

**Modified Enlarged 18 pt**

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**

**Tuesday 11 January 2022 – Morning**

**Level 3 Cambridge Technical in Performing Arts**

**05853/05876**

**Unit 32: Arts administration**

**Time allowed: 2 hours plus your additional time allowance**

**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**

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**READ INSTRUCTIONS OVERLEAF**

## **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 [ ].**

## **ADVICE**

**Read each question carefully before you start your answer.**

**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**

**Jovial Arts Festival is an outdoor event taking place over two days in summer. The well known festival aims to celebrate the health benefits of taking part in dance, drama and music activities. About a thousand people are likely to attend over the two days.**

**There will be a main outdoor performance space. There will be smaller covered spaces for performance workshops, where there will be classes, demonstrations and talks. There will also be stalls for merchandise and information.**

**The festival serves a wide range of people, from all walks of life and from different age groups, performing, delivering workshops, running stalls and as audience members.**

**You are the Arts Administrator. You are the only full-time employee. Your fixed-term contract covers the period of time for planning, running and evaluation of the festival. Freelance practitioners are hired for all other roles when they are needed. You are responsible to the board of trustees, who give their time and expertise on a voluntary basis to support the good work of the festival.**

**Finance for the festival is from third sector and public sector grants. Some of the stalls and events also have business sponsorship funding.**

**QUESTIONS 1 AND 2**

**Your contract states that you must make sure all legal requirements have been completed for this event. This includes taking out insurance and making a risk assessment.**

- 1 Explain ONE type of insurance that Jovial Arts Festival will need for this event.**

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**[2]**

- 2 Explain TWO things the risk assessment must include for outdoor performance spaces.**

**1** 

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**2** 

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**[4]**

**QUESTIONS 3 AND 4**

**Jovial Arts Festival needs financial support from sponsors. Your role includes contacting possible donors by email to ask them to sponsor the event.**

- 3 Explain briefly ONE reason you would give to a business sponsor, suggesting why it would benefit them to sponsor this event.**

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**[2]**

- 4 Explain TWO items of information you will provide to a third sector funder when you write to them. You should give reasons why they need this information.**

**1** 

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**2** 

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**[4]**

**QUESTIONS 5 AND 6**

**As the Arts Administrator one of your responsibilities will be the programming of the main performance events for this year's festival.**

- 5 Explain briefly how you will ensure your programming will be appropriate for your intended audience when you are planning the programme.**

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**[2]**

- 6 Explain TWO ways your programming will support the health benefits aim of the festival.**

**1** 

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**2** 

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**[4]**

**QUESTIONS 7 AND 8**

The festival is well known and usually attracts large crowds from different age groups, but you will still need to plan a marketing strategy.

- 7 Explain ONE type of market research you could do to help you decide how to target younger people to take an interest in the festival.**

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**[2]**

- 8 Explain TWO marketing methods you could use to reach mature adults.**

**1** 

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**2** 

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**[4]**

**Read the additional information and answer the following TWO questions.**

**The festival takes place on a large area of green space.**

**It is privately owned by a local landowner who allows access to the general public.**

**The festival will need to be set up quickly over the three days before the festival.**

**Your contract states that you must produce a setting-up schedule for this year's festival to give to the board of trustees for their approval.**

- 9 Create the OUTLINE SETTING-UP SCHEDULE for the festival that you will present to the board of trustees. [18]**

[illegible]











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**10 Two weeks before the set-up of the festival is due to begin, flash rainstorms have waterlogged the site.**

**You are aware that the site owner was not happy about the wear to the ground last year. There was a lot of damage done. They have informed the company that if the site is not left in better condition this year, they will not allow the use of the land again.**

**Due to this, what can you do to make sure this is a successful festival this year, and for the future?**

**Make an outline plan of your recommendations to the board of trustees. Evaluate your options. [18]**

[illegible]











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**END OF QUESTION PAPER**

### 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.**

[illegible]









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