

Level 3 Cambridge Technicals in Performing Arts

05853/05876

Unit 32: Arts Administration

Specimen Assessment Material

Date – Morning/Afternoon

Time Allowed: 2 hours



You must have:

You may use:



First Name		Last Name	
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Centre Number						Candidate Number				
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Date of Birth									
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INSTRUCTIONS

- Use black ink.
- Complete the boxes above with your name, centre number and candidate number. Please write clearly and in capital letters.
- Answer **all** the questions.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- Do **not** write in the bar codes.

INFORMATION

- The total mark for this paper is **60**.
- The marks for each question or part question are shown in brackets [].
- This document consists of 10 pages.

For **all** questions in this paper, you should assume that you are in the role of the Arts Administrator.

1: Read the following scenario.

2: Answer **all** questions.

Scenario

Prospectus is an established and celebrated production company in the Performing Arts industry. It specialises in both new and original work and existing performing arts repertoire from across the disciplines. It also runs workshops as part of an outreach programme that aims to build new audiences and widen participation to the arts.

You are employed by Prospectus on a fixed term contract as their full time Arts Administrator. You are the only full-time employee. Other roles are undertaken by freelance practitioners who are contracted as required, depending on the needs of the current projects.

The company has a board of directors who are committed to good governance, which oversees finances and policies. The company has recently received funding from a Third Sector funder, for the next five years.

The current project you are planning for is a touring production that will involve all the performing arts disciplines, visit a range of venues and include child performers. Some of the venues are non-traditional spaces.

The following questions relate to the roles and responsibilities you will undertake for *Prospectus* as the Arts Administrator.

Questions 1 and 2

You have been asked by the board to make sure the appropriate legal arrangements are in place for the current project you are planning.

Question 1

Your organisation has Public Liability Insurance.

Explain **one** reason why a venue would require you to have this.

.....

.....

.....

.....[2]

Questions 7 and 8

Another responsibility you undertake is the marketing for productions.

Question 7

You have prepared a press release to publicise the upcoming production.

Explain **one** other way you could promote the work to widen participation to the arts by attracting new, young audiences for the performances.

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.....
.....
.....[2]

Question 8

As part of your current planning for the outreach workshops, you have contacted local schools.

Explain **two** other ways you could effectively market the outreach workshops.

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.....
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.....
.....
.....[4]

Turn over

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Specimen Assessment Material

LEVEL 3 CAMBRIDGE TECHNICAL IN PERFORMING ARTS

Unit 32: Arts administration

MARK SCHEME

Duration: 2 hours

MAXIMUM MARK 60

SPECIMEN

Crossed Out Responses

Where a candidate has crossed out a response and provided a clear alternative then the crossed out response is not marked. Where no alternative response has been provided, examiners may give candidates the benefit of the doubt and mark the crossed out response where legible.

Contradictory Responses

When a candidate provides contradictory responses, then no mark should be awarded, even if one of the answers is correct.

Short Answer Questions (requiring a more developed response, worth **two or more marks**)

If the candidates are required to provide a description of, say, three items or factors and four items or factors are provided, then mark on a similar basis – that is downwards (as it is unlikely in this situation that a candidate will provide more than one response in each section of the response space.)

Longer Answer Questions (requiring a developed response)

Where candidates have provided two (or more) responses to a medium or high tariff question which only required a single (developed) response and not crossed out the first response, then only the first response should be marked. Examiners will need to apply professional judgement as to whether the second (or a subsequent) response is a 'new start' or simply a poorly expressed continuation of the first response.

1. Always check the additional pages at the end of the response in case any answers have been continued there. If the candidate has continued an answer there then add a tick to confirm that the work has been seen. The 'link page' check box should be used on scoris to link candidate responses in additional objects to the corresponding question number.
 - a. Where generic answer booklets are used, all pages must contain an annotation, or scoris will not allow you to submit the script.
 - b. Where no response is given by a candidate on a whole page the 'BP' annotation **must** be applied.
 - c. Where structured answer booklets are used, the 'BP' annotation **must** be applied to all pages where no response is given by a candidate.
2. There is a NR (No Response) option. Award NR (No Response)
 - if there is nothing written at all in the answer space
 - OR if there is a comment which does not in any way relate to the question (e.g. 'can't do', 'don't know')
 - OR if there is a mark (e.g. a dash, a question mark) which isn't an attempt at the questionNote: Award 0 marks - for an attempt that earns no credit (including copying out the question).

