

Site Assessment Criteria

1. Business Model Enables Development and Improves Resilience

The financial model for operation in the location(s) once created enables sufficient surplus to be created to support growth and reinvestment when appropriate in lower market areas plus where practical a return element to corporate body or equivalent - this is dependent on sufficient spaces to enable usage and population mass desiring usage.

2. Facilitates Funding

The location(s) enable(s) a significant level of fundraising to be created from non-commercial sources towards targeted groups and activities. This is dependent on cold spot proximity for arts and education development and government initiatives and types of activities that can be accommodated.

3. Revenue Market

The location(s) create a significant population access in the local accessible area(s) that can boost commercial operation returns. This is dependent on proximity to wealth and disposable income population and expectations of cultural education access.

4. Increases Peer Comparability

The location(s) enable the county to have an appropriate physically accessible structure for the population in line with similar counties. This is dependent on aspiration for service development and will for change - peer comparability with the biggest and most successful structures would include a major facility centre and satellite centres either owned or run in partnership with others.

5. Future Proofed Technical Creativity

The location(s) provide(s) a high confidence level in being able to respond quickly to technical developments that increase accessibility. This depends on proximity to technical hubs and networks and access to expertise and corporate development.

6. Local Physical Access

The location(s) is/are accessible in multiple transportation methods and proximity to population size to enable physical access. This depends on public transport, pedestrian, cycling, rail and road networks.

7. Virtual Access

The location(s) enable(s) the maximum potential network connections to provide virtual access. This depends on bandwidth available now and in the future.

8. Brand Marketing and National Identity

The location(s) support a high association of brand and identity to enable marketing and profile to the widest catchment area possible whilst ensuring appropriate coverage across the county. This depends on the marketing potential of the location and association with the international Cambridge brand.

9. Complement Provision

The location(s) and the activity that can be provided within add(s) to the current cross-county provision. This depends on the spaces that can be created for usage for multiple art forms and the technical infrastructure that can support the digital development.

10. Supports Growth Potential

The location(s) enable growth of provision to be supported across the county for the widest population within practical geographical parameters and financial investment opportunities. This depends on the ability to create additional surplus from the provision of the facility that can then be reinvested in access for areas of the county that would otherwise need subsidisation.

11. Available Owned Space

The location(s) is/are owned (either land or buildings and land) or can be developed without additional purchase investment required; this depends on the CCC ownership or the relationship with developers.

12. Partner Proximity

The location(s) enable(s) a close connection with key partners within music and other art form education development that supports joint project provision both with internal teams and external arts partnerships. This depends on the ability to closely work with and support other strategic cultural education infrastructures in the county and maximise joint working which may from experience require proximity for maximum benefit.

13. Meets Co-location of Resources in Single or Multiple Locations from Original Non-Financial Appraisal

The location meets the previously reviewed and updated appraisal of the benefits of single, split and multiple sites. This is dependent on the ability for the location to enable the efficient colocation of necessary resources at the most appropriate local level and the contribution it makes to the network of

facilities intended across the county.

14. Location Allows for Innovative Use

Developers are interested in innovative use or location is particularly good for an innovative development. This is dependent on developer attitude and progression to date of the development site.

15. Timescale for Development

Development is not yet at planning approved stage and able to be designed accordingly; change of use possible. This is dependent on the progress of the development site or the likelihood of planning being obtained for other uses of existing sites.

16. Funding Status

Location has available land allocation or existing convertible buildings for project. This is dependent on the progress of the development site, the interest from other parties in spaces and the likely needs of the particular development area.

17. Compliance with Local Development Status

Speed of development possible to have development in place by 2020; this depends on the progress of the development site and the availability of funding.

18. Enhanced Opportunity

The minimum size of building site was identified as 1300m²