

Cambridge Technicals Performing Arts

Unit 32: Arts administration

Level 3 Cambridge Technical in Performing Arts
05853 & 05876

Mark Scheme for January 2024

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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MARKING INSTRUCTIONS

PREPARATION FOR MARKING











TRADITIONAL

Before the Standardisation meeting you must mark at least 10 scripts from several centres. For this preliminary marking you should use **pencil** and follow the **mark scheme**. Bring these **marked scripts** to the meeting.

MARKING

1. Mark strictly to the mark scheme.
2. Marks awarded must relate directly to the marking criteria.
3. The schedule of dates is very important. It is essential that you meet the traditional 40% Batch 1 and 100% Batch 2 deadlines. If you experience problems, you must contact your Team Leader (Supervisor) without delay.
4. If you are in any doubt about applying the mark scheme, consult your Team Leader by telephone or by email.
5. Work crossed out:
 - a. where a candidate crosses out an answer and provides an alternative response, the crossed out response is not marked and gains no marks
 - b. if a candidate crosses out an answer to a whole question and makes no second attempt, and if the inclusion of the answer does not cause a rubric infringement, the assessor should attempt to mark the crossed out answer and award marks appropriately.
6. Always check the pages (and additional lined pages if present) at the end of the response in case any answers have been continued there. If the candidate has continued an answer there then add an annotation to confirm that the work has been seen.
7. 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 anyway 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)
8. Assistant Examiners will email a brief report on the performance of candidates to your Team Leader (Supervisor) by the end of the marking period. Your report should contain notes on particular strength displayed as well as common errors or weaknesses. Constructive criticism of the question paper/mark scheme is also appreciated.

9. Annotations

Annotation	Meaning
	Benefit of doubt
	Blank page
	Cross
	Level 1
	Level 2
	Level 3
	Level 4
	Noted but no credit given
	Too vague
	Tick

Question			Answer	Marks	Guidance
1			<p>Indicative content eg:</p> <p>Employer liability insurance is required (1) to cover legal obligations relating to contractors (1)</p> <p>Accept other relevant answers.</p>	2	<p>Award one mark for identifying a valid example and a further one mark for an explanation, up to a maximum of two marks.</p> <p>1x2 Marks</p>
2			<p>Indicative content eg:</p> <p>A music license (Performing Rights Society) is required (1) so music can be played at performances (1)</p> <p>A Public Performance Rights License is required (1) so copyrighted performance material can be performed (1)</p> <p>Accept other relevant answers.</p>	4	<p>Award one mark for identifying a relevant example and a further one mark for an explanation, up to a maximum of four marks.</p> <p>2x2 Marks</p>
3			<p>Indicative content eg:</p> <p>Report on how many people attended performances (1) so the funder knows if targets were met (1)</p> <p>Accept other relevant answers.</p>	2	<p>Award one mark for identifying a valid aspect and a further one mark for an explanation, up to a maximum of two marks.</p> <p>1x2 Marks</p>

Question			Answer	Marks	Guidance
4			<p>Indicative content eg:</p> <p>Consider the fees being paid to professional companies are in line with public sector guidelines (1) so they represent value for money to the funder/public (1)</p> <p>Consider the charges being paid to venues (1) so they represent value for money to the funder/public (1)</p> <p><i>Consider Arts Council England fair pay criteria or other relevant references as examples.</i></p> <p>Accept other relevant answers.</p>	4	<p>Award one mark for identifying a relevant example and a further one mark for an explanation, up to a maximum of four marks.</p> <p>2x2 Marks</p>
5			<p>Indicative content eg:</p> <p>That the performance work being performed (1) is appropriate for the target audience (1)</p> <p>Accept other relevant answers.</p>	2	<p>Award one mark for identifying a valid example and a further one mark for an explanation, up to a maximum of two marks.</p> <p>1x2 Marks</p>
6			<p>Indicative content eg:</p> <p>The themes and ideas within the work being performed (1) are relevant to the creative intention of the festival (1)</p> <p>The key messages in the performance work must be appropriate for the target audience (1) in order for key messages to be understood (1)</p> <p>Accept other relevant answers.</p>	4	<p>Award one mark for identifying a relevant example and a further one mark for an explanation, up to a maximum of four marks.</p> <p>2x2 Marks</p>

Question			Answer	Marks	Guidance
7			<p>Indicative content eg:</p> <p>Research what social media platforms are popular with those attending similar events (1) so they can be targeted with the marketing for this festival (1)</p> <p>Accept other relevant answers.</p>	2	<p>Award one mark for identifying a valid example and a further one mark for an explanation, up to a maximum of two marks.</p> <p>1x2 Marks</p>
8			<p>Indicative content eg:</p> <p>Advertise on local radio (1) to communicate directly with people in the local area (1)</p> <p>Advertise in local venues that will be used as part of the festival (1) to reach audiences / people that go to arts events (1)</p> <p>Accept other relevant answers.</p>	4	<p>Award one mark for identifying a relevant example and a further one mark for an explanation, up to a maximum of four marks.</p> <p>2x2 Marks</p>

