

Arts Organisation Grants Assessment Scoring Matrix

This document provides a detailed scoring matrix for assessing applications for arts funding. Each category is scored from 1 to 5, with descriptions, examples, and an assessor checklist illustrating what evidence to look for at each level.

Section 3 - Programme, Innovation & Excellence

Score	Description	Example	Assessor Checklist
1	Basic programme, limited innovation, unclear artistic vision	Example: A single project with no clear theme or artistic ambition.	Evidence: project description or minimal content outline.
2	Some innovation, modest artistic ambition	Example: A small series of workshops with some unusual creative elements.	Evidence: Business plan, Workshop schedule, concept notes.
3	Solid programme with clear artistic vision and some originality	Example: A local arts project with a defined theme, experienced artists and opportunities for emerging artists.	Evidence: Event programme, artistic vision, artist bios, marketing plan.
4	Strong innovation, high-quality programme, recognised artistic merit	Example: An inspirational programme likely to engage audiences, and attract critical acclaim.	Evidence: Strong Business Plan, Reviews of previous work, clear artistic vision statement, detailed programme, new partnerships, building on previous programme .
5	Outstanding innovation, sector-leading excellence, nationally/internationally recognised	Example: A groundbreaking international and regional collaboration reaching	Evidence: Strong Business plan, clear and creative artistic vision, International and

		new audiences previously not engaged with the arts	regional partnerships referenced , previous press coverage, detailed project plan. Programme reflects a clear progression for organisation and creation of new innovative work.
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Section 4 - Community Engagement

Score	Description	Example	Assessor Checklist
1	Minimal engagement, no clear strategy	Example: Occasional activity with no structured outreach programme.	Evidence: Details of previous events, no engagement plan.
2	Limited engagement, ad-hoc activities	Example: One-off community workshops without follow-up.	Evidence: Application form references one off workshops with no clear idea of attendees
3	Defined engagement plan, some evidence of likely impact	Example: Regular community classes with clear relationships established and plans for delivery to be based on previous feedback	Evidence: Clear engagement plan, named community partners, work planned around previous feedback and/or consultation.
4	Strong engagement strategy, measurable outcomes	Example: Co-created projects with local groups and plans to document impact.	Evidence: Application references co-creation methodology and agreements, plans to

			produce impact reports.
5	Deep, sustained engagement, co-creation with communities, demonstrable long-term impact	Example: Multi-year partnerships with community organisations influencing programming. High impact for previously un-engaged communities, rather than big participation numbers.	Evidence: Reference to previous partnership MOUs, longitudinal impact studies. Community voice clear within application.

Section 5 - Audience Development, Inclusion, Diversity & Impact

Score	Description	Example	Assessor Checklist
1	No clear audience strategy, limited diversity	Example: working with existing audiences.	Evidence: Plans to utilise basic marketing materials.
2	Basic audience plan, some inclusion efforts	Example: Occasional targeted outreach to underrepresented groups.	Evidence: Plans to utilise outreach emails, social media posts.
3	Audience development plan with diversity targets	Example: Defined goals for increasing diverse attendance.	Evidence: Audience development plan, diversity targets.
4	Strong inclusion strategy, evidence of audience growth and diversity	Example: Partnerships with diverse organisations, outreach to a range of communities and measurable audience growth.	Evidence: Application references plans to collect audience data reports, former successful outreach and relationships with communities, former partnership agreements.
5	Exemplary inclusion, sector-leading	Example: Nationally recognised diversity	Evidence: Track record of best

	diversity, significant audience impact	programme with proven outcomes.	practice in diversity and inclusion. Former awards, published impact reports, demographic analysis.
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Section 6 - Skills Development

Score	Description	Example	Assessor Checklist
1	No skills development activity	Example: No training or learning opportunities offered.	Evidence: No training referenced in application.
2	Occasional training or informal learning	Example: Ad-hoc workshops for staff.	Evidence: Application references previous ad-hoc staff development.
3	Structured skills development plan for staff/artists	Example: Annual training programme for employees.	Evidence: Application references training plan, budget allocation.
4	Regular, funded skills programmes, partnerships for training	Example: Continual Professional Development opportunities relevant to staff and sector.	Evidence: CPD plans, staff development prioritised in budget.
5	Sector-leading skills development, national/international training initiatives	Example: Delivering regional and national residencies and masterclasses. Access to international CPD.	Evidence: Application references a comprehensive staff development

			plan, regular reviews, opportunities for CPD and sharing best practice nationally and internationally.
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Section 7 - National, International, Regional and Local Partnerships

