



Scottish Arts Council

## ARTISTIC EVALUATION – MUSIC

**Organisation/Venue: RSAMD, Glasgow**

**National Youth Choir of Scotland (Dumfries & Galloway and Falkirk districts)**

**Title of Event: n/a**

**Type of Event: concert**

**Date of Visit: Sunday August 21<sup>st</sup> 2005**

**Overall Rating 4**

Several problems arose regarding this concert that I must stress were outwith the control of the Dumfries and Galloway choir. The Falkirk choir cancelled, the auditorium was allowed to overheat and the customer service at RSAMD was extremely disappointing on this occasion.

However I have given an overall rating of 4 because the D&G choir sang well, behaved with professionalism and were clearly well-rehearsed and motivated. Their teachers were obviously dedicated. I congratulate them for coping in difficult circumstances.

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.

Name: Gill Maxwell Date: 31    /    08    /    2005   

Advisor X

Scottish Arts Council Officer

*Please circle the relevant title*

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## 1. Artistic Assessment

Please evaluate the artistic quality of the event, taking account of the following:

Criteria	Rating	Comment and key reasons for rating
Quality of production – was the event successful overall in relation to any stated aims (e.g. in the programme or other printed material)	4	<p>It was disappointing that the Falkirk choir cancelled. This depleted the audience figures.</p> <p>However the Dumfries and Galloway group rose to the occasion most professionally.</p>
Vision and imagination	4	<p>A very varied repertoire, ranging from Scots favourites through African traditional songs to the sound of the Caribbean and the Pacific. A very entertaining selection.</p> <p>Choir members took turns to come to the microphone to announce each selection, with appropriate background information.</p>
Performers – where performers are not trained, please reflect this in your comments	4	<p>Enthusiastic, well-turned out young singers who were attentive to their conductor and very disciplined. They sang well.</p> <p>The spoken interludes were delivered clearly and confidently.</p> <p>The accompanists on piano and percussion were highly effective and the conductor extremely competent, warm and enthusiastic.</p>
Quality of Presentation – was the professionally presented from a technical point of view	4	<p>The RSAMD auditorium is purpose built for such events and thus there were no technical issues regarding sound or visuals. However it seemed it had not occurred to anyone to turn on the air-conditioning on such a warm day, resulting in a stultifying heat for the children to perform in. Two children had to leave the stage, overcome by heat. This must have been upsetting and unsettling for all the children and their accompanists.</p>
Audience – assess the appropriateness of the production for the audience, estimate the size and reaction	4	<p>The audience appeared to consist of family and friends, approximately 30 people in all, in a fairly large room. The presence of the Falkirk audience was missed.</p> <p>Reaction, however, was good, particularly supportive.</p>
Educational Value – comment where appropriate		n/a

## 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.

Criteria	Rating	Comment and key reasons for rating
Suitability of the venue for the event	5	A flagship music institution with purpose built facilities.
Information/ interpretive material at venue <sup>1</sup>	2	One A4 sheet at the box office announcing that the Falkirk choir had cancelled. No further explanation.
Publicity/ pre-publicity <sup>2</sup>	3	I saw no publicity other than inclusion on the RSAMDs large event listing poster
Ease of booking and payment	3	I was accompanied by a 12 year old and a 75 year old, both present at the Box Office. I was charged two full adults plus a concession. I was not informed of a Senior Citizen rate until I noticed it on the computer screen. An adjustment was then made.
Location of venue	5	Glasgow city centre, parallel to main shopping street, easy to find
External signage and signposting	5	Exemplary
Internal directional signage	1	Absolutely dreadful for visitors who do not know the building
Access and provision for disabled people	4	No obvious problems
Timing of the event	3	Sunday at 1pm is not an optimum time in my view. I personally would have found an hour or so later much more convenient.
Customer service - quality and efficiency of staff (e.g., box office, front of house and bar/catering)	1	Extremely disappointing that the customer had to point out the correct ticket price. The steward we had been directed towards on the First Floor was nowhere to be seen. The internal signage was non-existent. We got lost. On locating a steward he vaguely pointed, saying left and left again, rather than escort us to the auditorium. He seemed in a hurry to be somewhere else.
Acknowledgement of Scottish Arts Council funding <sup>3</sup>		I'm afraid I saw no publicity specifically about the event, logo'd or otherwise. Perhaps however, this criteria is not applicable to NYCOS branch concerts.

<sup>1</sup> These include programmes, displays etc., including the range, quality and clarity.

<sup>2</sup> 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

<sup>3</sup> 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."

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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.