3. For answers marked by levels of response:
- a. **To determine the level** – start at the highest level and work down until you reach the level that best describes the answer.
 - b. **To determine the mark within the level**, consider the following:

Highest mark: If clear evidence of all the qualities in the band descriptors is shown, the HIGHEST mark should be awarded.

Lowest mark: If the answer shows the candidate to be borderline (i.e. they have achieved all the qualities of the bands below and show limited evidence of meeting the criteria of the band in question), the LOWEST mark should be awarded.

Middle mark(s): This mark(s) should be used for candidates who are secure in the band. They are not 'borderline' but they have only achieved some of the qualities in the band descriptors.

Please ensure the full range of marks is used. If an answer gives clear evidence of the qualities described in the band descriptors, award appropriately.

Question	Answer	Marks	Guidance
1	Indicative content: <ul style="list-style-type: none"> • Audience members may complain and/or sue (1) and the company will need to pay legal costs/compensation (1) • Incidents may occur in connection with the event (1) and insurance will cover the cost (1) • Property may get damaged or lost (1) and there will be a cost to replacement (1) Accept any other appropriate answer.	2	Award one mark for identifying a reason and a further one mark for an explanation, up to a maximum of two marks. 1x2 Marks
2	Indicative content: <ul style="list-style-type: none"> • Contracts must be prepared for freelance practitioners (1) which must be in line with relevant legislation/equity (1) • Training must be planned for new staff (1) so they can work within the parameters of the company policies in areas such as Safeguarding (1) Accept any other appropriate answer.	4	Award one mark for identifying a relevant requirement and a further one mark for an explanation, up to a maximum of four marks. 2x2 Marks
3	Indicative content: <ul style="list-style-type: none"> • Numbers will be included (1) as the company and funder will want to know if there is a growing audience for the company's work (1) • The ages of the audience will be included in evaluations (1) because the company will need to know if they have been successful in attracting a specific age-range (1) • The ethnic diversity of the audience will be important (1) to evaluate whether the company's work is reaching all/specific groups Accept any other appropriate answer.	2	Award one mark for identifying an example and a further one mark for an explanation, up to a maximum of two marks. 1x2 Marks

Question	Answer	Marks	Guidance
4	Indicative content: <ul style="list-style-type: none"> • Information on audience profile/diversity on workshops could be given (1) so the funder will know how new audiences have developed effectively (1) • The funder will ask about outcomes (1) so the company will need to provide evidence of how these have been met effectively (1) • The numbers and range of employed artists will need to be provided (1) so that the funder can qualify artist development (1) Accept any other appropriate answer.	4	Award one mark for identifying information and a further one mark for an explanation, up to a maximum of four marks. 2x2 Marks
5	Indicative content: <ul style="list-style-type: none"> • Production staff will be rigging and striking sets/lights/sound (1) and so current safety procedures on electrics/working at height must be provided to them (1) Accept any other appropriate answer.	2	Award one mark for identifying an obligation and a further one mark for an explanation, up to a maximum of two marks. 1x2 Marks
6	Indicative content: <ul style="list-style-type: none"> • The performances will need lighting and sound (1) and so the power capacity must be known (1) • The site may be unused to performance (1) and so checks should be made on areas to protect or avoid (1) • The host for the performances will need to know that you are a responsible/experienced company (1) and so an advance check/visit will re-assure them (1) Accept any other appropriate answer.	4	Award one mark for identifying advance checks and a further one mark for an explanation, up to a maximum of four marks. 2x2 Marks
7	Indicative content: <ul style="list-style-type: none"> • Social media can be targeted (1) and complimentary tickets offered (1) • Posters and flyers can be printed for each location (1) and distributed to student unions/music venues/youth clubs (1) Accept any other appropriate answer.	2	Award one mark for identifying publicity and a further one mark for an explanation, up to a maximum of two marks. 1x2 Marks

