



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: YDance
Venue: Glenkens Arts Centre
Title of Event: Alice in Urbanland
Type of Event: performance
Date of Visit: 12 October 2007
Overall Rating: 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.)

Ydance worked with local children during their October holiday for five days to create this show. The work had been created previously by the tutors and taught to the children over four days. Children had several roles, as the work has been created for larger numbers. Professional dancers play Alice and the White Rabbit. This worked well and provided an entertaining show for their families and friends.

Name: Susan Hay Date:23/10/07

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>Alice in Urbanland</i> was based on the Alice in Wonderland story, with recognisable characters being played by the children and adults, with a mixture of contemporary and street dance.
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.	-	n/a
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	The aim of the work was to give children the opportunity 'to try out street, break, contemporary and creative dance styles at one of our many dance schools this October'. This was a good creative experience for the children.
	Performers/tutors - technical standard, performance skills and ability to communicate and engage. Where performers are not trained, please reflect this in your comments.	4	There were five tutors delivering the workshop over the week. They all had a good rapport with the children. The children performed well, having a lot of material to memorise within the week. I found <i>Alice</i> a bit distracting as at times she overshadowed the children. I felt that she might be better 'holding back' to allow the children an opportunity to be seen and making a more balanced performance.
Dance, Theatre	Choreography/Use of choreography - originality, use of space, number and use of dancers, length of piece, etc	4	The choreography was pleasant and simple enough for children to learn in a week.
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.	3	Recorded music was used throughout the show, using recognisable popular tracks.

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
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	Good costumes and props for the show. Lighting was basic, but showed the piece off well.
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 performance flowed well with no technical problems.
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 space was filled with family and friends of the participants, who seemed to enjoy the show.
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	This was the culmination of a week's residency at the centre.
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	The aim of the workshop is to try out different dance styles and have the opportunity to be part of a show.

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	Glenkens is a lovely space for small performances
Information/ interpretive material at venue - programmes, displays etc.	Posters and programmes were available at the venue.
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.	Pre-publicity mostly local, with general information on the website and on leaflets.
Ease of booking and payment	n/a
Location of venue – eg is it easy to find? Is it on a main transport route?	Glenkens is easy to find on the main road within the town. It is easier to get to by car than by public transport, although it is possible.
External signage and signposting	Good
Internal directional signage	Good internal signage.
Access and provision for disabled people – what can you see?	Wheelchair access, no audio loops noticed.
Timing of the event – was the length appropriate? Did the start and finish time seem to be appropriate for the audience?	The performance started at 4pm, which was suitable for the families.
Customer service - quality and efficiency of staff (e.g. box office, front of house, bar and/or catering)	Friendly staff/volunteers
Acknowledgement of Scottish Arts Council Funding ²	On all printed publicity.

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.