

Level 3 Cambridge Technical in Performing Arts 05853/05876

Unit 32: Arts administration

Monday 8 January 2018 – Afternoon

Time allowed: 2 hours

You must have:

- no materials required.

First Name						Last Name				
Centre Number						Candidate Number				
Date of Birth	D	D	M	M	Y	Y	Y	Y		

INSTRUCTIONS

- Use black ink.
- Complete the boxes above with your name, centre number, candidate number and date of birth. Please write clearly in capital letters.
- Answer **all** the questions.
- Write your answer to each question in the space provided.
- If additional answer space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.

INFORMATION

- The total mark for this paper is **60**.
- The marks for each question are shown in brackets [].
- This document consists of **12** pages.

FOR EXAMINER USE ONLY	
Question No	Mark
1	/2
2	/4
3	/2
4	/4
5	/2
6	/4
7	/2
8	/4
9	/18
10	/18
Total	/60

Answer **all** the questions.

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

Read the following scenario.

Scenario

Funtastic is a tour company that specialises in children’s entertainment. It tours within the United Kingdom and performs in various types of venues and performance spaces. You are based in the central office and work closely with senior roles including the Casting Manager, Financial Controller and owner of the business. You work closely with the Tour Manager who tours with each cast and liaises with you to deal with any on-site issues, set up and the general running of each tour. You are the first port of call for the Tour Manager, cast and customers before the company arrive at a venue.

This is a private company but often wins contracts to provide entertainment for Arts Council funded projects. You deal with all the administration from booking venues, marketing productions, arranging accommodation for the cast, applying for new contracts, ensuring that the company is working within legal guidelines and that all policies are up to date.

All the artistic work and input is managed by the owner in liaison with the Casting and Tour Manager. Before each tour you are fully briefed as to all the technical and cast requirements for performances at each venue. Whilst one tour is ‘on the road’ you work closely with others to plan the next tour so it is important that you can evaluate what works well for the ongoing success of the company.

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

Questions 1 and 2

You have been asked by the Tour Manager to ensure that the appropriate legal arrangements are up to date.

1 Funtastic has a policy to complete Risk Assessments for each venue.

Explain **one** reason why you have been asked to do this.

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.....[2]

2 The Health and Safety policy is in place to keep people safe. The risk assessment process is part of this.

Explain **two** other legal requirements that would be required as part of the Health and Safety policy.

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[4]

Questions 3 and 4

You have been asked to present a report on which venues will be best for Funtastic to use for a new tour.

3 Funtastic aims to attract more young audiences.

Explain **one** type of information that will be useful when planning which venues can support this aim.

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[2]

4 You have reviewed venues used in previous tours.

Explain **two** types of information that will assist you in planning which venues to return to with the next tour.

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[4]

Questions 5 and 6

Funtastic must meet legal requirements for working conditions and contractual arrangements.

5 You have a responsibility to keep up to date records.

Explain **one** way your records will demonstrate Funtastic fulfils a duty of care to its performers.

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[2]

6 The Tour Manager must be sure each venue provides a safe working environment.

Explain **two** checks that they will undertake before Funtastic technicians can work at a venue.

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[4]

Questions 7 and 8

Your responsibility for the marketing of Funtastic productions is crucial in order to attract audiences.

7 As a private company effective marketing can be directly linked to the potential profit a production can make.

Explain **one** example of the information needed by marketing departments at the different venues to successfully promote the production.

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.....[2]

8 Funtastic has a production being performed as part of an Arts Council run event.

Explain **two** ways this would inform your marketing decisions.

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Additional Information

Read the additional information and answer the following question:

Your portfolio clinched the deal with the Festival Organisers and the contract to perform at the Festival has been signed. Four weeks before the Festival the organiser has contacted you to say that the local authorities want to move the Festival dates back a week as the event clashes with another large sporting event in the area causing traffic and public transport problems. Much of your planning has been completed.

- 10** As the Arts Administrator, consider the implications of this on the company in order to provide a recommendation to the owner.

Evaluate your options.

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ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined page(s). The question number(s) must be clearly shown – for example 9 or 10.

A large rectangular area containing 25 horizontal dotted lines for writing answers. A solid vertical line is on the left side of the area.

A series of horizontal dotted lines for writing, spanning the width of the page.



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