

Proposed Project:				
DECISION-MAKING CRITERIA				SCORE
Decision/ funding awarded?:	Weak (0)	Satisfactory (1)	Strong (2)	
<b>Project / activity description (300 - 500 words approx)</b>				
<b>What do you want to do?</b>	Your concept is unclear, making it hard to understand what activities or results are planned and how they will be achieved. The concept does not align with the objectives of the space.	Your concept provides a general overview, but it could benefit from further solidifying details. <i>What does the project mean to you? Are your goals clear? How will you achieve them? Have you adequately planned and researched? What will you/your team work on whilst occupying the space?</i>	Your concept is detailed and specific, offering a comprehensive understanding of what the project is, what it will achieve and how, who will be involved and how, and why you think it is important.	
<b>Who is your target audience?</b>	Your project and target audience don't appear to align.	You have explained who your intended audience are, but it could be evidenced more clearly why they will be interested in your project. <i>Have you done your research? Can you use specific examples/scenarios?</i>	You have explained who your intended audience would be, and also adequately evidenced why the project will be meaningful to them.	
<b>Why is this funding required for your project? How will the funding contribute to the success of your project/event?</b>	Your response lacks specificity on how the funding will directly contribute to the success of your project. It does not clearly articulate the essential elements or resources that the funding will support. The specified resources appear excessive / poorly researched.	You have provided an ok understanding of why the funding is necessary for your project, but the explanation could be more thorough in terms of how the funds will be allocated to specific project components, and the direct impact on project success could be clearer. <i>Have you evidenced the extent to which personal resources have been involved, and why the funding is crucial? Do the resources specified clearly contribute to the uniqueness/innovation/success of the project? Does it explain clearly why personal budget constraints limit the scale/impact of what can be achieved? Would the funding serve as a critical risk mitigation strategy?</i>	Your response offers a comprehensive explanation of why the funding is crucial for the project's success. It clearly outlines how the funds will be allocated to specific aspects of the project such as materials and resources. The direct impact of the funding on achieving project goals and enhancing overall success is well-defined.	
<b>How will your project / activity benefit you and others? (300 - 500 words)</b>				
<b>What are your aims and desired outcomes?</b>	Your aims and desired outcomes are unclear/do not align/are unattainable.	Your aims and desired outcomes could be more better aligned. <i>What can you reasonably achieve by undertaking this project? How will progress be recorded/measured? Have you used specific examples?</i>	Your answer provides a well defined set of aims and outcomes for the project. It effectively communicates the over-arching goals and measurable outcomes that the project aims to achieve.	
<b>What are the benefits to your professional practice?</b>	The project doesn't seem to enhance your professional development based on your answer. Professional growth aspects are not clearly articulated.	Your answer includes general professional practice benefits, but could be strengthened by including tangible improvements in skills/expertise/professional network. <i>Have you explained the relevance of this project to your professional goals? Does it enhance specific skills? Could you reference suggestions your mentor/course leader has made to you/your group? Has a similar project you've been involved in in the past had a positive impact on your professional development? Would the project facilitate potential collaborations/partnerships/networking opportunities? If so, which ones?</i>	Your response offers a detailed explanation of the benefits to your professional creative practice. It clearly outlines how the project or funding will lead to significant advancements, such as skill development, expanded networks, or increased visibility. The anticipated benefits are clearly linked to the outcomes of the project.	
<b>What do you want your target audience to take away from the project?</b>	What you wish your target audience to take away from the project doesn't make sense/seems unrealistic.	You've provided some insights into what the target audience might take away from the project, but your response could be strengthened by offering more specific details on the key messages or experiences the project aims to achieve. <i>Have you demonstrated an understanding of audience needs/interests? Could the audience gain knowledge/skills/new perspectives through your project? Could you use examples or scenarios?</i>	Your response offers a good explanation of what the target audience should take away from the project, outlining specific details on what the project aims to deliver.	
<b>What are the long term impacts of your project?</b>	Your project, based on your response, appears to have little to no long term impact on you, your collaborators, or your audience. Your project would have a negative long term impact on the space.	Your response could provide more details on the lasting changes, influences, or benefits over an extended period, and how these might be evaluated. <i>Have you used specific examples? How will these be measured? Have you highlighted collaborations? Does your answer link with professional development aims?</i>	Your answer clearly outlines sustainable changes, influences, or benefits that the project aims to contribute to over an extended period.	
<b>Budget Breakdown</b>				
	There is a lack of detailed information on how the funds will be allocated to different aspects of the project. The absence of clear justifications for each cost category makes it challenging to assess the appropriateness of the budget.	There is room for improvement in terms of thoroughness/detail. <i>Have you adequately justified each cost? Have you carried out market research and price comparison? Are your estimates realistic? Do your purchases align with those proposed in the application? If you're hiring people, have you outlined specific details such as hourly rates and estimated hours? Have you included a contingency budget? Have you had someone review/proofread? Have you considered all associated costs? Have you provided additional notes/info where required?</i>	Your budget breakdown is comprehensive and well-detailed. Each expense category is itemized with realistic estimates, and justifications are thorough, explaining the necessity of each cost for the success of the project.	