

# Grants to Arts Assessment Criteria

Revised June 2026

Applications for a Grants to Arts Award from Hull City Council will be considered by a panel of Council Officers. Each application will be assessed and scored against the following criteria.

Scores are weighted and total max points for each question are as shown below.

CRITERION	WHAT IS LOOKED FOR & SCORE
<b>1 – ELIGIBILITY</b>	Full contact details supplied, previous support from Hull City Council declared, support from other Council departments, project takes place in Hull, not for charitable nor political activity.
<b>2 – PROJECT DESCRIPTION</b>	<b>(total max 4 points)</b>
<b>2a Clarity of activity description</b>	Are dates, times, title, venue, partners, audience, and artistic content clearly explained? Includes consideration of additional supporting information.
<b>3 – AIMS</b>	<b>(total max 24 points)</b>
<b>3a Clarity of Aims</b>	Project has a clear rationale and addresses Grants to Arts priorities. It's clear what difference the project will make and what it's trying to achieve.
<b>3b Artistic Aims</b>	Artistic aims are clearly articulated.
<b>3c Evidence of need and development</b>	What different will the project make? Does the application justify why this project matters to the intended community, artform and recipient. Is there a development for the artist and/or organisation – with clear evidence of artistic progression/organisational development?
<b>4 – AUDIENCE &amp; ENGAGEMENT</b>	<b>(total max 24 points)</b>
<b>4a Target audience</b>	Target audience is clearly defined and anticipated take up is realistic.
<b>4b Details of engagement</b>	How people engage is clear e.g. workshops, performances, exhibitions, digital etc.
<b>4c Suitable marketing approach likely to reach intended audience/beneficiaries.</b>	Clarity on who activity will be promoted to; realistic channels; appropriate language and reach. Evidence of previous success, partnerships, community links, strong outreach plan.

<b>5 – OUTCOMES AND IMPACT</b>	<b>(total max 16 points)</b>
<b>5a – Outcomes and impact are clearly defined</b>	Clear description of projected outcomes and impact (e.g. skills development, new work created, community engagement, improved wellbeing, etc)
<b>5b Clear evaluation methods with measurable outcomes</b>	Surveys, feedback, monitoring, artistic reflection; appropriate to project scale. Evidence they can track success related to communities, talent development, innovation, or diversity.
<b>6 – STRATEGIC FIT</b>	<b>(total max 48 points)</b>
<b>6a Support of Hull’s Culture &amp; Heritage Strategy</b>	Clear articulation of how project supports Culture & Heritage Strategy, Music Plan, Public Art Policy and related plans.
<b>6b Increase access to arts and culture</b>	To what extent does the proposal increase art opportunities available for local communities.
<b>6c Supports community-led or inclusive activity</b>	To what extent are themes and issues around inclusivity and diversity addressed by the proposal.
<b>6d: Develop local artistic talent or creative skills</b>	To what extent does the proposed activity develop local artistic talent and creative skills. What impact does this have on artists involved.
<b>6e: Deliver innovation and high-quality cultural activity</b>	To what extent does the proposed activity include innovation and excellence. Is work ground-breaking and anticipated to be of high artistic quality.
<b>7 – BUDGET &amp; VALUE FOR MONEY</b>	<b>(total max 24 points)</b>
<b>7a Balanced, realistic budget</b>	Income + expenditure match; all costs justified and appropriate; amounts quoted are realistic, a modest contingency to allow flexibility, in-kind support clear.
<b>7b Value for money &amp; feasibility</b>	Is the amount requested proportionate to the project scale and impact? Confidence they can deliver within the budget allocated?
<b>8 – DELIVERABILITY</b>	<b>total max 8 points)</b>
<b>8a Applicant capability, realistic timeline, planning, contingency</b>	Application demonstrates capability, realistic timeline, planning, contingency

<b>Section</b>	<b>Max score</b>
2— Project Description	4
3 - Aims	24
4 — Audience & engagement	24
5 – Outcomes & impact	16
6 — Strategic Fit	48
7 – Budget & Value for Money	24
8 – Deliverability	8