

8 Holyrood Street, London, SE1 2EL **T** 020 7939 6030 info@makingmusic.org.uk www.makingmusic.org.uk

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.

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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. Durain at automatical
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. Desirat partners
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.
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5. Project objectives

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

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

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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).

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b) OUTCOMES: what is going to <i>change</i> or be <i>different</i> as a result of the activities
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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?

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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)

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8a. Project budget: expenditure

... show the foundation upon which your project will be built.

Break down your budget into itemised, individually costed headings. Research your costs well – get quotes where necessary. Make sure it adds up!

Budget line	Quantity/Hours	Cost per unit	Total cost
Office resources			
Management fee			
Core staff			
Materials			
Venue			
Equipment			
Marketing			
Event			
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8b. Project budget: income

... provide your plan as to where the budget is going to come from.

Include gifts in kind and every source of income you plan on securing. Note whether it is secured, in progress or as yet unidentified.

Income source	What to fund	Secured/In progress/Unidentified	Total
Trust			
Fundraising			
Grants			
Sponsorship			
Ticket sales			
In kind			
	•		
	·	Total =	

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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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