Belonging - our sectors role in helping people identify with their 'place'

Product – Process – who shapes and supports what the cultural offer is?
Placemaking for who?

- Civic
- Visitors Local People
- Economy

Catalyst, tool and enabler for:

- Engagement
- Influence other decision making in your community (e.g. shaping local cultural and leisure sector)
- Connecting to other people
- Voice and expression
- Helping people to identify place (festivals, creativity, arts and dance)
- Inclusion and people living alongside one another
- Celebrating culture and cultures
- Diversity and cohesion
- Key times in life (dementia, CYP, new to area, loneliness etc.)
- Pride and celebration, positivity (teams, performance, education, history and heritage)

Affluence doesn't = belonging My Cambridge for Young People a co-ordinated approach to helping every young person in Cambridge confidently construct their own cultural life, drawing on and feeling connected to the whole of the city in which they live.

Digital - what culture means as people and businesses shift from 'bricks' to 'clicks'

Audience development – but for the digital savvy
A tool – but not a magic bullet
Oxford CC Pilot – access to the internet
Our sector to play a role in enhancing personal interaction
Focused too much on data capture and analysis, but use as a force for change and innovation e.g. Splashpath

Do we have the right leadership to embrace and champion digital? e.g. disruptive technology

Should we fully embrace:
- Twitter
- Instagram
- Facebook

Digital comms case study
Young people developed an app in Oxford as part of the Youth Ambition Programme. The aim being to encourage greater use of and access to services, based on the premise of no more than two clicks. You can find out more about 'Bungee', which encourage young people to 'play more, see more and do more' here.

BIG ISSUE – connectivity between systems

Austerity - at a time of diminishing public investment, how best can our sector genuinely contribute to the placemaking agenda?

Brexit – things are up in the air, a lot of unknowns
European funding – will this impact?

How difficult will it be to make the case?
Which case is it best to make - visitor economy or community cohesion

Devolution agenda – how will this play in?

We got used to austerity as the new norm, capacity is an issue, outsourcing may have been an issue for further change

Income generation vs social impact – poor are disproportionately affected

Sector is creative and energetic – positive, quality of life, wider determinants

Get some key messages – 'story of place', fabric of community and culture

AGM 2016

Collaboration - the role of the 'regional powerhouses' and how we can galvanise organisations in all areas to work together to ensure towns/cities are vibrant and attractive place in which to work and live.

Economy –
- Jobs and growth
- Tackling economic inactivity
- Building resilience and independence
- Wellbeing (towards economic activity)

Place – identity and attractiveness
- Civic pride
- Sense of belonging
- Community cohesion
- Diversity and difference at the root of competitiveness

Important to recognise difference in political/admin structures and their relevance to local identity

Limited 'economy of scale' if it doesn't have impact

Strategic conversations are essential e.g. MOU's work in some areas

Positioning culture with people of influence is critical (doesn't matter what organisation they work for – it's about influence)

Getting ready to engage in new structures as they form

Having a clear narrative about 'place' – clarity about needs, strengths and opportunities

Shared vision, purpose and priorities

A workable partnership – why you can put differences aside and jointly deliver