



Oxford Cambridge and RSA

Wednesday 8 January – Tuesday 21 January 2025

Level 3 Cambridge Technical in Performing Arts

05850/05851/05852/05853/05876 Unit 2C: Proposal for a commissioning brief

PRE-RELEASE

INSTRUCTIONS

- Choose **one** commission brief.
- You must undertake research to inform a proposal for the commission you have chosen.
- You will complete your proposal under controlled conditions.

INFORMATION

- The total mark for this task is **50**.
- The marks for each question are shown in brackets [].
- This document has **5** pages.

Select one of the following commission briefs:

Commission A

Your Mall

'The Grand Opening!'

Your Mall is nearing completion and will soon be opening its doors to the public. A grand opening is planned and the town council has set aside funding to pay for entertainment and exciting public activities to celebrate the occasion as a landmark of the town's rejuvenation.

In the Mall, there will be a range of new retail outlets, restaurants, a cinema and a small concert area. There will also be several public areas that could be used as performance spaces to liven up events.

We want to celebrate the opening with a spectacle that people will remember. The Council invites local events companies to propose a weekend of fabulous entertainment showcasing the best of our local talent alongside professional artists. Please send us your proposal with detailed planning of logistics, advertising ideas, resources, timelines and budgets for perusal.

Pitch now to be part of the launch of *Your Mall*!

Commission B

Talent Showcase

A night to remember.

Curtain Up Arena is an 800-seat venue in a major British city. The venue is looking for an experienced events company to manage a national talent showcase that it is holding. For one night only, we will be opening our doors to the public to host a showcase of memorable talent. The performance will be locally televised and will be a great opportunity for any ambitious performer/s.

As the events company, you will be expected to plan and manage the budget and facilitation of the event from start to finish, including the recruitment and selection of the talent that will perform.

Please send a detailed proposal to the Director at *Curtain Up Arena*, stating how you will make it a fantastic high-profile event, supported by clear budgets, supporting materials and planning.

If you catch our interest, you will be invited to attend a second round of face-to-face presentations!

Commission C**All at Sea**

Our coastal town has much to be proud of, but especially the achievements of local explorer and entrepreneur, nicknamed Salty Chips. One hundred years to the day that Salty completed his last voyage, the local marine businesses will be hosting a celebration of the life and achievements of this local hero to complement its annual regatta.

The marine corporation invites proposals from experienced events companies to suggest and manage a public day of celebration of Salty's achievements. These events will take place on land alongside the regatta, which will take place in the harbour.

We look forward to hearing your exciting ideas for the quayside events. You should include detailed planning and budgets. The proposal judged to be best will be engaged to manage the whole event from its pre-planning and organisation to its take-down at the end of the day.

*All companies and place names/venues used are fictitious.

Scenario

You have formed your own Events Management company composed of members who have recently graduated from pre-professional training. There are four core members including yourself, but you can 'pull in' other co-workers if necessary.

As a company, you are multi-skilled but lack direct experience in the contexts described in the commissions; however, what you lack in experience you make up for with enthusiasm and an ability to take on new skills and adapt existing ones, based on a thorough research and development process.

Although money is available, the commissioning organisations have not given a budget for the work and so you must be competitive but remain committed to paying workers the going rate and employing them on professional conditions of service. You will also need to be realistic about the resources and equipment that are needed to carry out the project successfully.

The timescale for the project will emerge from your proposal details and approach but could include 'added value' such as a long-term commitment to weekly workshops or a short tour of performances, depending on the commission details.

1 Produce a proposal report for ONE of the commissions.

(1500-2000 words, including supporting documentation).

Please state clearly which commission you have chosen.

Your report must contain:

- (a) Introduction – that responds to a given scenario
- (b) Initial summary
 - (i) A brief outline/executive summary of the project you intend to run, including the research undertaken
 - (ii) Details of who will benefit from this project and how their needs will be addressed (this should include commissioning organisation, participants and the company and company members)
 - (iii) The timelines that will be necessary to deliver the project
- (c) The Proposal

This is an opportunity to provide the details of the proposal and convince the commissioning organisation of your ability to deliver the project
- (d) Budget and Resources

Details of costs and resources needed to carry out the work

- (e) Appendices
- (i) Details of adaptations and changes made in response to any pilot workshops/scratch performances and stakeholder research that may have been part of the R&D process
- (ii) Planning documentation and budget
- (iii) Health and safety and legal constraints
- (iv) Details of how you intend to monitor and evaluate the process and the outcomes

[50 marks]

END OF PRE-RELEASE

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C321/2501