



Scottish Arts Council

ARTISTIC EVALUATION – DANCE

Artist/Company: Scottish Traditions of Dance Trust

Venue: Albert Halls, Stirling

Title of Event: Dance is Alive 2005

Type of Event: (e.g. performance, informal showing, work-in-progress, etc)
Dance Festival – Choreography competitions, Workshops and Ceilidh

Date of Visit: 12th March, 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).

Very Good

As a participant, it was a fun day – the Workshops were pitched at all abilities, and it was nice to see other teachers than the usual.

Name: _____ Pia Walker _____

Date: 28/03/2005 _____

Specialist Advisor

Scottish Arts Council Officer

Please circle 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.

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1. Artistic Assessment

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

Bearing in mind that this is a mixture of events ranging from competitions to workshops to ceilidh

Criteria	Rating	Comments and key reasons for rating
Vision and imagination	4	The event is getting better – The choreography comps were well attended – so obviously there must have been better marketing of the event carried out. It was interesting to see the interpretation of traditional choreography – it has many aspects – and perhaps one has now to take care that Traditional Scottish doesn't go Bollywood and Hollywood.
Clarity of communication	4	The event did what it said, hopefully it will grow in the years to come.
Quality of production – production's success in relation to stated aims i.e., in the programme or other printed material)	4	A vast improvement on last year – There seem to be a better idea of planning and execution of an event.

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 Competition - originality, use of space, number and use of dancers, length of piece, etc	4	Judges: Andy Howitt, Kally Lloyd-Jones, John Sikorsky. I did not envy them their jobs. – the interpretation of the Freestyle Team choreography was vast – from choreography where the planners had thought out the idea behind the dance, to teams whose idea of choreography was to add a lot of glitter and colourful costumes.
Performers - technical standard, performance skills, and ability to communicate	4	This is a start – it attracted more participation than last year – one adult team should be mentioned especially for their effort – the adult cloggers 'Kick the Cat' Clogging Group. They were in there to show their clogging – they were relaxed and had fun and were a great advert for their own style of dancing. The Childrens' event was taken very serious by the dance group organisers – perhaps a bit too serious. A lot of the choreography was show style. WORKSHOPS: Teachers varied from last year – which to me was good – it is nice to see that STDT don't just rely on the same people at all times – I was very disappointed that Scottish Country Dancing was not on the menu as a dance form in its own right – although there were ceilidh dancing – but very much as an aside.

Criteria	Rating	Comments and key reasons for rating
		It would also have been good to see Highland dancing there again and perhaps Ladies step dancing. STDT must remember that it should cover ALL dance forms – not just some.
Sound – appropriateness and effect of sound or music (whole/part, live/ recorded) to the production.	4	Much better than last year . The sound man had been better briefed. – The ceilidh band in the evening were excellent, although a bit fast in tempo.
Design – costume, set, lighting		Not applicable other than saying that the decorations for the ceilidh in the evening is a nice touch and much appreciated
Technical standards – technical presentation of the production (e.g. lighting and sound cues, etc)		Not applicable
Audience – appropriateness of the production for the audience, estimate the size and reaction	4	CHOREOGRAPHY: Most of the people attending was parents and others who had children/friends dancing – very few others. It would have been nice if dance names had been mentioned – what music was used, where the groups were from – i.e. a little bit of background so the audience could get a bit better informed. Also the criteria of judging – what was the choreography brief?

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.

Criteria	Rating	Comment and key reasons for rating
Suitability of the venue for the event	4	The smaller halls for the workshops were just right. The Albert Halls for the remainder were a good choice
Information/ interpretive material at venue ¹	3	As mentioned before information on the choreography competition would have been good. It would have been good to see some material on STDT for people to pick up. A shop with STDT merchandise is a must – there were so many people there, that not only would STDT have achieved some revenue, but it is also a way of 'spreading the word'
Publicity/ pre-publicity ²	3	It is getting better, but it is obviously something which is still lacking – I would imagine it is because with the small number of people working for STDT, all efforts and funds have been put into the actual arranging of the event itself, and not enough concentration has been put into the marketing of the event.

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

Criteria	Rating	Comment and key reasons for rating
Ease of booking and payment	4	Better than last year – although it would still be easier if one could buy all tickets at the door – rather than as I had to – the spectator ticket and the ceilidh ticket from Stirling council and the workshop tickets from STDT.
Location of venue	4	I think Stirling is a very good place as it is accessible for most people in Scotland.
External signage and signposting	4	Laminated signs around the venue.
Internal directional signage		Not applicable
Access and provision for disabled people		It was public halls, so there were provisions
Timing of the event	4	Fine – although if you wanted to do all the workshops which started 10 minutes after the last one had finished, you had very little or no time for lunch – it would have been nice if there had been a lunch break.
Customer service - quality and efficiency of staff (e.g. box office, front of house, bar and/or catering)	4	Fine
Acknowledgement of Scottish Arts Council Funding ³		All info had acknowledgement in the form of the SAC logo and name.

This event is growing – the workshops are a good idea – in order for interest to spread, it would be nice if STDT could perhaps make a list of where one can dance the various styles – or who to contact if one is interested – I know that the Clogging company who participated in the choreography comp. was looking for more members – perhaps if there had been information with regards to their group available, they could have had people joining and thus their style could expand. Or perhaps the various groups/styles should be allowed to have a poster and leaflets there too. Perhaps even a dance fair – with stands or tables with information – The Albert halls are big enough for this – and there would be something for people off the streets to have a look at – even if they did not want to participate.

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

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.