



### ARTISTIC EVALUATION

This evaluation is intended to represent an objective aesthetic judgement. **Specialist advisors and officers should avoid making judgements based on their own personal tastes and preferences wherever possible.**

**Artist/Company:** North Lands Creative Glass

**Venue:** North Lands Creative Glass, Quatre Bras, Lybster, Caithness, KW3 6BN

**Title of Event:** Kiln forming & Kiln Casting

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

**Date of Visit:** 18<sup>th</sup> May 2009

**Overall Rating: Very Good**

The Kiln forming & Kiln casting residencies have now been running for several years. As the international reputation of Northlands Creative Glass continues to evolve it now attracts a good number of applicants from the UK and abroad. The residencies have now become very well renowned and this has resulted in a high number of applicants which ensures that selection is based on quality and artistic merit. The residents were very positive about their experiences and although they are encouraged to be largely self led there were staff available to provide support in terms of technical assistance and critical evaluation.

*(Please rate the event overall, taking into account your ratings for each section. Please state the key reasons for your overall ratings – ie 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.)*

Name: Eileen Gatt

Date: 24/05/09

Scottish Arts Council Officer

Specialist Advisor

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 on 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 future 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:**

**Very poor-** standard falls well below what is acceptable.

**Poor** - not well conceived and executed

**Satisfactory**

**Good** - well conceived and executed

**Very Good** – well conceived and executed to a very good standard

**Excellent** – Inspiring and executed to an exceptionally 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	<p>Vision and imagination of work</p> <ul style="list-style-type: none"> <li>Quality of ideas</li> <li>if you have seen other work of this artist(s)/ company before, please comment on any relevant comparisons</li> </ul>	4	<p>I spent time individually with each of the four residents, who explained their creative process in depth. They all specialised in different areas and they commented that this was really positive as they all learned so much from each other. Predominantly their work was concept based and I felt overall there was a good balance between the artistic content and the quality of craftsmanship.</p>
All (if relevant)	<p>Curatorial/ programming vision/ selection</p> <ul style="list-style-type: none"> <li>How does it fit within the artistic vision of the organisation?</li> <li>If the event is part of a Festival, please say how it contributes to the overall programme.</li> </ul>	5	<p>The staff continues to be pro active in marketing the organisation worldwide. They regularly visit universities and various glass communities, and also attend conferences to ensure they remain at the forefront of new developments in the world of creative glass. By doing this they ensure that they continue to deliver courses that are relevant to people working in this field, which will benefit them and assist their creative development.</p>
All	<p>Success of event against stated aims of project and/or performance</p> <ul style="list-style-type: none"> <li>How does it relate to information contained in the programme, the website or other printed material?</li> <li>How well did it communicate the artistic themes?</li> <li>How did the event originate eg from the exhibiting/ producing organisation, from the artist or from commission?</li> </ul> <p>Education events – see <sup>1</sup>below for definition</p>	5	<p>From the information gathered, students were extremely positive about their experience. They spoke very highly of the staff and they thought it provided an excellent opportunity to take time out of their workshops and focus solely on their creative development. Information about the course was available on line and the aims were clearly outlined, giving an accurate description of the course content.</p>
All	<p>Performers/tutors</p> <ul style="list-style-type: none"> <li>What is the expertise of the performers? Where performers are amateur, please reflect this in your comments.</li> <li>How successfully did the performer(s) communicate with and engage the audience?</li> <li>In your view, was an artist as a tutor key to the success of the workshop?</li> </ul>	5	<p>The purpose of the residences is to enable students to work independently, allowing them to evolve creatively, however the staff provided a high level of back up in terms of technical support and critical evaluation.</p>
Dance, Theatre	<p>Choreography/Use of choreography</p> <ul style="list-style-type: none"> <li>Was the work original?</li> <li>How was the space used?</li> <li>How many dancers were there and how were they used?</li> <li>How long was the piece?</li> </ul>		

<sup>1</sup> 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	<b>Script</b> Please comment on this for: <ul style="list-style-type: none"> <li>• new work</li> <li>• second productions</li> <li>• classics where the original has been substantially changed</li> </ul>		
Theatre, Dance	<b>Direction</b> <ul style="list-style-type: none"> <li>• Was the work well interpreted?</li> <li>• Was it well cast?</li> <li>• Was it well presented?</li> </ul>		
Dance, Theatre	<b>Use of music</b> <ul style="list-style-type: none"> <li>• Did the music/ sound used enhance the production?</li> <li>• Is it live or recorded?</li> </ul>		
Dance, Theatre	<b>Design</b> <ul style="list-style-type: none"> <li>• How were the costumes, set and lighting?</li> <li>• How did it work in the venue?</li> <li>• Was it technically proficient? (eg lighting and sound cues, etc).</li> </ul>		
All	<b>Quality of Public Engagement</b> Performing Arts/Education - <ul style="list-style-type: none"> <li>• Was the production/event targeted at a particular audience?</li> <li>• Was the production /event appropriate for the audience/participants?</li> <li>• Were you/ engaged/inspired?</li> <li>• Did the audience/ participants appear to be engaged/inspired?</li> <li>• What was their response?</li> <li>• Approximately how many people were there?</li> <li>• Did there appear to be a broad mix of people – age, cultural diversity or disabled?</li> <li>• Are BSL/captioned/audio described performances offered as part of the run/tour/? If so how many?</li> <li>• What activities or supporting materials were available to enhance the experience of the event eg workshops, artist's talks, discussion groups programmes, on line info?</li> <li>• Were these targeted at specific age groups?</li> </ul> Education/learning events: In addition, please provide comments on the following (if appropriate): <ul style="list-style-type: none"> <li>• How was it taught/led eg one to one, group, child centred?</li> <li>• What was the composition of the participant group – age range, gender mix?</li> <li>• Is it strategically linked to the curriculum or national policy areas e.g. Early Years, Community Learning &amp; Development</li> <li>• What learning/skills development took place?</li> <li>• What was the quality of the art</li> </ul>	5	<ul style="list-style-type: none"> <li>• The four residents were very pleased by the quality of the venue and they said that the facilities were extremely good and exceeded their expectations. They were all very committed and demonstrated a high level of motivation. They commented that the residency was well structured and lasted for just the right amount of time.</li> <li>• The four residents came from a diverse range of cultural backgrounds; however they were all at the same stage in their career development. Most of them are recent graduates.</li> <li>• There were additional lectures to support their learning experience, and regular discussion groups took place during the eight week residency.</li> <li>• An exhibition was organised to give the residents the opportunity to exhibit their final outcomes. They all felt this was an important element as it provided them with a goal. It also gave the local community the opportunity to engage with the work and meet the visiting residents which is good for raising the profile of the organisation locally.</li> </ul>