Question	Answer	Marks	Guidance
9	<p>0 No Response worthy of credit.</p> <p>Level 1 (1-4 marks) Overall the analysis is limited.</p> <ul style="list-style-type: none"> • The analysis demonstrates limited understanding of some of the processes of arts administration. • The analysis has limited consideration of the scenario and additional information. • There are few connections between processes and the scenario. • The information is simple and may be communicated in an unstructured way. <p>Level 2 (5-8 marks) Overall the analysis is adequate; may focus on the detail of a few aspects of arts administration.</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 some basic structure. • Generic responses not addressing the scenario will be awarded a mark in this band. <p>Level 3 (9-13 marks) Overall the analysis is secure.</p> <ul style="list-style-type: none"> • The analysis demonstrates secure understanding of the processes of arts administration. • The analysis considers most of the scenario and additional information. • The analysis makes competent connections between processes and scenario. 	18	<p>For marks in the upper range, the planning strategy should be for activities undertaken prior to the event;</p> <ul style="list-style-type: none"> • focused on the given scenario, coherently and with practical application • recognition that the Arts Administrator knows all other roles in the company <i>but only undertakes those for which they are responsible</i>. <p>Upper range responses should show structured approaches and organisational understanding.</p> <p>The planning should recognise and be informed by the scenario in terms of:</p> <ul style="list-style-type: none"> • aims and objectives • targets • timeframe • schedules and deadlines • resources and set-up requirements • contingency plans • risk management • monitoring systems <p>Aspects of the scenario that may be covered / inform the planning strategy include:</p> <ul style="list-style-type: none"> • The festival is new (so no prior planning to be used to inform the strategy) • The aim is to raise awareness (climate change) and could inform the companies booked to perform/repertoire to be performed • The festival is primarily a community arts festival (informs target audience)

Question	Answer	Marks	Guidance
	<ul style="list-style-type: none"> The information is relevant with some structure. <p>Level 4 (14-18 marks) Overall the analysis is thorough and 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. 		<ul style="list-style-type: none"> A wide range of community and professional venues are being used (types of venue management / costs) The event is free of charge (this could inform ticketing / marketing etc.) The festival is being funded by a public sector grant (reporting/budgeting considerations) Managing / booking professional and amateur groups (informs contracts etc.) Responding to the requirements of the Artistic Director and the local council management committee

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"> • Simple knowledge and limited understanding/evaluation of some ways forward, 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. • May evade addressing the implications <p>Level 2 (5-8 marks) Overall the evaluation is adequate and has some detail but may focus on the detail of a few aspects of arts administration.</p> <ul style="list-style-type: none"> • Some knowledge and understanding/evaluation of some ways forward, and of arts administration processes. • Some attempt at giving an opinion or judgement, but this is mostly unsupported. • May have some evidence of analysis with an attempt to make a recommendation. • May evade addressing the implications. • The information should have some relevance and is presented with some structure. • The information shows some links to the scenario. • Generic responses not addressing the scenario will be awarded a mark in this band. <p>Level 3 (9-13 marks) Overall the evaluation is secure.</p> <ul style="list-style-type: none"> • Good knowledge and clear understanding/evaluation of mostly viable ways forward and of arts administration processes. • Opinions and judgements will be present, but may not always be supported. 	18	<p>The essence of this question is as an Arts Administrator, to consider the implications on the local council management committee, in order to provide an appropriate recommendation.</p> <p>The evaluation should consider</p> <ul style="list-style-type: none"> • Arts Administration processes • The scenario • The additional information • The implications of the situation • Valid options • A recommendation <p>The considerations should take into account the specific time frame as given in the information. (During the festival run).</p> <p>The evaluation could include considerations / proposals including the following:</p> <ul style="list-style-type: none"> • The impact of cancelling the remaining performances • Contractual obligations to contractors, companies, venues etc. • The impact of ongoing poor reviews • Opportunities for positive publicity • Reports to the funder • Consequential challenges for future funding / a next festival • Negative impact on the community (as they are the target audience) • Negative impact on the aim to raise awareness of an important issue (climate change)

Question			Answer	Marks	Guidance
			<ul style="list-style-type: none"> • Good analysis and evaluation of potential outcomes, drawing on clear recommendation, with some justification. • The information is relevant with some structure. The information shows competent links to the scenario. <p>Level 4 (14-18 marks) Overall the evaluation is detailed and shows comprehensive understanding, evaluation and rationale.</p> <ul style="list-style-type: none"> • Assured understanding of viable ways forward and of arts administration processes that would be applied in adapting to the situation. • Opinions and judgment are well supported. • Detailed analysis, with a coherent and fully justified recommendation including legal and financial costs. • There is a well-developed line of reasoning, which is clear and logically structured with good links to the scenario. 		Accept other relevant factors / responses.

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