**All in the Mind Festival - Artistic Programming Selection Criteria**

All in the Mind Festival is the only outdoor arts festival in the UK aimed at showcasing work around mental health themes. We want our artistic programme to be ambitious and of the highest quality.

We therefore measure **ALL** of our artistic output against the following quality principles:

* Concept: it was an interesting idea
* Presentation: it was well produced and presented
* Distinctiveness: it was different from things I’ve experienced before
* Challenge: it was thought-provoking
* Captivation: it was absorbing and held my attention
* Enthusiasm: I would watch something like this again
* Suitability: It can be performed outdoors
* Relevance: it has something to say about mental health
* Rigour: it was well thought through and put together

Before we programme anything the work must be scored against the quality principles using the following rating system:

1 - Poor

2 - Ok

3 - Average

4 - Good

5 - Excellent

A piece of work must score above 4 **on all principles** to be considered for our festival programme. However if for example someone has rated mostly 4s but scores a few 1s or 2s then we will give feedback and the opportunity for them to resubmit.