

Annual Funding Programme Ranking Descriptors

Visual Arts, Craft & Architecture

**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:** Detailed evidence that the proposed artistic programme will deliver the organisation's artistic vision and demonstrates clear links to the remit of the organisation.

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

**Low:** Limited evidence that the proposed artistic programme will deliver the organisation's artistic vision linking to the remit of the organisation.

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 at regional, national and/or international level with a range of other organisations, for example, galleries, arts organisations, stakeholders and with individual artists.

**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 with other organisations or artists.

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 including for example imaginative and innovative practice at local, national and international levels; innovative product development; high standards of presentation; award winning; positive media coverage and some 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 audiences and participants through a range of tools, for example, surveys, feedback and evaluation, and subscription lists.
- Medium:** Adequate evidence that the organisation understands and knows its audiences and participants through a range of tools, for example, surveys, feedback and evaluation, and subscription lists.
- Low:** Unsatisfactory evidence of the organisations understanding or knowing its audiences and participants through a range of tools, for example, surveys, feedback and evaluation, and 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
- 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:** Evidence of high quality access and participation programmes including a strategy to enhance quality delivery and/or increase the number of participants/audiences beyond 2015/16 level. For example, outreach programmes; exhibition related events; workshops delivered in or outside the organisation.
- Medium:** Adequate evidence of access and participation programmes in areas listed above including a strategy to maintain the number of participants/audiences at 2015/16 levels;
- Low:** Evidence of access and participation programmes at an unsatisfactory level including evidence that audience/participation numbers may be reduced and /or reduction in quality from 2015/16 levels.