

Annual Funding Programme Ranking Descriptors

Literature

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 AFP clients or ACNI-supported projects, libraries, local government and/or the private sector. The organisation has links with Great Britain, Republic of Ireland and international organisations, services or agencies. Organisation has a national profile or a clearly articulated sectoral role.

Medium: Some relevant partnerships are in place or are planned for the incoming year with groups as listed above. Organisation has a regional profile, some national and occasional international reach.

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; positive media coverage and critical review.
- Medium:** Evidence of adequate quality arts activity and engagement. Consistent good practice at local and occasionally national levels. Reliability in content and delivery. Evidence of willingness to diversify
- Low:** Evidence of unsatisfactory quality arts activity and engagement. Inconsistent practice. Uncertainty in content and delivery. Little evidence of product development or diversity.

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, sales data and analysis, surveys, evaluation; databases, membership/subscription lists.
- Medium:** Adequate evidence that the organisation understands and knows its audience and participants through membership/subscription lists, some audience intelligence, sales awareness, databases.
- Low:** Unsatisfactory evidence that the organisation understands and knows its audience and participants; low sales, low user engagement, poor database analysis.

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 across several platforms; specific targeting based on audience profiles; dedicated marketing budget; generic high-quality marketing materials; variety of event/launch locations; development of subscription base; sales awareness.
- Medium:** Adequate evidence of mechanisms to maximise audience/participants in areas listed above

Low: Unsatisfactory evidence of mechanisms to maximise audience/participants

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 audiences, such as emerging readers, underrepresented communities and disadvantaged locations.

Medium: Adequate evidence of access and participation programmes which include:
A strategy to maintain the number of participants/audiences at current levels;
Plan(s) for developing participation, eg targeted outreach;
Plan(s) to promote access, eg awareness raising among defined potential audiences, such as emerging readers, underrepresented communities and disadvantaged locations.

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