

Tuesday 10 January 2023 – Morning

Level 3 Cambridge Technical in Performing Arts

05853/05876 Unit 32: Arts administration

Time allowed: 2 hours

C324/2301



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

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.

Answer **all** the questions.

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

Read the following scenario.

Scenario

Melting Pot is a one-day event to celebrate performance, culture and cuisine in a multicultural region. The Melting Pot event will include cooking that reflects the same wide range of cultures as the performances. The main aim of the event is to bring enjoyment of different cultures and traditions through performance and food. Local professional dance, music and theatre performance companies will be invited to perform at the event. Local schools have been invited to perform too.

The indoor venue for Melting Pot has a large main space and several smaller spaces that are suitable for a wide range of activities. The venue is run by the local council and is next to a large shopping centre and is accessible to everyone. The local council has allocated some funding for the event and is providing the venue free of charge. Tickets are reasonably priced.

You are contracted as the only full-time employee. You need to oversee the planning, running and evaluation stages of the event. You report directly to the local council committee that is responsible for the event. There is a cuisine coordinator (voluntary) who you will help to identify the cultural influences that should be reflected in the performances.

Questions 1 and 2

Part of your role when planning the Melting Pot event is to consider how to manage risk.

You have undertaken reference checks for any professional performance companies applying to take part.

- 1 Explain **one other** Health and Safety check that you will ask schools to carry out for their participation in the event.

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..... [2]

2 Explain **two** ways you will need to approach managing risk for this venue **other** than for performers.

1

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2

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[4]

Questions 3 and 4

You will need to be sure legal requirements for the event have been fully considered. You have checked there is sufficient insurance in place.

3 Explain **one other** legal consideration that relates to this event.

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[2]

4 You will report to the local council committee regularly.

Explain **two** legal matters that will form part of your regular reporting duties.

1

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2

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[4]

Questions 5 and 6

Your role will include the scheduling of the performance groups for the event.

- 5 Explain **one** essential piece of information you would need from all performance groups for scheduling.

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..... [2]

- 6 Explain **two** actions you will need to undertake as part of the planning and implementation of the schedule.

1

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2

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[4]

Questions 7 and 8

Your role involves managing the marketing for the event. You have looked at audience feedback from similar events the council have run.

7 Explain **one** method of market research appropriate to this event.

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..... [2]

8 Explain **two** ways you will aim to make your marketing innovative for this event and locality.

1

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2

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[4]

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

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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