

Modified Enlarged 18 pt

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Tuesday 10 January 2023 – 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**

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 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.**

[2]

- 2 Explain TWO ways you will need to approach managing risk for this venue OTHER than for performers.**

1

2

[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.**

[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

2

[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.**

[2]

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

1

2

[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.**

[2]

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

1

2

[4]

Read the additional information and answer the following TWO questions.

It was made clear to you when you were interviewed by the council committee for the post that this would not be like the usual touring performances listed on your CV.

- 9 Explain how you would plan for Melting Pot to meet both the usual and the unusual demands of the event. [18]**

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Six weeks before the event it has become apparent that more cultural performance and schools groups have applied to be included in the schedule than the hall space available could accommodate. As a celebration of local cultures it would be undesirable to turn groups down, when they have already started rehearsing for this event.

10 As the Arts Administrator, consider the implications of this so you can make a recommendation to the local council committee. [18]

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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