

Thursday 9 January 2020 – Morning

Level 3 Cambridge Technical in Performing Arts

05853/05876 Unit 32: Arts administration

Time allowed: 2 hours

C324/2001



You can use:

- no extra materials are needed

Please write clearly in black ink.

Centre number

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Candidate number

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First name(s)

Last name

Date of birth

D	D	M	M	Y	Y	Y	Y
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INSTRUCTIONS

- 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.

INFORMATION

- The total mark for this paper is **60**.
- The marks for each question are shown in brackets [].
- This document has **16** pages.

ADVICE

- Read each question carefully before you start your answer.

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

Read the following scenario.

Scenario

Your local sports centre is well known for being used as a venue for a range of events, to serve the local community. They are putting on a large-scale celebration of creativity for local schools and children’s groups. The event will be a programme of performances involving music, dance and drama.

You are employed as the Arts Administrator for the celebration of creativity event, as you have an excellent reputation for organising events like this. You have a full-time fixed term contract. You will be supported by the wider team employed by the sports centre and the other contracted roles who have been engaged for this event.

Local authority funding has been secured and local business sponsorship is also in place to support the event.

The sports centre has an excellent reputation for hosting professional work as well as serving the community. They have excellent facilities and the space can be used flexibly to support a wide range of performance styles.

The children’s groups and schools will involve children from 4 to 16 years of age. A large audience of parents, sponsors and the wider community is expected.

Questions 1 and 2

1 In your role you will be required to liaise with many other people in your planning of the event.

One area you will need to communicate with others about is health and safety.

Explain **one other aspect** of your planning that will require you to communicate with others at the sports centre.

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

2 You understand the importance of liaising and communicating with many others as part of your role on this project.

Identify **two** other job roles not employed by the sports centre and explain briefly why you will regularly liaise with them for this project.

1

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2

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[4]

Questions 3 and 4

3 Part of your role is overall responsibility for marketing the project.

Explain **one** method of advertising you would use for this event.

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[2]

4 The aim of this event is to attract an audience from the wider community. To do this, you will need to undertake market research.

Explain **two** methods you could use to obtain information in order to attract a wider community audience.

1

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2

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[4]

Questions 5 and 6

5 Your role as Arts Administrator requires you to oversee the general well-being of both employees and audiences for the event.

You will need to be sure the venue can meet the requirements of the various young people's groups.

Explain **one** consideration that is likely to be relevant to all the groups involved in this project.

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..... [2]

6 As Human Resources (HR) is part of your role, you organise contracts for freelance practitioners.

Explain **two other** Human Resources responsibilities you will need to manage.

1
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..... [4]

Questions 7 and 8

7 This event is being supported by public sector funding as well as business sponsorship.
The business sponsor will want to know if the sponsorship has been effective for them as a business.

Explain **one** type of information the business sponsor may require from you.

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..... [2]

8 The public sector funder will require reports on how effective the funding has been.

Explain **two** key aspects of the project that will need to be reported on for the public sector funder, that are different from the information the business sponsor may ask for.

1

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2

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..... [4]

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined pages. The question numbers must be clearly shown in the margins – for example, 2 or 9.

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

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



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