



Scottish **Arts** Council

ARTISTIC EVALUATION

Artist/company: An Tobar

Venue: An Tobar

Title of Event: Fine Friday

Type of Event: Performance

Date of Visit: 16 September 2003

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.

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.)

The performance by Fine Friday who are a young three piece band playing traditional music was of very high quality in terms of content and presentation. The audience was almost at capacity and the event was very well received.

1. Artistic Assessment - please evaluate the **artistic quality** of the event taking account of the following:

	Rating	Comment and key reasons for rating
Performers - technical standard, performance skills,	Good	The three performers in Fine Friday were all of a similarly high standard. The programme included a thoughtful selection of work, from different times and influences.
Clarity of Communication	Good	The musicians established a good rapport with the audience early on and sets were well introduced
Direction, Performance, Design and Technical Standards	Good	As usual, the sound quality was high
Overall production – assess the success of the production in relation to any stated aims (e.g. in the programme or other printed material)	Good	As commented above the event was of a high standard.
Audience – assess the appropriateness of the production for the audience, estimate the size and reaction	Excellent	An Tobar can be described in some ways as an intimate venue. The event might not have been a complete sell out however the house seemed quite full and Fine Friday's concert was very suitable for the venue and the audience. From what I could gather during the concert itself and through talking to people in the interval it was very well received by the audience.

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.

Rating	Score	Comment and key reasons for rating
Suitability of the venue for the event	Excellent	As noted above, the venue was extremely suitable for an event such as this
Information/ interpretive material provided at the venue (e.g. programmes, displays etc), incl. the range of materials, quantity and clarity	Good	An Tobar provides information on the exhibition programme too and on forthcoming events. CDs were available for sale during the interval

Publicity/ pre-publicity ¹	N/A	Not assessed. However An Tobar as a venue is well publicised, for example, on the Ferry and in the tourist paper <i>Holiday West Highland</i> .
Accessibility of venue	Good	The venue is welcoming and easily accessible. Although not on the main street of Tobermory, there are signs down by the sea front.
Ease of booking and payment	Good	The box office is operated efficiently
Location of venue	Good	The venue is located near the main street of Tobermory in an old school building. It is easy to reach and there is on street car parking available.
External signposting and signage	Good	As noted previously
Internal directional signage	Good	The venue is quite small and spaces such as café, performance space and gallery are self evident. Toilets are well signposted.
Access and provision for disabled people	Good	The staff of An Tobar are committed to providing full access to disabled people. The venue is completely accessible to wheelchair users and there is an accessible toilet however access for wheelchair users into the venue is, because of constraints to the location of a building on a steep slope, through a different door to the main entrance.
Timing of the event	Good	The concert allowed for people to eat before the event.
Customer service - quality and efficiency of staff (e.g. box office, front of house, bar and/or catering)	Excellent	The box office and catering – both before the show and during the interval was very efficient.
Acknowledgement of Scottish Arts Council Funding ²	Excellent	An Tobar always acknowledges Scottish Arts Council Funding appropriately

Name: Gillian Shaw
Area Development Officer

Date: 2 February 2004

Gillian Shaw

Head of Department Caroline Docherty
Head of Planning and Area Development

Caroline Docherty

¹ Publicity/pre-publicity (leaflets, posters, etc), including the range, content, and when and where available. Please be alert to the publicity available prior to your visit to the event. Please also view and comment on the company's website where one is advertised. Comment on the ease of use, and quality of content and presentation, and currency of information

² 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.