



SUPPORTING &
CHAMPIONING
VOLUNTARY MUSIC

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Project planning template

This template was developed from a training event hosted by Making Music in February 2013 in Bristol, in partnership with the BBC Performing Arts Fund. It is designed to help you plan a project to successfully bid for funding.

Project planning template

Using a planning template is a way to order and rationalise every element of your initial idea so you can communicate your project with clarity.

This template will guide you through the important 'stepping stone' between inspiration and delivery: planning. The information you enter is unlikely to slide perfectly into a funding application, but it's a great place to start from.

Updated Feb 2017

1. Who you are

... the first stage to communicating your project is to be clear about who you are. Write a short paragraph about your organisation.

2. Project summary

... is a punchy, two sentence summary that captures the very heart of your project.

3. Project rationalisation

... is a short, concise explanation of why this project is needed.

4. Project partners

... are the organisations will you be working with to deliver this project. List them, and briefly explain what their contribution will be.

5. Project objectives

... are the 'nuts and bolts' of the project.

*Succinctly highlight a) what you are going to do (the **outputs**) and b) what is going to change or be different as a result of the activities (the **outcomes**).*

a) **OUTPUTS:** what you are going to do

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b) **OUTCOMES:** what is going to *change* or be *different* as a result of the activities

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-
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6. Project beneficiaries

... tell the story of **who** will benefit from the project's activities.

There are four key elements to cover:

1) **Your target participants:** mention their demographics and their numbers. Remember to include people who will be involved on every level i.e. hands-on participants, audiences, wider community, etc.

2) **How they will benefit**

3) **Your evidence that they will benefit this way:** has this type of project taken place before? What was the outcome?

4) **Your evidence that they will want to be involved:** e.g. letters, videos, quotes, pictures, research.

1)

2)

3)

4)

7. Project evaluation

... this section illustrates a) how you will show your project has been successful and b) what tools you will use to gather evidence (e.g. photographs, questionnaires, interviews, data, etc.)

You'll need to do this for each of the outputs and outcomes you listed above.

a)

b)

Other tips:

- Create a chronological **timeline** tracking the expected sequence and timings of the whole duration of your project.
- Draft a descriptive overview that goes into the more prosaic detail of the project.

We hope you find this Making Music document useful - it is intended to give a reasonable summary of the position at the time of writing. If you are aware of any changes to the situation described or have suggestions for further information to be included please contact the Membership Services Team at Making Music 020 7939 6030 or info@makingmusic.org.uk.

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