



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:	Camerata Scotland
Venue:	Glasgow City Halls
Title of Event:	Part of Camerata Scotland's summer tour programme
Type of Event:	Live Concert Performance
Date of Visit:	19 August 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.)

This concert was the last of a summer tour that took Camerata Scotland to Norway for the Stavanger City of Culture celebrations. The orchestra also performed in Bergen. The choice of repertoire for this closing concert was interesting, but for this assessor spoilt by the choice of a poor transcription of Mussorgsky's Pictures at an Exhibition by Alan Gout, which sadly did the ensemble no favours in its execution. The highlight was the inclusion of a work by the relatively unknown Anglo-Irish composer EJ Moeran which the orchestra obviously enjoyed performing. Camerata Scotland were directed by the well-renowned orchestral trainer/conductor Christopher Adey and the young players seemed to respond to his clear direction very well.

Name: Ian Smith Date: 20/8/2008

Specialist Adviser **Scottish Arts Council Officer**

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	I would overall record a 4, but the second half of the concert would not merit more than a 3. A poor transcription which in places made the orchestra sound second rate. These young players are, in some cases, already working with professional ensembles and the first half of the programme, both the Moeran and the Delius challenged them musically and they performed very well. Sadly, not so well together in the second half, but I feel the piece was more to blame than its execution.
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.	4	The programme was a 'standard' tour programme with some additional tour 'lollypops' that were not performed in this programme.
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	3/4	I think that overall and certainly from the audience reaction, the programme was enjoyed, but the quality of performance was sometimes variable.
All	Performers/tutors - technical standard, performance skills and ability to communicate and engage. Where performers are not trained, please reflect this in your comments.	4	Again, overall a 4 is fair, but if the orchestra had played original chamber music repertoire in the second half rather than something that sounded like a technical exercise in arranging that didn't work, their experience and that of the listener would have been enhanced.
Dance, Theatre	Choreography/Use of choreography - originality, use of space, number and use of dancers, length of piece, etc		
Theatre	Script – particularly in relation to new work or second productions. Relevant to classics where the original has been substantially changed.		

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, 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>	4	Standard concert performance with the department of the ensemble excellent as was their uniform acknowledgement of applause. There was no communication with the audience, other than through the programme which in today's concert hall experience is not unusual.
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>		The audience was small but appreciative. This is a real area of concern for the NYOS team and it would be good to find a more effective marketing and promotional route to try to secure bigger numbers at concerts.
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.	4	The programme was well detailed and bi-lingual as used on the tour to Norway.
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	I have no doubt that the members of Camerata Scotland selected for this tour would have their experience benefit significantly.

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	Excellent for this size of acoustic ensemble.
Information/ interpretive material at venue - programmes, displays etc.	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.	Reasonable but an area of essential review.
Ease of booking and payment	N/A
Location of venue – eg is it easy to find? Is it on a main transport route?	Good.
External signage and signposting	Good.
Internal directional signage	Good.
Access and provision for disabled people – what can you see?	Fully DDA compliant.
Timing of the event – was the length appropriate? Did the start and finish time seem to be appropriate for the audience?	Traditional 7.30pm start.
Customer service - quality and efficiency of staff (e.g. box office, front of house, bar and/or catering)	Good.
Acknowledgement of Scottish Arts Council Funding ²	Programme and website.

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.