

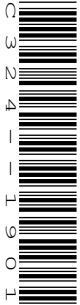
## Thursday 10 January 2019 – Morning

### LEVEL 3 CAMBRIDGE TECHNICAL IN PERFORMING ARTS

05853/05876 Unit 32: Arts administration

Duration: 2 hours

C324/1901



**You may use:**

- 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.
- 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 clearly be shown.

**INFORMATION**

- The total mark for this paper is **60**.
- The marks for each question are shown in brackets [ ].
- This document consists of **16** 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
<b>Total</b>	<b>/60</b>

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**

*Building Bridges* is a successful T.I.E. (Theatre In Education) company best known for innovative performance to engage young audiences with projects that bring together a range of subjects taught in schools. They offer each school they visit a performance and a workshop involving two or more art forms.

The company is planning a new tour. You are the Arts Administrator of *Building Bridges*. You work closely with the Artistic Director and the Company Manager. Other roles are undertaken by contracted freelance professionals. *Building Bridges* is a company limited by guarantee, which operates as a Social Enterprise.

The company gets most of its income from fees paid by schools for performances and workshops. It also receives a small grant from a private donor to support reaching audiences in some of the UK's most deprived areas. The company has an annual turnover in the region of £200,000. 70% of this is from fees received, 20% from the private donor and 10% from Charitable Trusts.

The current tour is to focus on dance and physical theatre, using both live and recorded sound as well as visual effects. This approach is effective in engaging Key Stage 3 pupils with subjects covering a wide range of themes and topics from across the school curriculum.

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

**Questions 1 and 2**

You are required to review the legal requirements for the tour to be sure they will be met.

1 *Building Bridges* has insurance to cover their travel.

Explain **one** other type of insurance that the company would need for their tour to schools.

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

- 2 In addition to the standard safety checks of equipment used, each *Building Bridges* show is risk-assessed before it tours.

Explain **two** key items that you will include in the risk assessment of the show.

.....

.....

.....

.....

.....

.....

.....

[4]

**Questions 3 and 4**

Your role requires you to be aware of funding opportunities for the company.

- 3 As stated in the scenario, the current tour has obtained a small grant from a private donor to support the company’s work in disadvantaged communities. The donor does not expect the company to advertise this donation.

Explain **one** reason why a donor might support this aspect of the company’s work.

.....

.....

.....

[2]

- 4 You are responsible for gathering information about the schools that book performances and workshops from *Building Bridges*.

Financing the tour will be vital to its success.

Explain **two** types of information that will be useful to hold on record when planning how to fund a new tour.

.....

.....

.....

.....

.....

.....

.....

[4]

**Questions 5 and 6**

As part of your role, you oversee quality assurance for the company. You keep records relating to the quality of the work delivered by *Building Bridges* T.I.E. company.

**5** Explain **one** type of information you will need to record which relates to the company's performance work.

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

**6** The success of the company's performance work to its audience is crucial for it to continue to operate.

Explain **two** ways you can maximise customer satisfaction.

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

**Questions 7 and 8**

As part of your role in a small company, to plan future tours you will have to take on additional responsibilities.

**7** You are responsible for marketing the company's future work.

Explain **one** way your marketing of the company's work to schools will be effective.

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

- 8 The Artistic Director is planning a new tour for next year that will enable Key Stage 3 pupils to engage in projects celebrating the 50th anniversary of the first manned mission to the moon. The style of performance is decided entirely by the director. However, you have been asked to give your thoughts on how this topic can be practically managed.

Explain **two** pieces of advice specific to the topic which you would give to the artistic director on the practical management of the topic.

.....

.....

.....

.....

.....

.....

.....

.....

.....[4]

**Additional Information**

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

The current tour for this year (**not** next year’s tour that is referred to in question 8 above) includes some residential centres that present a challenge in terms of access, facilities and company staffing. The Artistic Director and Company Manager are considering how to ensure staging of the performance in these venues will be effective.

As the Arts Administrator, you have been asked to present your plans to the Company Manager and Artistic Director.

- 9 The current year’s show includes a good deal of juggling and acrobatics. Consider the multi-disciplinary style of performance and the potential for challenges a tour of this nature may bring.

Analyse the planning requirements you need to put in place prior to the tour.

**[18]**

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

A series of horizontal dotted lines for writing.

A series of 25 horizontal dotted lines spanning the width of the page, providing a template for handwriting practice.



.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

*Building Bridges* has received an additional grant for the current tour, to support its work in disadvantaged communities. However, there are very few bookings from schools that meet the funder’s criteria. Some of the grant has already been spent to cover production costs.

