



Oxford Cambridge and RSA

**Friday 27 May 2022 – Afternoon**

**Level 3 Cambridge Technical in Performing Arts**

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

**Time allowed: 2 hours**

**C324/2206**



No extra materials are needed.



Please write clearly in black ink.

Centre number

Candidate number

First name(s) \_\_\_\_\_

Last name \_\_\_\_\_

Date of birth

**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
<b>Total</b>	<b>/60</b>

Answer **all** the questions.

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

Read the following scenario:

### Scenario

*Out of the Hat Festival* of magic and illusion is a one-day event that aims to engage the local community in a small town in a rural area. The day will include several different performances and workshops as well as stalls promoting the world of magic and illusion.

The one-day *Out of the Hat Festival* will take place in a well-known and accessible community hall set in open grounds close to the centre of town. The hall has a large space with a stage area and plenty of room for stalls and promotional activity. There is scope for extending the event for some outside activities with tents and marquees set up by the performers.

The festival is free to attend. Everyone is welcome to come and experience the world of magic and illusion. The event will cater for a wide range of age groups. It is expected to attract locals as well as visitors to the town.

The festival is being organised and hosted by a new local Community Interest Company (CIC). You are the only full-time employee, contracted for a period of time that covers the planning, running and evaluation phases of the festival. All other roles are undertaken by freelance practitioners as required and supported by local volunteers.

You will report to the company's directors who will offer guidance and support as required.

The *Out of the Hat Festival* is being supported by a community grant from the local council.

The following questions relate to the roles and responsibilities you will undertake as the Arts Administrator for the *Out of the Hat Festival*.

### Questions 1 and 2

One part of your work is to write policies and procedures for the festival.

You have produced a full Health and Safety policy.

1 Explain **one** other policy that you will need for outdoor performance.

.....

.....

.....

..... [2]



**Questions 5 and 6**

As the Arts Administrator you must have an understanding of marketing to a community audience. As part of your role you will undertake market research.

**5** Identify **one** type of audience information you will research for this event.

Explain briefly why you will need this information.

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

**6** Explain **two** marketing methods that would be appropriate for this event.

1 .....

.....  
.....  
.....

2 .....

.....  
.....  
.....

[4]

**Questions 7 and 8**

You oversee the different areas of the company’s work, and you need to have a skilled team in place to achieve the company’s aim to bring the wider community together.

**7** Explain **one** key part of your work when you recruit and manage volunteers for your team.

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

**8** Explain **two** human resource management tasks you will need to complete relating to professional employees.

1 .....

.....  
.....  
.....

2 .....

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



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















**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 vertical line on the left side of the page is followed by 25 horizontal dotted lines, providing a ruled area for writing answers.

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



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