perhaps a short biography of speaker as part of handout would save including this in the talk? Eventually the speaker did skip over a few things.</p> <p>The open session raised many issues with differences in opinion. I felt the speaker could have benefited from some back up here! An OHP may have taken the pressure of reading from notes, making it more interactive?</p>
All	<p>Audience</p> <p>Performing Arts - appropriateness of the production for the audience/participants; estimate the size and reaction</p> <p>Crafts/Visual Arts – time spent, interest, activity, and visitors' books comments, number of visitors/ participants at the time of visit</p> <p>Education/learning – pre-event involvement, participants/ schoolteachers reaction, understanding, commitment, enthusiasm, number involved, etc</p>		<p>The workshop was sold out and I counted 25, some travelling from Inverness. Everyone was keen to voice their opinion and ask questions, finding out about other approaches to sales, marketing, venues, etc. I thought it was an honest, positive and friendly group, who were willing to help others and showed enthusiasm and dedication for their organisation. This event made it possible for this to continue developing their societies' needs with support. I did feel that issues shared became clearer for newer members, giving confidence and information to take away and try. An evaluation sheet was handed out with the option of emailing at a later date. There were differences of opinion, which can only further the debate!</p>

Artform	Criteria	Rating	Comments and key reasons for rating
All	Additional Interpretative activity – what activities were available to enhance the experience of the event eg workshops, artist’s talks, discussion groups? Please indicate age-groups targeted.	5	The workshop continued after I had left, including lunch. It was made clear that people could stay as long as required afterwards. I thought this was really good, giving time for more informal chats and revisiting any uncertainties. A newsletter, reports, projects, jobs, opportunities and links to relative websites is available on website.
All	Outcomes of education activity – what learning/skills development took place? What did participants take away with them? Are education resources being provided for follow up work? Is it strategically linked to the curriculum (formal or informal)?	4	This was very mixed, depending on the individual. Having spoken to a few people, it was clear that most benefited from the workshop, as well as networking. Comparisons were made with ticket pricing, age of audience and costs of using an orchestra/pianist and advantages/disadvantages. The speaker did talk about the most important factors for successful audience development at the beginning.

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. Please try to view the venue and the services, and interpretative material as though you had never visited it before eg if you did not know the venue's location, how easy would it be to find your way there, and to find your way around once you had arrived?

Criteria	Comment
Suitability of the venue for the event	Very good. Warm and spacious. Nice atmosphere and ample seating, in a theatre setting. A little uncomfortable for note taking but fine otherwise.
Information/ interpretive material at venue - programmes, displays etc.	Programme for the event handed out with times and headings. An article from the press, evaluation sheet, information leaflet, hand out notes and a separate sheet with Scottish Arts Council definition of Audience Development. All very good.
Publicity/ pre-publicity – leaflets, posters, websites, etc. What is produced, is it easy to understand and where can you get the information? Please be alert to the publicity available prior to your visit to the event and comment on the company/organisation's website.	Website is excellent and I got a clear picture before the assessment of the organisation. It is detailed, professional, interesting and up to date. All aspects are covered in it and found it very impressive. The leaflet handed out at the workshop was very helpful and easy to read. There are contact numbers and downloads available, as well as photographs of committee etc.
Ease of booking and payment	Booking details are on the website. This can be done by email. Download is also available. I arranged visit by email, which was answered promptly.
Location of venue – eg is it easy to find? Is it on a main transport route?	Easy to find and on a main road near buses. 15 min walk from train station. Good parking available.
External signage and signposting	Art Gallery signage only. Did not see event advertised in any way. Entered by side door as main door was closed.
Internal directional signage	Again, art gallery signs only, which were good. Heard people asking where to go for workshop and the toilets.
Access and provision for disabled people – what can you see?	This was good with wheelchair access and toilet. Clearly signed.
Timing of the event – was the length appropriate? Did the start and finish time seem to be appropriate for the audience?	10.15-1pm. Started on time. This may have been more suited to an all day event, or certainly more time allocated. I assessed the first 2 hours. The first section over-ran considerably, making the next discussion a bit rushed to fit everyone in. It was quite a long time to sit, without a short break.
Customer service - quality and efficiency of staff (e.g. box office, front of house, bar and/or catering)	Friendly service provided by organisation. Art gallery staff also available.
Acknowledgement of Scottish Arts Council Funding ²	Logo clearly marked on programme handout and on website, as well as statements. A good acknowledgement.

² In press releases, at launches, on all published materials (including leaflets, brochures, programmes, posters, company's website, notices display, exhibition materials, websites and advertising, recordings, publications, video, broadcasts, computer programmes etc.) Where the event is publicised in the programme brochure of another organisation (eg venue, gallery, etc) then SAC acknowledgement should appear against the particular programme entry for this event.

3. Organisation's Comments (optional)

This is the organisation's opportunity to respond to points raised within this assessment. Please do not feel obliged to fill this section in. In the spirit of the Quality Framework, we would ask that any comments are self-evaluating, providing an insight as to why, if there is, a major disagreement of response between the organisation and the evaluation, in a constructive way.

This will not alter the rating given by the assessment, but will allow the organisation the opportunity to give their opinion/feedback. The Scottish Arts Council reserves the right to edit comments if they are deemed to be libellous or defamatory.

As the Scottish Arts Council implements the Quality Framework internally, we intend to publish artistic evaluations on organisations that we support regularly on our website. The final artistic evaluation, including the organisation's response will be published on a quarterly basis on our website.

Please keep your response to max 500 words. If we do not hear from you in 15 days, we will assume that you do not want to respond.