

Annual Funding Programme Ranking Descriptors

Venues & Festivals

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, venues, arts organisations, stakeholders, artists at regional, national and international level.

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

Low: Limited or no evidence that partnerships are in place/and or planned on a regional, national or international level.

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.

- High:** Evidence of high quality arts activity and engagement including, for example, imaginative, cutting-edge and innovative practice at local, national and international levels; innovative product development; award winning; positive international media coverage and critical review
- Medium:** Evidence of adequate quality arts activity and engagement. Consistent good practice at local, national and international levels. Good showcase opportunities; positive regional media coverage and critical review
- Low:** Evidence of unsatisfactory quality arts activity, eg poor production and presentation; poor or no reviews or media coverage.

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, for example, some audience analysis through surveys, project evaluation; some use of box office information; some awareness of audience base
- Low:** Unsatisfactory evidence that the organisation understands and knows its audience and participants, for example through low box office or low use of box office or database information; poor or no evaluation.

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, including international; consistent use of social media on several platforms; specific targeting bases on audience profiles; dedicated marketing budget; dedicated corporate marketing resource
- Medium:** Adequate evidence of mechanisms to maximise audience/participants in areas listed above.
- Low:** Unsatisfactory evidence of mechanisms to maximise audience/participants in areas 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 2016/17 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 which include:
A strategy to maintain the number of participants/audiences at 2016/17 levels;
Detailed measure(s) for developing participation, eg outreach programme;
Dedicated measure(s) to promote access, eg awareness raising among general public, some specific access activity;

Low: Unsatisfactory evidence of access and participation programmes including limited or no development on existing numbers of participants/audiences
Inadequate or no outreach plans or projects
Inadequate or no measures to promote access