

# Modified Enlarged 18 pt

# OXFORD CAMBRIDGE AND RSA EXAMINATIONS

## Friday 27 May 2022 – Afternoon

## 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

D	D	M	M	Y	Y	Y	Y
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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 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.**

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**[2]**

- 2 To qualify for a grant from the local council you must have sufficient insurance in place.**

**Explain TWO types of insurance your company must have for the event.**

**1** 

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**2** 

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**[4]**

**Questions 3 and 4**

**The company wish to run more events like this one as part of their development strategy. The directors have asked you to look for further funding.**

- 3 Explain ONE financial requirement that your company will need to meet to receive a local community grant.**

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**[2]**

- 4 The directors have asked you to research third-sector funding opportunities.  
Explain TWO types of third-sector funding the company could apply for.**

**1** 

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**2** 

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**[4]**

**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.**

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[2]

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

1

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2

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[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.**

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**[2]**

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

**1** 

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**2** 

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**[4]**



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

**The main aim of the event is to provide an entertaining day out for locals and visitors of all ages.**

**You must generate a lively and positive atmosphere for the whole day.**

- 9 Explain what particular needs of the ‘Out of the Hat’ festival you will need to organise and manage to ensure the event is successful. [18]**

[illegible]









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- 10 At 10 am, on the morning of the event, the performing company that is headlining the festival at 7.30 pm contact you to say they have been delayed by a major road incident and will be arriving late and at an uncertain time.**

**The delay will mean there will be less time to set up and prepare and the company will only be able to perform a shortened version of their show. Not all of the magic acts featured on the marketing materials as the main attraction for the festival will be able to be included.**

**As the arts administrator, discuss the implications of this so you can make a recommendation to the company directors.**

**Evaluate your options. [18]**

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**END OF QUESTION PAPER**

**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.**

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