Question	Answer	Marks	Guidance
8	<p>Indicative content:</p> <ul style="list-style-type: none"> • The hosting venue may have a mailing list of regular visitors (1) and so advance letters/flyers can be sent out specifically on the workshop (1) • Promotional material could be made available to local youth groups (1) who could act as gatekeepers to potential new audience/workshop participants (1) • ‘Taster’ workshops or extracts from the show could be performed (1) in relevant public spaces to generate interest (1) <p>Accept any other appropriate answer.</p>	4	<p>Award one mark for identifying a marketing strategy and a further one mark for an explanation, up to a maximum of four marks.</p> <p>2x2 Marks</p>
9	<p>0 No Response worthy of credit.</p> <p>Level 1 (1-4 marks) Overall the analysis is basic and limited.</p> <ul style="list-style-type: none"> • The analysis demonstrates basic understanding of some of the processes of arts administration. • The analysis has limited consideration of the scenario and additional information. • There are limited connections between processes and the scenario. • The information is basic and communicated in an unstructured way. <p>Level 2 (5-8 marks) Overall the analysis is adequate and has some detail.</p> <ul style="list-style-type: none"> • The analysis demonstrates adequate understanding of most of the processes of arts administration. • The analysis considers the most obvious parts of the scenario and additional information. • The analysis shows some appropriate connections between processes and scenario. • The information has some relevance and is presented with limited structure. 	18	<p>The planning strategy should be clearly time-based. The question refers to the get-in.</p> <p>Other appropriate options will include:</p> <ul style="list-style-type: none"> • Audit and receiving of hired equipment • Hiring of appropriate crew • Timescales and schedules for completion • Safety of props, set and other equipment • Access to building and surrounding roads/site • Transport hire • Management of tasks/people • Final checks on venue e.g. safety procedures.

Question	Answer	Marks	Guidance
	<p>Level 3 (9-13 marks) Overall the analysis is thorough.</p> <ul style="list-style-type: none"> • The analysis demonstrates a thorough understanding of the processes of arts administration. • The analysis considers most of the scenario and additional information. • The analysis has a clear connection between processes and scenario. • The information is relevant with some structure. <p>Level 4 (14-18 marks) Overall the analysis is insightful and shows comprehensive understanding in relation to the scenario.</p> <ul style="list-style-type: none"> • The analysis demonstrates a comprehensive understanding of all the processes of arts administration. • The analysis fully considers the scenario and additional information. • The analysis has an effective connection between processes and scenario. • The information is relevant and substantiated, with a clear and logical structure. 		

Question	Answer	Marks	Guidance
10	<p>0 No Response worthy of credit.</p> <p>Level 1 (1-4 marks) Overall the analysis is basic and limited.</p> <ul style="list-style-type: none"> • Basic knowledge and little understanding of some options, and of arts administration processes. • There is little attempt to give an opinion or judgement. • Some relevant analysis but without recommendations. • The information is basic and communicated in an unstructured way. The relationship to scenario is weak. <p>Level 2 (5-8 marks) Overall the evaluation is adequate and has some detail.</p> <ul style="list-style-type: none"> • Limited knowledge and understanding of some options, and of arts administration processes. • Some attempt at giving an opinion or judgement, but this is mostly unsupported. • Some evidence of analysis with an attempt to make a recommendation. • The information has some relevance and is presented with limited structure. The information shows basic links to the scenario. <p>Level 3 (9-13 marks) Overall the evaluation is thorough.</p> <ul style="list-style-type: none"> • Good knowledge and clear understanding of mostly viable options and of arts administration processes. • Opinions and judgements will be present, but may not always be supported. • Good analysis and evaluation, drawing on clear recommendation, with some justification. • The information is relevant with some structure. The information shows good links to the scenario. 	18	<p>Evaluation to consider:</p> <ul style="list-style-type: none"> • Arts administration processes • The scenario • Options • A recommendation. <p>Report will include:</p> <ul style="list-style-type: none"> • Gathering immediate information e.g. was equipment already in the building • References to contingency • The need to involve stakeholders: venue/contracted staff • Terms of any relevant contracts • Viable options: hiring new space, cancelling and penalties on hire • Contacting audiences/participants.

	<p>Level 4 (14-18 marks) Overall the evaluation is detailed and shows comprehensive understanding and rationale.</p> <ul style="list-style-type: none">• Comprehensive understanding of viable options and of arts administration processes.• Opinions and judgements are well supported.• Detailed analysis and evaluation, with a coherent and fully justified recommendation.• There is a well-developed line of reasoning, which is clear and logically structured with good links to the scenario.		
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