

**THE SCOTTISH ARTS COUNCIL
ASSESSMENT REPORT**

Organisation/Venue: 784/Tron Theatre

Title of Event: Factory Girls

Type of Event: Performance

Date of Visit: 5 November 2002

1. Artistic Assessment

1.1 Please evaluate the artistic quality of the event - its Vision and Imagination; Ability to Communicate and Quality of Production.

A well-made production that paid tribute to working-class history and explored personal relationships. Slightly old-fashioned in style and content but a clear hit with audiences.

1.2 You are also asked to assess the strengths and weaknesses of the event with specific reference to the following:

- **Script (particularly in relation to new work, or second productions)**

The script has stood up pretty well since its premiere in 1982. Inevitably, it is now a bit of a period piece but there is enough of the human condition in it to make it watchable. Its longevity also lends itself to some nostalgic humour of recognition. 784 has obviously re-discovered a rich vein with this production, in marked contrast to the previous production.

- **Direction**

The direction (Guy Hollands) was assured and effective, letting the piece speak for itself. No tricks, and it worked. Good use of simple, specially recorded music, and slick scene changes. Well cast with a good range of ages and physical types.

- **Standard of performers**

Performances were all strong with impressive ensemble acting from the women. Good body language and accents felt pretty secure among the women, less so with the men. The tone could have done with just a little more attack at critical points. The cast coped admirably with the noise of November 5 fireworks from Glasgow Green for most of the first act.

- **Design**

The set (Evelyn Barbour) was uncomplicated and appropriate with a white-tiled backwall doubling easily for work-room and office. Costumes were fairly accurate in terms of period, and the design avoided making a point of this, except in the case of

the men's' suits and ties. I thought the women would have benefited from some jewellery, to help their characters.

- **Technical Standards**

Lighting was effective and technical presentation good.

- **Appropriateness of production for the audience**

Very

- **Approximate size of audience and reaction**

A full house comprised around 80 – 90% women, were very appreciative, including applause between scenes. I understand that the tour (including 3 nights sold out at the Tron) has sold very well, proving demand for this sort of work. Overheard comments from several audience members clearly showed that many had not been to the Tron for some time and could be regarded as lapsed (considerably) attenders. One would hope that 784 and the Tron can build on this success.

- **Overall Production**

Good to excellent.

2. Management of Event

Please evaluate the way the event was presented/organised by the organisation and by the venue. Please answer, where relevant, with reference to the checklist below adding any other comments/observations you may have.

2.2 Suitability of the venue for the event:

Good

2.3 Information/Interpretative material provided at the venue (eg programmes, displays) - range, quantity and clarity

The programme was printed with a small font on a dark background. Impossible to read in low light especially for the over 40s who made up 90% of the audience. Publicists should think about the legibility of programmes in situations where there is low lighting., and there is likely to be an older audience.

2.4 Publicity/Pre-Publicity for the event (leaflets/posters, etc) - range, content and when and where available

Good clear poster that communicated the idea of the production well.

2.5 Accessibility of the venue:

- **ease of payment** Good

- **location** Good
- **direction** Good
- **access for disabled people** Good
- **timing of event** Good

2.6 Customer service - quality and efficiency of staff (eg box office, front of house, bar and/or catering)

Good

3. Background to your visit

3.1 Have you seen the work of this artist/company before? YES

3.2 Is this your first visit to this venue? NO