



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:	Scottish Ensemble
Venue:	Glasgow City Halls: The Grand Hall
Title of Event :	Winter Light
Type of Event:	Concert
Date of Visit:	13 December 2009
Overall Rating:	Excellent
<i>(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.)</i>	
The Overall rating is based on the interesting and inspired choice of repertoire and the exceptionally high standard of the performance.	
Specialist Advisor Name:	Murray Buchanan
	Specialist Advisor
Date:	11 January 2010

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"> Quality of ideas if you have seen other work of this artist(s)/ company before, please comment on any relevant comparisons 	Excellent	Interesting and imaginative choice of repertoire perfectly suited to the winter theme of the concert.
All (if relevant)	<p>Curatorial/ programming vision/ selection</p> <ul style="list-style-type: none"> How does it fit within the artistic vision of the organisation? If the event is part of a Festival, please say how it contributes to the overall programme. 	Excellent	Fits with the organisation's artistic vision of giving performances of imaginatively curated selections of familiar and less well-known pieces that are thematically linked.
All	<p>Success of event against stated aims of project and/or performance</p> <ul style="list-style-type: none"> How does it relate to information contained in the programme, the website or other printed material? How well did it communicate the artistic themes? How did the event originate eg from the exhibiting/ producing organisation, from the artist or from commission? <p>Education events – see ¹below for definition</p>	Excellent	The performance delivered was what audience members would have anticipated having read the programme and the organisation's website.
All	<p>Performers/tutors</p> <ul style="list-style-type: none"> What is the expertise of the performers? Where performers are amateur, please reflect this in your comments. How successfully did the performer(s) communicate with and engage the audience? In your view, was an artist as a tutor key to the success of the workshop? 	Very Good	The performance was of a very high standard; however, the assessor would like to have seen greater engagement between performers and the audience and in particular, more verbal communication, including an articulation of the reason for the choice of repertoire.
Dance, Theatre	<p>Choreography/Use of choreography</p> <ul style="list-style-type: none"> Was the work original? How was the space used? How many dancers were there and how were they used? How long was the piece? 	N/A	
Theatre	<p>Script</p> <p>Please comment on this for:</p> <ul style="list-style-type: none"> new work second productions classics where the original has been substantially changed 	N/A	

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 <ul style="list-style-type: none"> Was the work well interpreted? Was it well cast? Was it well presented? 	N/A	
Dance, Theatre	Use of music <ul style="list-style-type: none"> Did the music/ sound used enhance the production? Is it live or recorded? 	N/A	
Dance, Theatre	Design <ul style="list-style-type: none"> How were the costumes, set and lighting? How did it work in the venue? Was it technically proficient? (eg lighting and sound cues, etc). 	N/A	
All	Quality of Public Engagement Performing Arts/Education - <ul style="list-style-type: none"> Was the production/event targeted at a particular audience? Was the production /event appropriate for the audience/participants? Were you/ engaged/inspired? Did the audience/ participants appear to be engaged/inspired? What was their response? Approximately how many people were there? Did there appear to be a broad mix of people – age, cultural diversity or disabled? Are BSL/captioned/audio described performances offered as part of the run/tour/? If so how many? 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? Were these targeted at specific age groups? Education/learning events: In addition, please provide comments on the following (if appropriate): <ul style="list-style-type: none"> How was it taught/led eg one to one, group, child centred? What was the composition of the participant group – age range, gender mix? Is it strategically linked to the curriculum or national policy areas e.g. Early Years, Community Learning & Development What learning/skills development took place? What was the quality of the art produced by the participants? Did the workshop tutor have a teaching plan for the session and/or project? How were participants recruited? Did participants' views and choices help inform the 	Very Good	<p>The performance was targeted at adults and at a wider audience than might normally attend a classical music performance. This was achieved through use of the title of the event 'Winter Light', the time of the event being shortly before Christmas, the choice of venue, and the choice of repertoire, all of which combined to make the performance appeal to traditional classical concert goers as well as occasional classical concert goers who were attracted by the festive mood evoked by the marketing materials.</p> <p>The audience appeared to be inspired by the performance and there was a palpable sense of enjoyment throughout the room, which was enhanced by the use of candlelight on the stage.</p> <p>The venue was approximately 50% full and appeared to comprise mostly white adults of a variety of ages but most of who were between mid 30s and mid 50s. The assessor did not notice many members of minority ethnic groups in the audience.</p> <p>The performance did not include BSL/Captioning/Audio Description.</p>

Artform	Criteria	Rating	Comments and key reasons for rating
	structure and content of the project? Crafts/Visual Arts Use of equipment, space and overall layout/hang?		

