

## **Arts & Older People Programme Criteria**

### **Criterion 1: Strategic impact (25 marks)**

Projects should demonstrate a clear vision underpinned by in-depth understanding of the current issues affecting older people. You should indicate how your project links to one or more of the identified themes of this programme;

- **Combating isolation and loneliness**
- **Promoting social inclusion**
- **Combating poverty**
- **Addressing health issues including dementia**
- **Strengthening the voice of older people.**

You should demonstrate how the activity builds on and does not duplicate existing provision and has a strong strategic fit with other activity at a local and regional level. You should demonstrate how the activity aims to be sustainable in the long-term and demonstrate a lasting legacy.

(5) Exceptional fit and ability to deliver on all of the identified themes of the programme

(4) Good fit and ability to deliver on four or more of the identified themes of the programme

(3) Acceptable fit and ability to deliver on three or more of the identified themes of the programme

(2) Acceptable fit and ability to deliver on less than three of the identified themes of the programme

(1) Weak fit and ability to deliver on one of the identified themes of the programme

(0) At variance with the identified themes of the programme

### **Criterion 2: Partnership working (25 marks)**

Your project should have the widest possible support of your local community and the maximum possible impact. You should provide any evidence you have that there is a need for your project, e.g. letters of support, market research, evaluation of previous projects, feasibility studies. You need to show that there is a high level of partnership working and that you are committed to working in partnership with relevant organisations in order to meet the strategic themes of this programme.

- (5) Significant commitment and strong evidence of working in partnership with relevant organisations.
- (4) Clear commitment and good evidence of working in partnership with relevant organisations
- (3) Evidence of a commitment to achieving an acceptable and appropriate level of working in partnership with relevant groups
- (2) Limited evidence to demonstrate commitment to working in partnership with relevant groups
- (1) Negligible evidence to demonstrate commitment to working in partnership with relevant groups
- (0) No evidence demonstrating commitment to working in partnership with relevant groups

### **Criterion 3: Quality of arts activities planned (25 marks)**

You will need to demonstrate how your project will focus on supporting older people to engage with the arts as audiences or participants. You will need to demonstrate how the project has been or will be developed through consultation with older people and that it is respectful of and empowering for older people. You must show how the project will prioritise excellence in both the art and the approach to engaging older people; including working with artists or arts organisations with a proven track record in this area.

The application should include the names, skills and experience of artists and the other main people who will be involved in the project. If you have not identified artists then you must demonstrate how you intend to identify and recruit the artist.. We can support you in doing this by providing guidance on where to source artists and arts organisations.

### **Quality of the artist/s (5 marks x 2)**

- (5) Artists of international standard
- (4) Artists with national reputation and expertise
- (3) Artists with local experience
- (2) Artists with limited reputation/experience
- (1) Artists with negligible reputation/experience?

### **Quality of Engagement (5 marks x 3)**

- (5) Evidence of a strong commitment to achieving an excellent quality of engagement with older people, imaginative in approach with an excellent standard of artistic processes and practice
- (4) Evidence of a commitment to achieving a good quality of engagement with older people, consistent approach with a good standard of artistic processes and practice
- (3) Evidence of a commitment to achieving an acceptable and appropriate level of engagement with older people with an average standard of artistic processes and practice.
- (2) Limited evidence to demonstrate its commitment to providing engagement with older people with a below average standard of artistic processes and practice.
- (1) Negligible evidence to demonstrate its commitment to providing engagement with older people with an unacceptable standard of artistic processes and practice.

### **Criterion 4: Organisational and Project Viability (25 marks)**

You need to tell us about any plans you have already made and how you will manage and carry out the project to achieve its aims. You need to show how you will manage the main stages of your project and what each stage contains. You have to demonstrate that your project represents good value for money. You should tell us what financial control systems you have in place to make sure that money is spent wisely.

### **Effective Project Planning and Management (5 marks x 3)**

- (5) Excellent, achievable project plan; evidence that the project will be well managed
- (4) Well considered plans; evidence that the project will be well managed
- (3) Appropriate planning; evidence that the project will be managed
- (2) Limited evidence of planning/unrealistic, unachievable plans; poor management
- (1) Negligible evidence of planning and management

### **Value for Money (5 marks x 2)**

- (5) Well planned and constructed costings; budget represents excellent value for money for the type of project proposed.
- (4) Good evidence of planned costings; budget represents good value for money for the type of project proposed.

