



Oxford Cambridge and RSA

Level 3 Cambridge Technical in Performing Arts

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Unit 2C: Proposal for a commissioning brief

PRE-RELEASE

Monday 14 May – Friday 25 May 2018

INSTRUCTIONS FOR TEACHERS

- This pre-release material must be opened and given to candidates on receipt.
- The candidates will commence research on their chosen commission on receipt of this pre-release material.
- The candidate will complete the proposal for their chosen commission under controlled conditions during the assessment window.

INSTRUCTIONS FOR LEARNERS

- On receipt of this pre-release material, you will commence research to inform a proposal for your chosen commission.
- You must choose from **ONE** of three commission briefs.
- You will complete your proposal under controlled conditions during the assessment window.

INFORMATION FOR LEARNERS

- The total mark for this paper is **50**.
- The marks for each question are shown in brackets [].
- This document consists of **5** pages.

Select one of the following commission briefs:

Commission A

UK Storytelling Carnival

The destination for this year's UK Storytelling Carnival has been confirmed. Organisers invite new and up-and-coming Production Companies, Amateur Dramatic Groups, Performing Arts Companies, Schools, Artistes, Folklore Organisations and, of course, Storytellers to apply to bring their work to the Carnival.

You will work amongst the very best international storytellers to provide an exciting programme of storytelling in many different forms and genres. For this purpose, the event also seeks technical, administrative and support staff to provide specialist skills to support this outdoor touring event.

Although based on old traditions, this carnival is only in its third year. Although popular on an international scale, it does not have a huge budget or a prominent sponsor. As the event grows, we are looking for participants who can grow with us. This may mean being able to self-fund to attend the event. What we can promise you is that you will be advertised to the best of our ability and that we have a decent marketing budget to attract people to come along.

The event will be touring three popular seaside destinations in the peak of the summer season and will take place on the seafront or on a pier. In the event of wet weather, we will have access to indoor venues that we have arranged.

Commission B

Festival of Performers

The 'Support a Performer' charity is looking for participants and a team to set up and organise an arts competition in a medium-sized theatre in a major city.

Following this competition, the winners will be offered the opportunity to gain performance experience - all expenses paid - to tour public events, schools and corporate events to assist in raising money for, and promoting awareness of, the 'Support a Performer Charity'.

The charity has previously been successful in developing this model in music, and has decided to open the opportunity out to all disciplines of performing arts.

Are you a budding production company or a group of performers gasping for more performance exposure or have experience in the running of events, competitions, theatre technician work or arts administration? If so, we would love to hear from you!

Some previous experience is essential, especially in fundraising for participants, events or tours. All performing participants will need to pay an entry fee to compete.

Commission C**Cyber Bullying Schools Tour**

Calling experienced production companies!

A collective of over 20 school academies is pooling together to recruit a Production Company to deliver a production to assist them in tackling a common problem in their area, which is 'cyber bullying'. The tour will need to be an efficiently-run exciting production, suitable for all primary school children.

The company we hire will be able to deliver this 12-month project but there is potential to extend the project beyond this time-frame if funding is secured. So far there are 24 schools committed but the company will need to have fundraising experience to generate income to extend the project.

There are no charges for using the performing spaces as these will be provided by the host schools.

The company will need to demonstrate exceptional organisation and contingency plans, budgets and a detailed creative brief for the production itself. Examples of how the project could be funded need to be given and if these plans go ahead will be fully supported by senior members of the academies team.

We look forward to hearing your ideas!

Scenario

You work in the arts administration team for a large production company. The production company is experienced, has several touring companies, and is always looking for both large and small scale opportunities. As part of your role, you are a fundraising specialist, so that the company is able to apply for work and contracts for new and innovative performance opportunities that promote the 'brand' in different ways.

Your company is a reputable employer, known for having diverse work opportunities for its staff with some long-term projects under its belt. It is well-known for nurturing new performers, technicians and event organisers. No project is too big, small or new for the company to consider, as it prides itself on being current in the arts world.

You have a strong creative team to work with and a pool of experienced organisers, technicians and resources at your disposal. Your Managing Director is keen to employ new talent if required and is keen to support community, charity and events that value the arts and will expose the company name.

As an arts administrator with a fundraising specialism, you have been asked to select and apply for exciting new projects for the company to pursue. You will need to consider the project carefully, and demonstrate how your company could 'add value' to be competitive to win the contract.

The proposal needs to be creative, dynamic and appropriate. In your report, you will need to demonstrate that your company has understanding of all aspects of a project management, including effective budgets, legal and safeguarding initiatives and fundraising ideas if required. Your proposal needs to be based on the delivery of a quality performance product.

- 1 Produce a proposal report for ONE of the commissions**
(1500-2000 words, including supporting documentation).
Please state clearly which commission you have chosen.

Your report must contain:

- (a) Introduction section that responds to a given scenario.
- (b) Estimates of costs and budgets.
- (c) Details of research.
- (d) Indications that timelines are clear and the project will be on schedule.
- (e) Assurances on H&S and legal constraints.
- (f) Planning documentation.

[50 marks]



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