



Scottish Arts Council

ARTISTIC EVALUATION – MUSIC

Organisation/Venue:	St Cuthbert's Church - Edinburgh
Title of Event:	National Youth Choir of Scotland and Training Choir
Type of Event:	Summer Concert 2005
Date of Visit:	16th July 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. NB: for multiple performances or festivals, or if you prefer please feel free to use headings for a more extensive commentary. Please note the artistic assessment according to the rating detailed below)	
3	This was an excellent showcase of young choral talent in Scotland. The concert was brilliantly conceived and performed and all young people seemed dedicated and to be enjoying themselves. The repertoire was varied and challenging and the audience seemed well engaged.
	The overall rating was brought down by elements of the programme, presentation and difficulties relating to the venue.
Name: ___Tamsin Mendelsohn_____	Date: _12_/09___/05_____
Advisor	Scottish Arts Council Officer <i>Please circle the relevant title</i>

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.

		may have been interpreted as a criticism to families bringing young children or babies.
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	This was an excellent venue. It provided a suitable setting for a choral concert and good acoustics for the singers. It also had a welcoming atmosphere for the generally family audience.
Information/ interpretive material at venue ¹	2	While translations for some pieces were well outlined in the programme, in general the format of the concert was very confusing. <ul style="list-style-type: none"> ○ Without explanation, the training choir came in after the 2nd half, not as when the programme indicated a 2nd set by NYCoS – I thought that these pieces had been cut and began to walk out after the Training Choir had finished! ○ Extra pieces by the Training choir were clearly introduced by the conductor, but omitted pieces were not! – this made it difficult to follow the programme ○ NYCoS pieces were translated but Training choirs pieces were not – this was also confusing and inconsistent.
Publicity/ pre-publicity ²	3	Good information in the List and by NYCoS mailing
Ease of booking and payment	3	I bought my ticket and programme at the venue

¹ These include programmes, displays etc., including the range, quality and clarity.

² 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

Location of venue	3	Central Edinburgh (although see below for signage)
External signage and signposting	2	It is a difficult venue to find and it would have been useful to have more, large signage outside on Lothian Road. Also, it was difficult to choose between 2 possible door entrances and it would have been useful to have more signs for this.
Internal directional signage	1	There were no staff to direct me upstairs and I got lost trying to find my seat. There are several doors upstairs and not all of them lead to the auditorium
Access and provision for disabled people	?	I am not sure if there are disabled toilets but there was a ramp into the venue
Timing of the event	4	3.00pm on a Saturday afternoon was a good time for a family audience
Customer service - quality and efficiency of staff (e.g., box office, front of house and bar/catering)	2	While staff were helpful, I could not find my seat (see above). I stayed in my seat during the interval as I was not sure if there were drinks
Acknowledgement of Scottish Arts Council funding ³	3	Clear at front of programme

³ 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.