



Scottish **Arts** Council

ARTISTIC EVALUATION – DRAMA

Artist/company: TAG

Venue: Traverse Theatre, Edinburgh

Title of Event: Knives and Hens

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

Performance

Date of Visit:

Overall Rating (Please rate the production overall, using the ratings * below and taking into account your ratings for each section. Please state the key reasons for your overall ratings – i.e. the particular strengths and weaknesses.)

Rating	Comment
Good	A strong, well constructed and executed production which told its story effectively and appeared to be enjoyed and appreciated by a wide ranging audience.

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 *:

Very Poor – standard falls well below what is acceptable.

Poor – not attaining acceptable standards of conception or presentation.

Competent – routine rather than especially interesting.

Good – well conceived and executed

Excellent – conceived and executed to a high standard.

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

	Rating	Comment and key reasons for rating
Vision and imagination	Good	A bold and welcome vision to tell one of Scotland's best plays to a new audience.
Clarity of communication	Good	Didn't pander or speak down to its audience. Just let the play and the production do its work.
Quality of production	Good	High standards, professionally executed.

You are also asked to **assess the strengths and weaknesses** of the event with specific reference to the following:

	Rating	Comment and key reasons for rating
Direction	Good	The direction I felt rightly let the play do the talking, the imagination serving rather than obscuring the poetry and drive of the text.
Script	Excellent	
Performers	Good	Strong and solid performances.
Sound		
Design	Good	Again, served the play well
Choreography		
Technical standards	Good	
Overall production	Good	Solid, professional with enough imagination to provide a spark to the evening.
Audience	Good	A tough one for the youngest members of the audience, which for me is a definite plus. Good to see a play that makes the audience work and does not in any way talk down to it.

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.

	Comment and key reasons for rating
Suitability of the venue for the event	Good
Information/interpretive material provided at the venue (e.g. programmes, displays etc), incl. the range of materials,	Good

quantity and clarity	
Publicity/ pre-publicity ¹	
Accessibility of venue	
Ease of booking and payment	
Location of venue	
External signposting and signage	
Internal directional signage	
Access and provision for disabled people	
Timing of the event	
Customer service - quality and efficiency of staff (e.g. box office, front of house, bar and/or catering)	
Acknowledgement of Scottish Arts Council Funding ²	

Name: Tony Reekie

Date: 2 May 2005

Advisor



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 a Council Officer, as indicated above. The report will be circulated to the organisation which produced the work, 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.

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.