



Scottish **Arts** Council

ARTISTIC EVALUATION – DRAMA

Organisation/Venue:	Scottish Youth Theatre at Tramway
Title of Event:	Fairy Tale
Type of Event:	Summer Festival Production
Date of Visit:	30 July 2004
Overall Rating:	Good
An interesting and well staged piece of theatre which demonstrated a positive, creative process for young participants in SYT's summer festival.	
Name: Angela Hogg	Date:
Advisor <input type="checkbox"/>	Scottish Arts Council Officer <input checked="" type="checkbox"/>
<i>Please tick 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.

1. Artistic Assessment

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

1.	Criteria	Rating	Comment and key reasons for rating
1.1	Vision and imagination	Good	<p>This piece of theatre was devised by the young participants in conjunction with the director etc. The ideas/themes came from the young people involved.</p> <p>It was clear that this project had enabled participants to experiment with the theatre process, encouraging them to come up with innovative ideas for staging the imaginative material they had developed.</p> <p>Some great characters were developed and portrayed however I did feel that there was too much use of negative Glaswegian stereotyping.</p> <p>Telling a story to small audience groups at the beginning was a nice idea however I was not convinced that it worked. The format involved each storyteller escorting "ready made" groups into the theatre for their story. As someone who attended on my own I felt awkward and intrusive about joining a group and subsequently became excluded from this experience.</p> <p>Additionally, the overall noisy effect of various stories being told simultaneously was unpleasant to the ears and likely distracted each group from their own particular story.</p>
1.2	Clarity of Communication	Good	Well delivered. A challenging piece to communicate given that the audience was required to use their imaginations and interpret a complex plot and themes.

2. Strengths and Weaknesses

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

2.	Criteria	Rating	Comment and key reasons for rating
2.1	Script – particularly in relation to new work or second productions	Good	<p>Some interesting and clever ideas were presented through this piece. Some moving and some very funny moments. As outlined there was some good characterisation however it did rely heavily on stereotypes.</p> <p>The smoking "hags" scene played a positive role in discouraging young people from smoking.</p> <p>I did not feel that the strand introduced by the sound of parents arguing off stage was resolved.</p>

2.2	Direction	Good	The director, Carter Ferguson, did justice to the interesting explorations and ideas of the young participants. Using a simple, stark setting he successfully portrayed surreal and complex images, messages and dilemmas. The use of 4 different people to portray the girl who lost her sister was effective in representing her as someone who had become lost within herself. Flashback scenes were very effectively symbolised. The film element added a nice touch.
2.3	Standard of Performers – where performers are not trained, please reflect this in you comments	Good	A very good cast depicting a range of characters and dilemmas. The portrayal of a tortured sibling was very well delivered (by the 4 actors). The bizarre interpretations of fairy tale characters (eg the 3 pink pigs and old smoking “hags”) were very good. The physical representation of the old “hags” was excellent. The karaoke scene was hilarious.
2.4	Use of Music ¹	Good	Good, atmospheric sound effects and music. The music worked well to support mood and emotion.
2.5	Use of Movement/ Choreography	Good	There were some very good physical theatre elements as mentioned above.
2.6	Design ² – including set, costume and lighting design	Good	Simple and relevant.
2.7	Technical Standards – was the production professionally presented from a technical point of view	Good	Straightforward and effective.
2.8	Audience Response – appropriateness of the production for the audience, estimate the size and reaction	Good	A good response from a full house. The themes, style and presentation would likely have been of interest to youth audiences.

3. Management of Event

¹ In particular, please comment on the quality and appropriateness of any original music composed for the production. Please indicate whether the music was performed live or recorded, in whole or in parts, and what effect this has on the quality of the production.

² Take into account how appropriate the design is in relation to the venue and, where appropriate, the touring schedule

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.

3.	Criteria	Comments
3.1	Suitability of the venue for the event	Suitable
3.2	Information/ interpretive material at venue ³	Informative.
3.3	Publicity/ pre-publicity ⁴	Good website promotion.
3.4	Ease of booking and payment	Fine.
3.5	External signage and signposting	Fine.
3.6	Internal directional signage	Fine.
3.7	Access and provision for disabled people	Accessible.
3.8	Timing of the event – was the length appropriate? Did the start and finish time seem to be appropriate for the audience?	Timing and length of the event were fine.
3.9	Customer service - quality and efficiency of staff (e.g., box office, front of house and bar/catering)	Fine.
3.10	Acknowledgement of Scottish Arts Council funding ⁵	Suitably acknowledged.

³ These include programmes, displays etc., including the range, quality and clarity.

⁴ 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

⁵ 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).

knowledge 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.