

Annual Funding Programme Ranking Descriptors

Drama & Dance

Artistic Programme

1. The application demonstrates that the artistic vision is delivered through the proposed programme and links to the organisation's strategic plan.

High: Clear and detailed evidence that the proposed artistic programme will deliver the organisation's artistic vision and demonstrates clear links to the organisation's strategic plan.

Medium: Adequate evidence that the proposed artistic programme will deliver the organisation's artistic vision and shows links to the organisation's strategic plan.

Low: Limited evidence that the proposed artistic programme will deliver the organisation's artistic vision linking to the organisation's strategic plan.

2. The application demonstrates significant partnerships (regional, national or international) that are current or that will be developed within the incoming year.

High: Relevant and significant partnerships are in place or are planned for the incoming year with, for example, other national and international companies, regional and/or international stakeholders, showcases, platforms, productions

Medium: Relevant partnerships are in place or are planned for the incoming year with groups as listed above, on a local and regional level.

Low: Limited evidence that partnerships are in place/and or planned.

3. The application demonstrates high quality artistic activity.

This will be assessed for the incoming year from the information provided on the application form for the 17/18 programme and against your organisation's track record over the past 3 years assessed from your AFS returns and officer and assessor reports (where appropriate).

- High:** Evidence of high quality arts activity and engagement. Imaginative and innovative practice at local, national and international levels. Innovative product development; award winning; regular positive media coverage and critical review
- Medium:** Evidence of adequate quality arts activity and engagement. Consistent good practice at local level, challenging programme, some positive media coverage
- Low:** Evidence of unsatisfactory quality arts activity and engagement. Low output at local level, drop in quality or impact, lack of innovation in practice, no or consistently poor reviews

Public Benefit

1. Who are the intended audiences and participants?

- High:** Strong evidence that the organisation understands and knows its audience and participants through a range of instruments, for example, surveys, evaluation; databases, box office analysis, membership/subscription lists.
- Medium:** Adequate evidence that the organisation understands and knows its audience and participants through some audience analysis for example, surveys, project evaluation; box office information
- Low:** Unsatisfactory evidence that the organisation understands and knows its audience and participants; low sales figures/box office; limited audience function or capacity.

2. The application describes how the proposed activities/plans engage with the intended audiences/participants

- High:** Strong evidence of mechanisms to maximise audience/participants, for example; Marketing strategy and campaigns; use of social media; specific targeting based on audience profiles; dedicated marketing budget; high level of interest from venues and partners; outreach programme(s)
- Medium:** Adequate evidence of mechanisms to maximise audience/participants in areas as listed above.
- Low:** Unsatisfactory evidence of mechanisms to maximise audience/participants in areas as listed above.

3. The application describes specific activities/plans to promote greater access and participation.

- High:** Strong evidence of access and participation programmes which include:
Strategy to increase the number of participants/audiences beyond current levels;
Plan(s) for developing participation, eg targeted outreach;
Plan(s) to promote access, eg awareness raising among defined potential audience groups.
- Medium:** Adequate evidence of access and participation programmes in areas listed above including a strategy to maintain the number of participants/audiences at current levels.
- Low:** Unsatisfactory evidence of access and participation programmes including evidence that numbers of participants/audiences will be reduced from current levels.
Limited or no outreach plans or projects;
Limited or no measures to promote access.