

## Filling in the Evaluation Report Form

Please type or complete your application form in **BLACK** ink using block capitals. Applicants may only apply for grants up to £300.

### Section 1: Your details

Please fill in your contact details here; including information about the grant you were awarded.

### Section 2: Evaluation of your project

This section requires you to explain how your project went, giving you space to fill in the figures you collected and to explain and interpret them. Please do not leave sections blank unless they are not applicable. Please write N/A in the space if this is the case.

#### What was the key aim of your project?

Briefly outline here what your project was intended to achieve, in one sentence.

#### Were there any good or bad unexpected outcomes?

Did anything happen as a result of your event which you had not planned? (For example, good or bad weather; other events happening at the same time.)

#### How many days has your event run over?

Add up how many days your exhibition or event was held over, or films were screened on. Do not include days when the exhibition was closed (if applicable).

#### What were the 'opening hours'?

Please give running times for exhibitions, performances, and film screenings. eg 10am – 4pm Monday to Friday. Please include any variation in times throughout the week as well (eg open 11am – 4pm on Sundays). If there are too many to mention, please give an average running time during the day.

#### How many different performances/screenings were there altogether over the course of the project?

If your project was to run a play for a week, performing every night of the week, the answer to this question would be one. If your project was to organise a day involving five different acts performing once, the answer to this question would be five.

#### How many workshop sessions did you run?

If you ran any workshops please make a note here of how many workshop sessions you held, and how long the sessions lasted.

### Section 3: Evaluation of audience, participants and artists

This section requires you to give information about who was involved in the project, what they were like and where they were from, based on your evaluation.

### Section 4: Evaluation of Publicity and Marketing

This section requires you to provide details of how you promoted the event, any results you achieved, and attach copies of any publicity/marketing material.

## **Section 5: Finances**

Please give full details of how your budget was spent.

*Would you spend the budget differently if you did the project again?*

Did you spend much more or less on anything that you had anticipated? Could your budget have been better spent? Was there anything you think you could save on next time, or anything that was not worth the cost?

## **Section 6: Feedback**

This section allows you to express your comments about how the event went, and how satisfied you were with the Arts Development service.

*What methods did you use to collect information to monitor the success of the project?*

State here whether you carried out surveys, did head counts, collected ticket numbers/attendance information, had a visitors' book, or tried anything innovative and different to collect information.

*Are there any areas you could improve upon for future projects? (eg marketing, organisation, different venue?)*

State here if you think that any aspects of your project could have been better planned or organised. For example, was the venue's capacity the right size for your audience? Did you hold the event in the right sort of area, or do you think that it would have been more successful/better attended somewhere else? Do you need to broaden or expand your marketing campaign? Would the event have been more successful at a different time of year/day or to coincide with a particular event? Could you improve provision of public transport/parking, or gather contact details to send people information in the future?