

Annual Funding Programme Ranking Descriptors

Music & Opera

**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, where applicable, 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, where applicable, links to the organisation's strategic plan.

**Low:** Limited evidence that the proposed artistic programme will deliver the organisation's artistic vision linking, where applicable, 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 statutory or other agencies, the private sector. The organisation has links with organisations in Great Britain, Republic of Ireland and international, services or agencies.

**Medium:** Relevant partnerships are in place or are planned for the incoming year with groups as listed above.

**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, for example, digitisation, touring, commissioning and co-commissioning, recording, broadcasting, cross art-form fusion; award-winning; positive media coverage and critical review.
- Medium:** Evidence of adequate quality arts activity and engagement in areas as listed above.
- Low:** Evidence of unsatisfactory quality arts activity and engagement in areas as listed above.

### **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 a range of instruments, for example, surveys, evaluation; databases, box office analysis, membership/subscription lists.
- Low:** Unsatisfactory 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.

#### 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; recording and/or broadcasting agreements; high level of interest from partners; outreach programmes.
- 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: A strategy to increase the number of participants/audiences beyond 2016/17 levels.  
Strong evidence of access and participation programmes, for example, ticketing schemes including discounts, concessions, wide-ranging education and outreach programmes including workshops, masterclasses, community concerts, regional and national activity, recording, broadcasting, touring.

Medium: Adequate evidence of access and participation programmes in areas listed above including a strategy to maintain the number of participants/audiences at 2016/17 levels.

Low: Unsatisfactory evidence of access and participation programmes in areas as listed including limited or no development on existing numbers of audiences or participants, inadequate or no outreach plans, no programmes in place to promote access.