

APPENDIX 1: GREAT PLACE EVALUATION CRITERIA

Great Place will be considered a success if:

- Gloucester is viewed as a culturally distinctive and exciting city by residents and visitors, where a diverse, high quality arts, heritage and creativity offer are a part of everyday life
- This excitement has led to a shift in the way arts and heritage are valued and engaged with throughout Gloucester. The hearts and minds of people in 'non-arts' roles value culture as much for its economic and social impact as its cultural benefit
- As a result, arts and heritage in Gloucester attracts investment and support from a wider variety of channels
- New, collaborative and people-led methods of delivering and evaluating culture are established and embraced in the city, harnessing a range of skills and talents
- The city's young people (up to age 30) have more opportunities to take part, to shape Gloucester's creative activities and to realise their own ambitions in creativity and cultural enterprise
- Residents from city neighbourhoods which have not traditionally taken part in arts activity feel more engaged in the cultural life of the whole city and feel confident to lead it
- The continued regeneration of the historic city centre such as the Gate Streets and Kings Quarter has been enhanced by strategically connecting arts and culture with city partners
- The visitor economy is strengthened through the appeal, diversity, quality and coordination of the city's heritage venues and cultural festivals & events
- Cultural practitioners and organisations feel more confident, inspired, creatively bold and connected