



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: Scottish Traditions of Dance Trust
Venue: Sterling Warehouse, Moss Road, Tillicoultry
Title of Event: Toe Tappin in Tilly
Type of Event: Free performance of Scottish Tradition Dance in the café area of Sterling Furniture warehouse.
Date of Visit: Sunday 9 March 2008
Overall Rating: 4 - Good

(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.)

The event was in a novel location, attracting new audiences for traditional Scottish dance. The performance was professionally executed and clearly set up and sign posted.

Name: Emma Jones

Date: 28/ 3/ 2008

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 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	<p>This was an unusual setting for a dance performance from Scottish Traditions of Dance Trust. There was an area in the café of the Sterling Furniture Warehouse in Tillicoultry that had been sectioned off for the dancers and the performance. This was an ideal set up as it prevented the general public walking in front or across the performance space and set a professional tone to the showing.</p> <p>This was a novel and interesting manner to attract new audiences and to show a range of styles and work. I have seen the work of STDT before but only their workshops and choreography competition but not their performance work.</p>
All (if relevant)	<p>Curatorial/ programming vision/ selection Please indicate how the event originated eg from the exhibiting/ producing organisation, artist-led or commissioned.</p> <p>If the event is part of a Festival, please say how it contributes to the overall programme.</p>	4	<p>This performance was part of a week celebration of Scottish Tradition Dance. Public workshops, choreography competitions, performance and a Ceilidh had been programmed.</p> <p>The venues for this programme varied from Stirling, Tillicoultry, Falkirk and Alloa.</p>
All	<p>Success of event against stated aims - in the programme or other printed material, including how well it communicated the artistic themes.</p> <p>Education events – see ¹below for guidance</p>	4	<p>The brochure, which was handed out to me during the performance, enticed people to come along and have a coffee or lunch and watch...”dancing through time, from Historic to Highland and Fling to Fusion...”</p> <p>The brochure communicated clearly the content of the performance and detailed it in a relaxed, friendly manner.</p>
All	<p>Performers/tutors - technical standard, performance skills and ability to communicate and engage.</p> <p>Where performers are not trained, please reflect this in your comments.</p>	4	<p>The performers were professional and knowledgeable. There was a range of ages involved in the performance work, which was nice to see, several women and one male performer.</p> <p>The work was well rehearse and well presented.</p>
Dance, Theatre	Choreography/Use of choreography - originality, use of space, number and use of dancers, length of piece, etc	4	The number of dancers and length of piece varied, as there was a selection of different dance styles/pieces. The pieces were approximately 5 – 10 mins in length. The dancers used the space well, as it was very limited. The choreography ranged from tradition to fusion and showed a good combination.

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.		N/A
Theatre, Dance	Direction - Concerns issues of interpretation, casting and presentation.		N/A
Dance, Theatre	Use of music – appropriateness and effect of sound or music (whole/part, live/recorded) to the production.	2	The music was the weakest element of this production. The music was pre-recorded and sounded muffled. I was sitting in the middle of the café and I was straining to hear the music.
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.	4	There was no lighting or set but considering the environment that the production was based in this was not expected. The costumes were very elegant and elaborate and added to the theatrical element of the production.
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	The quality of the production was high even though the technical element was limited due to the venue used. The space was set out clearly, STDT staff were in the café handing out leaflets, there were banners and posters advertising the event, detailing the logos. There was someone on a microphone introducing the pieces, the running the production was smooth and the dancers presented in a professional manner.
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>	4	<p>The audience ranged from about 80 to 100 and everyone seemed very interested in the performance. There was a mix of ages from young children to older people. A crowd of people even gathered just by the performance space to observe closer.</p> <p>This set up was an excellent way to entertain people during their lunch and introduce them to tradition Scottish dance.</p>
All	<p>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.</p>		N/A

Artform	Criteria	Rating	Comments and key reasons for rating
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)?		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. 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	This was an unusual venue to use but it worked, in terms of finding new audiences.
Information/ interpretive material at venue - programmes, displays etc.	There were prominent banners and posters.
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.	I received a leaflet in the post to my work address prior to the event. This had details of advance bookings by phone and an email address.
Ease of booking and payment	The event was free.
Location of venue – eg is it easy to find? Is it on a main transport route?	It was easy to find and sign posted well.
External signage and signposting	Not of the event, no.
Internal directional signage	Yes.
Access and provision for disabled people – what can you see?	It had wheelchair access.
Timing of the event – was the length appropriate? Did the start and finish time seem to be appropriate for the audience?	The event was 1.30 – 3.00pm, which seemed very appropriate.
Customer service - quality and efficiency of staff (e.g. box office, front of house, bar and/or catering)	Good. There were STDT staff clearly identified.
Acknowledgement of Scottish Arts Council Funding ²	Yes, on the leaflets and posters.

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.