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
Location and suitability of the venue for the event <ul style="list-style-type: none"> • Is it easy to find? • Is it on a main transport route? • Are the spaces clean? • What were the sight lines like? • How big was it? 	<p>The venue is located in the Merchant City district of Glasgow city centre, which is conveniently located for main transport links and well served by a wide range of cafes, bars and restaurants. The venue itself is clean, comfortable and well maintained, and its design is well suited to music concerts.</p> <p>The venue is a traditional style auditorium with raked seating and a balcony, and accommodates approximately 1,000 people.</p>
Information/ interpretive material at venue– <ul style="list-style-type: none"> • Are there programmes, posters and displays about the event? • Is there information on the venue's website? 	<p>There was a detailed summary of the repertoire that was to be performed on the website of Scottish Ensemble and basic information regarding where and when the event was taking place and an outline of the content of the performance on the website of Glasgow Concert Halls.</p>
Publicity/ pre-publicity – <ul style="list-style-type: none"> • What leaflets, posters, websites, did you see the event listed in? • What publicity materials are produced? • Is it easy to understand? • Where can you get the information? • Is there Acknowledgement of Scottish Arts Council Funding ²? <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>The performance was promoted on the websites of Scottish Ensemble and Glasgow Concert Halls and in leaflets and posters that were distributed/ displayed in the venue.</p>
Ease of booking and payment	<p>The assessor had some difficulties in obtaining tickets for the performance. First of all the venue for the performance was listed incorrectly on Scottish Ensemble's website as being St Andrew's in the Square. On visiting the website of St Andrew's in the Square the assessor was unable to find any details for the performance. Further enquiry confirmed that the performance was in fact taking place at the Grand Hall of Glasgow's City Halls.</p>

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.

Criteria	Comment																
	The assessor then attempted to book tickets through the City Halls' own website but was unable to complete the transaction. The assessor then telephoned the Box Office of City Halls and completed the booking over the telephone. The process of purchasing tickets over the telephone was quick and easy.																
Timing of the event <ul style="list-style-type: none"> Did the start and finish time seem to be appropriate for the audience? Was the length appropriate? 	The start and finish time of the event were appropriate to the audience and the festive mood of the performance. The length of the performance was appropriate also.																
Signage and signposting <ul style="list-style-type: none"> Is the entrance clearly marked? Is there clear internal directional signage? Is there Braille signage or signage for audio loops? 	The main entrance City Halls would not be immediately obvious to the first time visitor, however, once in the building staff were on hand to direct audience members to the auditorium. The venue appears to take accessibility seriously and provides useful information on its website for users of wheelchairs, as well as those who are hearing impaired or sight impaired. The venue is fitted with an induction loop system and also offers headset receivers for high quality audio. The assessor did not notice signage with the venue; however, there were adequate staff available to provide assistance to any requiring it.																
Access and provision for disabled people <ul style="list-style-type: none"> Please insert yes/no in the boxes to reflect what you notice about the venue/event <p>Please add in any additional comments below the table</p> <ul style="list-style-type: none"> How many BSL/captioned/audio described performances are there at the venue? 	<table border="1" data-bbox="571 1003 1251 1529"> <thead> <tr> <th data-bbox="571 1003 820 1070"></th> <th data-bbox="825 1003 914 1070">Yes/ No</th> <th data-bbox="919 1003 1161 1070"></th> <th data-bbox="1166 1003 1251 1070">Yes/ No</th> </tr> </thead> <tbody> <tr> <td data-bbox="571 1077 820 1178">BSL interpretation</td> <td data-bbox="825 1077 914 1178">N</td> <td data-bbox="919 1077 1161 1178">Audio description of performances</td> <td data-bbox="1166 1077 1251 1178">N</td> </tr> <tr> <td data-bbox="571 1184 820 1256">Captioning</td> <td data-bbox="825 1184 914 1256">N</td> <td data-bbox="919 1184 1161 1256">Lift/ramp</td> <td data-bbox="1166 1184 1251 1256">Y</td> </tr> <tr> <td data-bbox="571 1263 820 1529">Accessible toilets</td> <td data-bbox="825 1263 914 1529">Y</td> <td data-bbox="919 1263 1161 1529">Accessible marketing materials eg website or alternative formats eg large print, Plain English</td> <td data-bbox="1166 1263 1251 1529">Y</td> </tr> </tbody> </table>		Yes/ No		Yes/ No	BSL interpretation	N	Audio description of performances	N	Captioning	N	Lift/ramp	Y	Accessible toilets	Y	Accessible marketing materials eg website or alternative formats eg large print, Plain English	Y
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Customer service <ul style="list-style-type: none"> How was the quality and efficiency of staff (e.g. box office, front of house, bar and/or catering) If possible, comment on how responsive they were to the needs of disabled customers? 	The venue's box office, front of house and catering staff were of a high standard in terms of quality and efficiency. The assessor did not witness any interaction between staff and disabled customers and was therefore unable to comment on the staff's responsiveness to the needs of disabled customers.																

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.