Artform	Criteria	Rating	Comments and key reasons for rating
	<p>produced by the participants?</p> <ul style="list-style-type: none"> <li>• Did the workshop tutor have a teaching plan for the session and/or project?</li> <li>• How were participants recruited?</li> <li>• Did participants' views and choices help inform the structure and content of the project?</li> </ul> <p>Crafts/Visual Arts Use of equipment, space and overall layout/hang?</p>		

## 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
<p>Location and suitability of the venue for the event</p> <ul style="list-style-type: none"> <li>• Is it easy to find?</li> <li>• Is it on a main transport route?</li> <li>• Are the spaces clean?</li> <li>• What were the sight lines like?</li> <li>• How big was it?</li> </ul>	<p>The venue was very suitable for the event. The workspaces were clean and well equipped. The machinery and tools were maintained to a high standard. The space was a good size and accommodated the residents comfortably.</p>
<p>Information/ interpretive material at venue—</p> <ul style="list-style-type: none"> <li>• Are there programmes, posters and displays about the event?</li> <li>• Is there information on the venue's website?</li> </ul>	<p>The office had a lot of information available about the organization that was available to visitors.</p>
<p>Publicity/ pre-publicity –</p> <ul style="list-style-type: none"> <li>• What leaflets, posters, websites, did you see the event listed in?</li> <li>• What publicity materials are produced?</li> <li>• Is it easy to understand?</li> <li>• Where can you get the information?</li> <li>• Is there Acknowledgement of Scottish Arts Council Funding <sup>2</sup>?</li> </ul> <p>Please be alert to the publicity available prior to your visit to the event and comment on the company/organisation's website.</p>	<p>There were leaflets available. However the website was very informative and this provided detailed information about the organisation and the events. Since the organisation relies heavily on overseas applicants the website is the most suitable form of advertising. The Scottish Arts council funding is acknowledged on their website and other publicity.</p>
<p>Ease of booking and payment</p>	<p>I was not aware of any problems in this area.</p>

<sup>2</sup> 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.

Criteria	Comment																
<b>Timing of the event</b> <ul style="list-style-type: none"> <li>Did the start and finish time seem to be appropriate for the audience?</li> <li>Was the length appropriate?</li> </ul>	<p>All the residents agreed that the 8 weeks was ample time for them to develop their creative ideas without impacting on their financial responsibilities and their personal lives.</p>																
<b>Signage and signposting</b> <ul style="list-style-type: none"> <li>Is the entrance clearly marked?</li> <li>Is there clear internal directional signage?</li> <li>Is there Braille signage or signage for audio loops?</li> </ul>	<p>The signs were in place in village. Participants did not have any issues with the location, however Lybster is not on a train route and the buses are not that regular. A sign on the A9 (main route North) would also be beneficial.</p>																
<b>Access and provision for disabled people</b> <ul style="list-style-type: none"> <li>Please insert yes/no in the boxes to reflect what you notice about the venue/event</li> </ul> <p>Please add in any additional comments below the table</p> <ul style="list-style-type: none"> <li>How many BSL/captioned/audio described performances are there at the venue?</li> </ul>	<table border="1" data-bbox="571 555 1251 1081"> <thead> <tr> <th></th> <th>Yes/No</th> <th></th> <th>Yes/No</th> </tr> </thead> <tbody> <tr> <td>BSL interpretation</td> <td>N/A</td> <td>Audio description of performances</td> <td>N/A</td> </tr> <tr> <td>Captioning</td> <td>N/A</td> <td>Lift/ramp</td> <td>Yes</td> </tr> <tr> <td>Accessible toilets</td> <td>Yes</td> <td>Accessible marketing materials eg website or alternative formats eg large print, Plain English</td> <td>Yes</td> </tr> </tbody> </table> <p>When I enquired about disabled facilities, staff informed me that strict health and safety guidelines made it difficult for them to accommodate disabled people. This is unfortunate as it appears the safeguards put in place to assist disabled people may actually be holding them back.</p>		Yes/No		Yes/No	BSL interpretation	N/A	Audio description of performances	N/A	Captioning	N/A	Lift/ramp	Yes	Accessible toilets	Yes	Accessible marketing materials eg website or alternative formats eg large print, Plain English	Yes
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<b>Customer service</b> <ul style="list-style-type: none"> <li>How was the quality and efficiency of staff (e.g. box office, front of house, bar and/or catering)</li> <li>If possible, comment on how responsive they were to the needs of disabled customers?</li> </ul>	<p>I found staff very helpful and accommodating. The staff create a pleasant environment which seems innovative and dynamic. They are very eager to assist people including disabled customers.</p>																

### 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.