Score	Description	Example	Assessor Checklist
1	No partnerships	Example: Organisation works in isolation.	Evidence: Business Plan, o partnership referenced.
2	Limited local partnerships	Example: Occasional collaboration with local groups.	Evidence: Business plan, budget, limited collaborations referenced.
3	Some regional/national partnerships	Example: Joint projects with regional arts organisations, links with national partners Focus on sustainability in longer term.	Evidence: Business plan references partnership agreements, joint marketing referenced in marketing plan, clearly articulated shared vision with partners.
4	Strong regional and national partnerships, occasional international links	Example: Regular collaborations with regional and national organisations with outreach to make international links	Evidence: Business plan references clear partnership agreements with multiple partners, .
5	Extensive partnerships at all levels, strategic collaborations nationally and internationally	Example: Formal partnerships with regional and international arts networks that tie in	Evidence: Business plan references: formal partnership agreements, joint funding bids, joint marketing plans and

		with local collaborations.	press releases. Clear shared artistic vision statement across all partners. Letters of support from partners.
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Section 8 – Quality & Evaluation

Score	Description	Example	Assessor Checklist
1	No mention of ensuring artistic quality nor means of measuring impact of programme	No recognition of the need to ensure quality/impact of programme	No reference to artistic vision nor skill, no measures of quality nor impact
2	Vague reference to quality. Limited measures of impacts without qualitative reflection	Claiming ‘quality’ without definition, using participation numbers as sole measure.	Quality referenced in vague terms. Programme weak and lacking artistic coherence. Metrics of previous and planned programme
3	Reference to quality, with some articulation of artistic vision and authenticity of voice. Key performance indicators and targets	Some references to quality within limited parts of project. Evaluation via metrics and postcode data.	Elements of programme show secure quality features. Audience numbers, participant numbers measured.
4	Clear artistic vision supported by a coherent means to realise vision utilising high levels of artistic skill and experience. Strong approach to measuring the impact, with targets	Clear artistic vision with outcomes that are quality assured and measurable. Audience and participant metrics, annual feedback survey.	A clear artistic vision which it’s possible to track through to final outcomes. KPIs, Regular customer and participant survey, targets.
5	Clarity and depth of artistic vision, high levels of skill,	Expression of clear artistic vision, showing quality of	Clear artistic vision and obvious in built quality. High level

	<p>originality of work and authenticity of artistic voice. Alignment of concept process and outcome. Likely to achieve critical acclaim, built on R&D. An extensive impact and evaluation framework with actions</p>	<p>skills, authenticity of voice, alignment of concept with outcomes. An element of research built in, alongside opportunities to reflect and respond in project. Documented artistic decision making. Audience and participant surveys, innovative feedback methods, KPIs, peer review and/or mentorship and evaluation process with outcomes.</p>	<p>of skills and experience of artistic team. Likely to attract critical acclaim and secure future partnerships. Evidence of measuring impact and quality with resulting actions from feedback. Opportunities to review, reflect and respond to feedback within the year. Case studies.</p>
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Section 9 - Business Plan/Finance including funding and other support, strategic links, organisational structure

Score	Description	Example	Assessor Checklist
1	No formal business plan, unclear structure	Example: No documented strategy or governance.	Evidence: Absence of business plan or policies.
2	Basic plan, limited financial detail	Example: Simple budget with minimal forecasting. No policies, Governance or organogram.	Evidence: Basic business plan, no organogram.
3	Comprehensive plan, clear governance, some strategic links	Example: Multi-year plan with governance and organogram. Some policies	Evidence: Business plan, organogram, basic policies.
4	Robust plan, diversified income,	Example: Detailed financial model,	Evidence: Full business plan, risk

	strong governance and strategic alignment	governance and policies and partnerships for sustainability.	register, governance framework.
5	Outstanding plan, sustainable funding model, sector-leading governance and strategic positioning	Example: Fully costed plan, governance, policies, organogram that fits the plans, with confirmed multi-source funding and sector recognition.	Evidence: Business plan, policies, organogram, financial forecasts, SWOT analysis.