

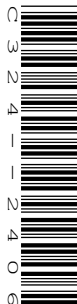
## Level 3 Cambridge Technical in Performing Arts

**05853/05876** Unit 32: Arts administration

**Time allowed: 2 hours**

**C324/2406**

No extra materials are needed.



Please write clearly in black ink. **Do not write in the barcodes.**

Centre number

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Candidate number

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First name(s)

Last name

Date of birth

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- Use black ink.
- Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.
- Answer **all** the questions.

- The total mark for this paper is **60**.
- The marks for each question are shown in brackets [ ].
- This document has **20** pages.

- Read each question carefully before you start your answer.

For the purposes of the following tasks you should assume the role of an Arts Administrator.

Read the following scenario.

## Scenario

Classics on the Move is a well-respected touring theatre company. Their goal is to bring Shakespeare's plays to community audiences. Making Shakespeare's work accessible to all is a key aim for the company.

Their upcoming tour includes performances of Shakespeare's most popular works, as well as some of his lesser-known plays. The tour will visit several different indoor venues, with performances taking place in both community spaces and schools.

Classics on the Move touring theatre company has secured funding for the tour. All the performances are free of charge and open to all as part of their mission to bring quality arts provision to underserved communities.

The tour has been funded through a public sector grant.

The company has contracted experienced performing arts practitioners for a range of performance and production roles, as required for the tour.

You have been contracted for a fixed period of time that covers the planning, running and evaluation phases of the tour. You will be directly responsible to the Artistic Director of Classics on the Move touring theatre company.

\*Classics on the Move touring theatre company is a fictional company for the purpose of this task.

The following questions relate to the roles and responsibilities you will undertake as the Arts Administrator for the Classics on the Move touring theatre company.

### Questions 1 and 2

The Classics on the Move touring theatre company is responsible for meeting legal obligations relating to the tour. They have asked you to consider the legal requirements that will need to be in place.

- 1 Classics on the Move touring theatre company has employer liability insurance.

Explain **one** other type of insurance that will be required for the tour.

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- 2 Classics on the Move touring theatre company has a data protection policy.

Explain **two** other policies that the company must have.

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[4]

**Questions 3 and 4**

As the Arts Administrator, you will need to be aware of the structure and functions of Classics on the Move touring theatre company, to ensure the tour is a success.

- 3** One function that will be required is marketing.

Explain **one** other function that will be required for the tour.

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- 4** You will need to ensure appropriate health and safety measures are in place for the tour.

Explain **two** key aspects you will need to consider when undertaking a risk assessment for the tour to school venues.

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**Questions 5 and 6**

As the Arts Administrator, you must have an understanding of the key areas of operations for Classics on the Move touring theatre company.

**5** One operational area you have responsibilities for is funding.

Explain **one** aspect of funding you will report to the funders at the end of the tour.

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**6** You are responsible for overseeing the operations area of Human Resources.

Explain **two** key aspects of Human Resources that you will need to understand.

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**Questions 7 and 8**

One aim the Classics on the Move touring theatre company has, is to appeal to audiences in underserved communities.

- 7** As part of your funding agreement, you have outlined how your audience will benefit from the tour.

Explain **one** way you can measure the impact your work has on your target audience.

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- 8** It is important when programming the tour that the target audience is considered.

Explain **two** areas of research you could consider to inform your programming.

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**Turn over for the next question**

Read the additional information and answer the following **two** questions.

Classics on the Move touring theatre company has several different types and sizes of venues booked, including community buildings and schools. The company will visit several venues on each day of the tour.

As the Arts Administrator, you have been asked to present your plans to the Artistic Director. This will reassure them that the work will meet the requirements of a range of different types and sizes of venues, will not impact on the number of performances planned or the quality of the experience for the audiences.

- 9** Analyse the planning requirements you need to put in place for the tour to be successful in a wide range of venues.

**[18]**

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In the early stages of the tour, the Artistic Director contacts you to say several of the schools have cancelled their bookings because another touring company is offering free workshops with their performances.

- 10** As the Arts Administrator, consider the implications of this so you can make a recommendation to the Artistic Director.

Evaluate your options.

**[18]**

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