

Mission

To build a network of artists who live in or close to Gloucester who seek to excel in their arts practices and establish the city of Gloucester as a respected centre of contemporary arts.

Aims and objectives

Develop an appreciation of art and its benefits within Gloucester City

- o To build an audience in Gloucester with an appetite for viewing, and buying, contemporary art.
- o To build respect for art as a vehicle for mental and spiritual wellbeing.
- o To work towards a Gloucester art centre, which includes dedicated art exhibition space.

Influence partners, investors and decision makers

- o To have a voice in the city cultural forums.
- o To build recognition that investment in art is a stimulus for economic and community regeneration.
- o To collaborate with other arts organisations throughout Gloucester to develop a city enriched by the arts.
- o To promote Gloucester beyond the city as a growing arts destination that is recognised and respected as a centre of the arts.
- o To be city influencers for the adoption and promotion of art.
- o To encourage cross-pollination by working alongside different genres of arts practice.

Develop the GCA and its membership

- o To discuss and share our work to build GCA as a supportive community of artists.
- o To secure GCA as a viable, recognised and respected Gloucester-based arts brand through exhibitions, social media and high-profile events.
- o To promote the visual arts of GCA artists within Gloucester and surrounding area.
- o To support, promote and publicise one another's art and practices in Gloucester.
- o To strive for excellence in our art practices.
- o To exhibit and sell high quality visual arts to the Gloucester community.
- o To encourage emerging artists in the city.
- o To attract and retain artistic talent in the city.
- o To increase membership and revenue to enable us to have more leverage and influence to further our mission.

Core objectives

- To host open studios, art trails, exhibitions and Adopt an Artist events
- To develop and maintain our online presence.
- To have representation when City cultural decisions are being made.