



Scottish Arts Council

ARTISTIC EVALUATION – DANCE

Artist/Company: STDT

Venue: outside Thistle Shopping Centre

Title of Event: dance performances and fusion workshops

Type of Event: (e.g. performance, informal showing, work-in-progress, etc)
Informal showing

Date of Visit: 13/3/05

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).

Poor-competent – Following a successful event within the shopping centre last year, this event was proposed again this year. However, the draw for the audience was the live radio road show, so this year was dependent on its own success. A disappointing event, hampered by the weather. Groups performed with enthusiasm, but few spectators stopped for any length of time. In the external location, the fusion workshop needed a speaker mike for the workshop leader, as people could not hear the instructions and seemed reticent to join in.

Name: Susan Hay

Date: 13/3/05

Specialist Advisor

Scottish Arts Council Officer ✓

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

Criteria	Rating	Comments and key reasons for rating
Vision and imagination	3	This event ran successfully last year in conjunction with a live radio road show on a Saturday. It managed to introduce people who would not normally participate in or watch Scottish dance. This year, there was no radio road show and the display was set up outside. As the weather was cold, this meant that passers by were reluctant to stop.
Clarity of communication	2-3	The dancers involved were competent amateurs. Often the music put on was not the right piece, which led to delays. A microphone was used well by the compare.
Quality of production – production's success in relation to stated aims i.e., in the programme or other printed material)	2	The stage was suitable for showing solo dances. Group dances had to be shown on the pavement. The aim of this event was to introduce people to Scottish dance styles and to encourage them to participate. I do not feel this met its objective, as few passers by stopped to look or join in the show. This was exacerbated by the cold weather. The publicity material suggested that the choreographic competition winners would be showcased during this event and this did not seem to be the case.

2. Strengths and Weakness

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

Criteria	Rating	Comments and key reasons for rating
Choreography - originality, use of space, number and use of dancers, length of piece, etc	n/a	Most work was set highland choreography.
Performers - technical standard, performance skills, and ability to communicate	2-3	Competent amateurs, but not great performers.
Sound – appropriateness and effect of sound or music (whole/part, live/ recorded) to the production.	2	Recorded soundtracks was used and played quite loudly to try to attract people. The person in charge of the music did not always find the right piece, so delaying the show.
Design – costume, set, lighting	n/a	n/a traditional costumes used

Criteria	Rating	Comments and key reasons for rating
Technical standards – technical presentation of the production (e.g. lighting and sound cues, etc)	2	Incorrect music used at times, causing delays. Difficult to hear the workshop caller – could have done with a radio microphone.
Audience – appropriateness of the production for the audience, estimate the size and reaction	2	Few people stopped to watch. The weather was inclement.

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	2	Venue located outdoors at one of the entrances to Thistle Centre. This would have been all right if the weather had been warmer.
Information/ interpretive material at venue ¹	2	STDT flyers handed out, but no posters within the Thistle Centre and information person directed me to ask the security man. He directed me to the event.
Publicity/ pre-publicity ²	3	Flyers distributed in good time.
Accessibility of venue	4	Easily accessible to all as located on the pavement.
Ease of booking and payment	n/a	
Location of venue	5	Central location, easily accessible by public transport
External signage and signposting	2	As a temporary venue, no signposting. Balloons with STDT logo were attached to the trailer, and dance leaders had fleeces with logos.
Internal directional signage	n/a	
Access and provision for disabled people	n/a	
Timing of the event	3	12-3pm on Sunday. Very few people obvious within the city centre.

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

² 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

Criteria	Rating	Comment and key reasons for rating
Customer service - quality and efficiency of staff (e.g. box office, front of house, bar and/or catering)	n/a	
Acknowledgement of Scottish Arts Council Funding ³	5	Logo clearly displayed on STDT flyer

Comments from Angela Dreyer Larsen

This event did not run in conjunction with a live radio show last year. Radio Clyde were in the Centre in the morning and just allowed us to use their stage in the afternoon. We tried to get into the centre again this year but a credit card company had the space and the centre will only give someone like us a space if there are no paying companies wanting it.

Clarity of communication Apparently the incorrect music only happened once so I think it unfair to refer to it so many times in the report. I agree that the workshop caller should have been miked.

Quality of production. There were three of the Winning Choreography Teams performed. The presence of the others was outwith my control and next year we will return to the format of last year when I programmed the full event without relying on the Choreography Team Winners.

It would be helpful if you could point out that, as this is a FREE event I was completely reliant on volunteers on the day.

No allowed to put up publicity at the venue and the fact that the Thistles staff didn't know it was happening was not down to STDT but the Thistles Management. Also not allowed to erect any external signposting as this is not allowed by Stirling Council.

Publicity The **Free** event was also advertised in the local papers and included on 4,000 flyers.

Fair to say I would not do this type of outdoor event again in March.

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.