



Scottish Arts Council

ARTISTIC EVALUATION – DRAMA

Organisation/Venue: 7:84 at the Traverse Theatre

Title of Event: Tipping Point

Type of Event: Performance

Date of Visit: 25th June 2005

Overall Rating (Please rate the production 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.)

Competent. This was an evening that was split into two distinct halves. The first half was a direct address presentation about canvassed opinion regarding the G8 Summit and the issues contained within the summit agenda. The second half was a lively discussion with the audience. "Tipping Point is a grass roots response to the arrival of the G8 summit in Scotland."

Name: Sally Hobson

Date: 4th July 2005

Advisor

Scottish Arts Council Officer

Please tick the relevant title

This report has been commissioned by the Scottish Arts Council to evaluate the artistic quality of the production named below. 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 may be made available to Scottish Arts Council Officers, Council and Committee members, and specialist advisors as appropriate. It will 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 Council to report on the overall performance of its Core 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, taking account of the following:

1.	Criteria	Rating	Comment and key reasons for rating
1.1	Vision and imagination	Poor	The overall structure of the evening lack artistic coherence. In term of a “theatrical” event it was poorly conceived. Whilst the stories were interesting and moving and well presented 7:84 did not give us theatre, they gave a well presented lecture demonstration. There seemed to be a clear intent to develop a forum for discussion from the first half of the evening which continued into the second. This assessor questions if what 7:84 presented was theatre. Theatre being the experience whereby a dynamic between actor and audience is created which allows for transformational forces to work upon the imagination of the individual. Furthermore that this space explores in a private and personal way the intellectual and emotional material presented to the witness. This did not happen. The information was interesting and thought-provoking but lacked the use of the imagination. It would seem the message is more important than the theatrical structure and form.
1.2	Clarity of Communication	Good	It was very clear what 7:84 were trying to say in this piece of work. They had taken a line that voiced the opinions of various people in the Scottish community “who deal with poverty, debt relief, climate change and fair trade every day”. The discussion - “public space” at the end was lively.

2. Strengths and Weaknesses

Assess the strengths and weaknesses of the event with reference to the following:

2.	Criteria	Rating	Comment and key reasons for rating
2.1	Script – particularly in relation to new work or second productions	Competent	Based on collected and researched opinions from many kinds of people who deal with the issues in the play - poverty, debt relief, climate change and fair trade. The script whilst not particularly well-crafted, was very direct and clear. It presented the views chosen with simplicity and clarity. The script was by Davey Anderson.
2.2	Direction	Poor	Very simple direct address. Some nice touches which enlivened the experience, and made the presentation less formal and more personal. The direction was by Lorenzo Mele.

2.3	Standard of Performers – where performers are not trained, please reflect this in your comments	Good	Clear, coherent and versatile performers. The same company virtually as <i>Private Agendas</i> . They create a good company dynamic and present a professional and seamless set of performances.
2.4	Use of Music ¹	N/A	
2.5	Use of Movement/Choreography	N/A	
2.6	Design ² – including set, costume and lighting design	Poor	A table, podium and backdrop provided the setting for the telling of the stories.
2.7	Technical Standards – was the production professionally presented from a technical point of view	Good	Everything worked well- the standard of presentation was professional.
2.8	Audience Response – appropriateness of the production for the audience, estimate the size and reaction	Good	The house was approximately three quarters full. The audience was very attentive to the first half and active in the second half.

3. 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.

3.	Criteria	Comments
3.1	Suitability of the venue for the event	Suitable venue. The Traverse is a good venue for 7:84. They are usually well supported here by a good audience.

¹ In particular, please comment on the quality and appropriateness of any original music composed for the production. Please indicate whether the music was performed live or recorded, in whole or in parts, and what effect this has on the quality of the production.

² Take into account how appropriate the design is in relation to the venue and, where appropriate, the touring schedule

3.2	Information/ interpretive material at venue ³	Good programme notes and information available at venue.
3.3	Publicity/ pre- publicity ⁴	This assessor saw only what was at the Traverse.
3.4	Ease of booking and payment	Good
3.5	External signage and signposting	Good
3.6	Internal directional signage	Good
3.7	Access and provision for disabled people	Good
3.8	Timing of the event – was the length appropriate? Did the start and finish time seem to be appropriate for the audience?	Good
3.9	Customer service - quality and efficiency of staff (e.g., box office, front of house and bar/catering)	Good
3.10	Acknowledgement of Scottish Arts Council funding ⁵	On Website, on poster and in programme.

³ These include programmes, displays etc., including the range, quality and clarity.

⁴ Publicity/pre-publicity (leaflets, posters, etc), including the range, content, and when and where available. Be alert to the publicity available prior to your visit to the event. Also view and comment on the company's website where one is advertised, commenting on the ease of use, and quality of content and presentation, and currency of information

⁵ The following is an extract from the Scottish Arts Council's conditions of grant for funded organisations:

"The company should acknowledge Scottish Arts Council funding in press releases, at launches, on all published materials (including leaflets, brochures, programmes, posters, notices display, exhibition materials, websites and advertising). Acknowledgement of the Scottish Arts Council grant must also be made in any secondary or indirect products arising from the revenue funding such as recordings, publications, video, broadcasts, computer programmes etc."

Please comment on whether these conditions of grant were met, including use and prominence of the Scottish Arts Council logo on the company's website.