

ARTISTIC AND QUALITY ASSESSMENT FORM

This assessment has been commissioned by Arts Council England to assist with its evaluation of the quality of the work created or presented by the arts and cultural organisations it funds. It may provide a useful starting point for a discussion about quality but it will never provide a full picture of the quality of an organisation and would not be used in isolation to inform a funding decision. It will be shared with the organisation concerned and may be released to a third party under the terms of the Freedom of Information Act. Copyright of this form and of completed assessments is owned by Arts Council England.

Name of Assessor:	
NPO being assessed:	
Title of activity:	
Date: <i>(if relevant)</i>	
Venue: <i>(if relevant)</i>	
Time: <i>(if relevant)</i>	

Context

<p>a) Please give details of the context you bring to this assessment.</p> <p>For example:</p> <ul style="list-style-type: none"> • your familiarity with the organisation's work, the work being assessed or the artists/practitioners involved. • How familiar are you with the style/genre/sub-artform/discipline? • Are you familiar with the venue or is it your first visit? 	
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1. The Vision and Concept of the work

<p>a) Concept: Did you think it was an interesting idea?</p> <ul style="list-style-type: none">• Consider what was interesting about the concept and vision of the work or activity and why.• Was there a strong idea behind the work/activity?• If you didn't think the concept and vision was interesting, consider why.	
<p>b) Relevance: Did it have something to say about the world we live in</p> <ul style="list-style-type: none">• Consider whether the work/activity represents or explores issues which are relevant and important to society and why.• If you didn't it had something relevant to say, consider why.	

<ul style="list-style-type: none"> • Does it reflect the diversity of contemporary society? • Is the work/activity relevant to the audiences and/or participants, and why? 	
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<p>b) Local Impact: Was it important it was happening here</p> <ul style="list-style-type: none"> • Consider whether the themes, production or presentation had a connection with the place (locality or specific venue) in which it was presented and why. • What difference did this make to the experience of the work/activity? • If you didn't think it had a strong local impact, consider why. 	
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2. Execution, Production and Presentation

<p>a) Rigour: was it well thought through and put together</p> <ul style="list-style-type: none"> • Consider whether the work/activity had been fully thought through and executed to a high standard and why? • For participatory work did the session feel well planned and organised? • If the aims for the work/activity are clearly stated in publicity material or accompanying programmes etc, were they achieved? • If you didn't think it was well thought through and put together, consider why. 	
<p>b) Presentation: Was it well produced and presented</p> <ul style="list-style-type: none"> • Consider the quality of the production/presentation standards • This could be lighting, sound, use of space, overall 	

<p>layout/hang, graphic design, 'interpretive design; use of digital technologies etc</p> <ul style="list-style-type: none"> • Was the venue or space appropriate? • Were appropriate materials used? • For participatory assessments was the quality of materials, space and resources appropriate to the participants? 	
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3. Originality, Innovation and Risk Taking

<p>a) Distinctiveness: Was it different from things you've seen before</p> <ul style="list-style-type: none"> • Consider whether the work as a whole, or elements of the work, were distinctive and different from things you have experienced before within the sector. • If it was a revival of an existing work were there distinctive elements about 	
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<p>this production or exhibition?</p> <ul style="list-style-type: none"> • Could the work/activity have been more distinctive? If so, consider why. 	
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<p>b) Originality: Was it ground breaking</p> <ul style="list-style-type: none"> • Consider whether the work/activity broke new ground for the artform. • Think about scale and ambition, use of technology, interdisciplinary working etc. • If it was a revival of an existing work, was the work shown in a fresh context or from a new perspective? • Could the work/activity have been more original? If so, consider why. 	
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<p>c) Risk: Did the artists/ curators/ performers really challenge themselves</p> <ul style="list-style-type: none"> • Consider whether the work/activity has taken risks in its concept and delivery and why? • How successful was this? • If you know the artists'/curators/ facilitators/etc work, does this piece show them exploring new techniques or subject matter? • Could the work/activity have shown a greater appetite for risk taking? If so, consider why. 	
<p>d) Excellence: was this work one of the best examples of its type that you have seen</p> <ul style="list-style-type: none"> • Consider the overall quality of the work/activity, how this compares to similar things you have experienced and why. 	

<ul style="list-style-type: none"> • Does it make a positive contribution to the development of the discipline? • If not, consider why? 	
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4. The Impact of the work

<p>a) Captivation: Was it absorbing? Did it hold your attention</p> <ul style="list-style-type: none"> • Consider how deeply you were absorbed in the work and why? • Did it communicate successfully to you? • What impact did it have on you? • How did it make you feel? • If the work wasn't captivating, why not • For participatory assessments, were participants engaged throughout? 	
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<p>b) Challenge: Was it thought provoking</p> <ul style="list-style-type: none"> • Consider whether the work made you think differently and why. • Did it provide fresh or different perspective on its topics? • Did it challenge how you thought about its topics? • Did it encourage thought about wider issues? • Could the work have been more challenging? If so, why? 	
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<p>c) Enthusiasm: Would you see something like it again</p> <ul style="list-style-type: none"> • Consider whether you would choose to see similar work in the future, under what circumstances and why? If not, please explain • For participatory assessments, would you welcome seeing the approach taken by the NPO elsewhere? 	
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5. The programming or curating of the work

a) How does the work sit within the organisation's overall programme or catalogue and next to work created/ presented/ curated or published by others?	
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For programmed work assessments only

b) Please comment on the overall vision of the programmer, choice of material. You are welcome to provide an overview of partners involved in the programme	
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6. Audiences & Engagement

a) Audience and participant responses <ul style="list-style-type: none">• If you experienced the work/activity in the presence of other people, how did they react?• Was the work/activity intellectually accessible to the intended audience/participants?	
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<ul style="list-style-type: none"> • How long did you spend with the work or engaging with the activity? • How many people experienced the work during that time? • Is its presentation appropriate for the intended audience? • If the work is written, how do you think other readers will engage with it? • Were participants encouraged to share and support each other? Did the facilitator respond to the needs of the group? Was everyone included? 	
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<p>b) Marketing and digital engagement</p> <ul style="list-style-type: none"> • Was accompanying marketing and engagement material appropriate and good quality? • For participatory assessments, consider the above in terms of the steps taken to 	
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<p>attract participants?</p> <ul style="list-style-type: none"> • Was the work well explained on the organisation's website? • How did audiences react to the work online? • Did the work generate interesting audience conversation on social media? 	
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7. Overall Quality of Experience

<ul style="list-style-type: none"> • How good and appropriate was the visitor care that you experienced or observed? • How appropriate was the atmosphere in achieving a welcoming environment for the public? • For participatory assessments was the atmosphere appropriate to achieving the intended aims? • Other areas you might want to comment on are: access, attitude of staff; ACE logo 	
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visibility, signage, cleanliness, catering facilities, heating, lighting?	
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8. Are there any other aspects that you wish to comment on?

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