Placemaking and the Art of the Possible

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Context

- New publication by cCLOA/LGA - People, Culture, Place: the role of culture in placemaking
- 10 case studies from across England.
- Focus on culture, placemaking & Councils
- Aims to share best practice and help champion the culture/placemaking agenda.
“More local leaders [need to] grasp the potential of culture to achieve their vision for their community, and to put culture at the forefront of the strategies”
Key Themes

• Learning, engagement and belonging
• Economic growth and regeneration
• Stronger communities
• Cultural planning, strategy and infrastructure
• Local talent development.
Success Factors

- Effective community engagement at every stage
- Strong partnerships, co-production where possible
- A project steering group
- Powerful champions
- Attracting investment to achieve multiple outcomes
- Using success to unlock other funds
Place making in Cambridge

Cambridge arts & cultural leaders

Inspiring Cambridge

My Cambridge
Cambridge Arts & Cultural Leaders

- 17 major arts orgs
- Turnover >£30m
- Employ 350 people & engage 2000+ volunteers
- 2.5m visits pa
- Cambridge Arts Network – 1100+ members
Cambridge Arts & Cultural leaders - a platform for place-making

_Growth & economic development_

• Share thinking
• Raise profile
• Collective voice
• Increase connectivity
• Forum for engagement
• Partnering
Four ambitions…

- Exploiting our rich cultural assets
- Connecting the whole community
- Contributing to sustainable growth
- A creative, welcoming city

www.museums.cam.ac/inspiringcambridge
My Cambridge

• One of the four strands of My Cambridge
  – Partnership focused on young people and cultural education
  – Twin track approach to partnership development:
    • Bringing together experts
    • Understanding the evidence base
The evidence base

• Identified relevant information
  – Taking Part Survey
  – Social Mobility Index
  – Indices of Multiple Deprivation

• Drew out possible priorities

• Tested with experts (including young people)
Outcomes Framework

My Cambridge

Every young person is able to confidently construct their own cultural life, drawing on and connected to the whole of their environment.

Children and young people are able to take the lead in developing their cultural lives.

- Arts Award is a recognised and accepted route for young people to take the lead.
- Practical routes for children and young people to take the lead are in place.

Schools, youth settings and arts and cultural organisations have mutually effective long-term relationships.

- Organisations are enabling children and young people to take the lead.
- Schools, youth setting and arts and cultural organisations have mutually effective long-term relationships.

Arts and cultural activity in non-traditional venues is embedded across the city, reaching every child and young person.

- There are multiple ways to reach arts and cultural activity, including transport routes and digital distribution.

Decision makers have the right knowledge and tools to make effective choices.

- All stakeholders understand and are committed to the importance of arts and culture for children and young people.
- The diversity of arts and cultural activity enjoyed by children and young people is recognised and respected.
- There is an ongoing programme of high quality research and dissemination.
Using Data to design activity

• Arts Award
  – understanding how Arts Award was working in the city led to an activity programme designed to increase in-school take-up

• Targeted Project Activity
  – Data from the Social Mobility Index highlighted issue of unequal outcomes for young people on free school meals.
  – Combination of Taking Part findings and IMD identified target areas
  – DfE data identified priority schools
The Culture Card

**Person Centred**
• Putting the participant at the centre of data collection

**Population scale**
• Using the principles of big data and drawing on the approaches used by commercial organisations, rather than the sample survey

**Cultural Engagement**
• Engagement rather than purchasing data
Library card to culture card

• Interactive large scale cultural engagement data
  – 37,000+ existing active users (0-19 age range) of the library card across the County
  – Libraries already working with schools on whole school recruitment

• Measuring impact
  – Correlation between cultural engagement and educational attainment
  – Ability to drill down into impact of different kinds of engagement
  – Ability to link back up to Taking Part data – relevant beyond Cambridgeshire

• Driving impact - ability to interact with users
  – Share personal data back to users
  – Facilitate dialogue, including questionnaires
  – Rapid testing and review – pushed incentives through to target groups

• Replicable
  – Data architecture very similar across England, library card (or replacement) exist across the country
Development to Date

• Critical factors
  – Early engagement with Cambridgeshire Libraries and library card
  – The Cambridge phenomenon: Cambridgeshire Insight and Smart City programme, tech and research sectors
  – Potential to link to other datasets i.e. educational attainment

• Work to date
  – Development of data architecture map
  – Research into other similar schemes, mainly loyalty cards
  – Testing concepts with potential partners
Now in Final Feasibility

• Data architecture
  – Test and finalise plans

• Stakeholder engagement
  – Focus groups with users, cultural providers, policy makers and researchers
  – Paper prototyping with young people

• Costed implementation plan including:
  – Technical requirements
  – Detailed user engagement plan covering young people, parents, cultural providers, researchers and policy makers
  – Funding plan for implementation and delivery
  – Sustainable exit strategy
“Walk yourself the world you want. Each step is breath. It’s your life. Stamp big-footed. Walk soft. **Dance** your way in all weathers”

John Siddique, Blackpool Poet-in-Residence
Questions and Discussion
Keeping in touch with CLOA

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