10 As the Arts Administrator, discuss the range of stakeholders you would contact to resolve the funding issues, and what possible solutions you would seek to achieve by doing so.

[18]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

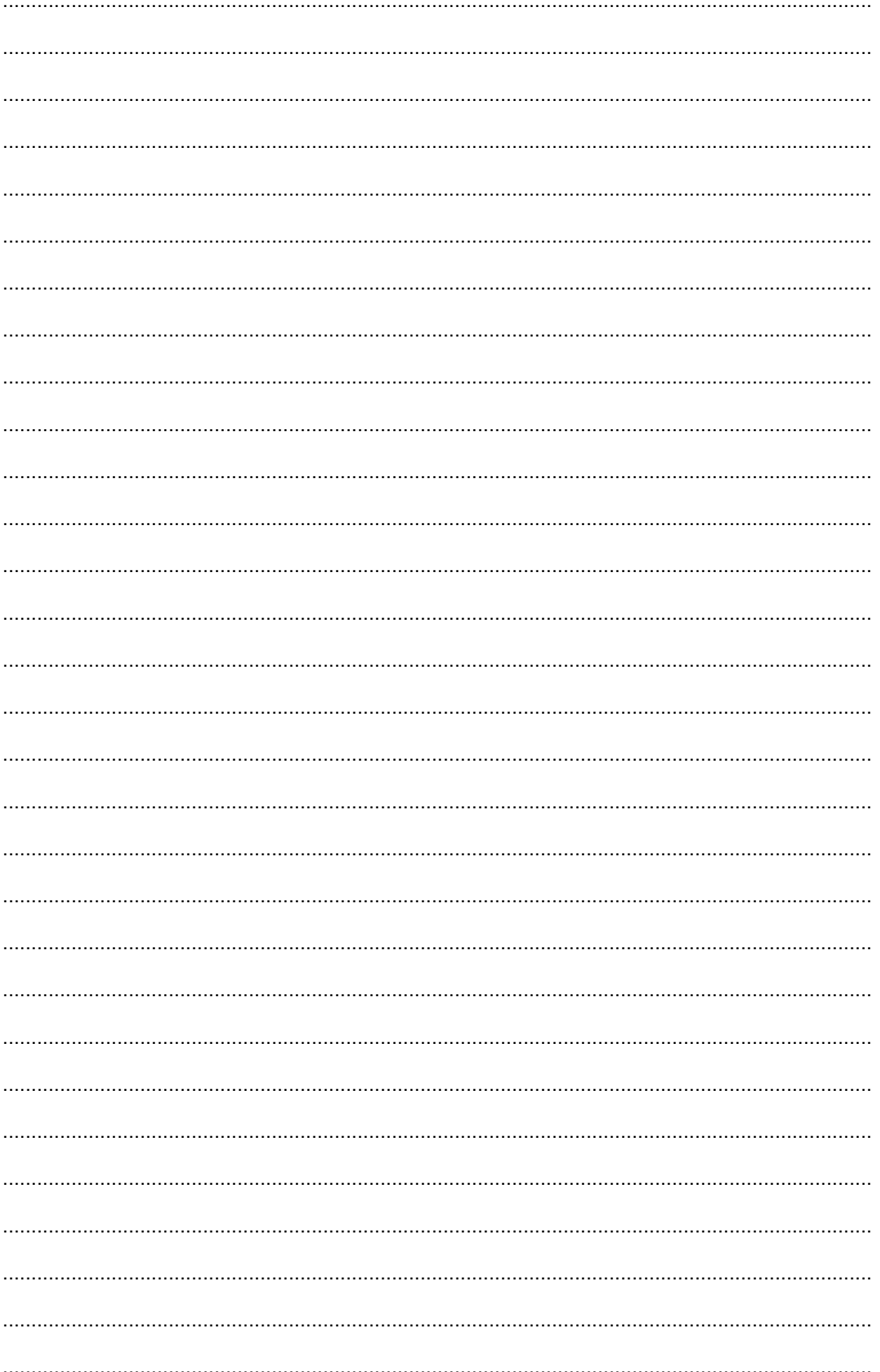
.....

.....

.....

.....

Dotted lines for writing



.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

**END OF QUESTION PAPER**

**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 in the margin(s) – for example 3 or 8.

A large rectangular area with a solid vertical line on the left side and horizontal dotted lines extending across the page, providing space for writing answers.

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

---

# OCR

Oxford Cambridge and RSA

**Copyright Information:**

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website ([www.ocr.org.uk](http://www.ocr.org.uk)) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, OCR (Oxford Cambridge and RSA Examinations), The Triangle Building, Shaftesbury Road, Cambridge CB2 8EA.

OCR is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.