CLOA
CHIEF CULTURAL & LEISURE OFFICERS ASSOCIATION

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.

DCMS White Paper

"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
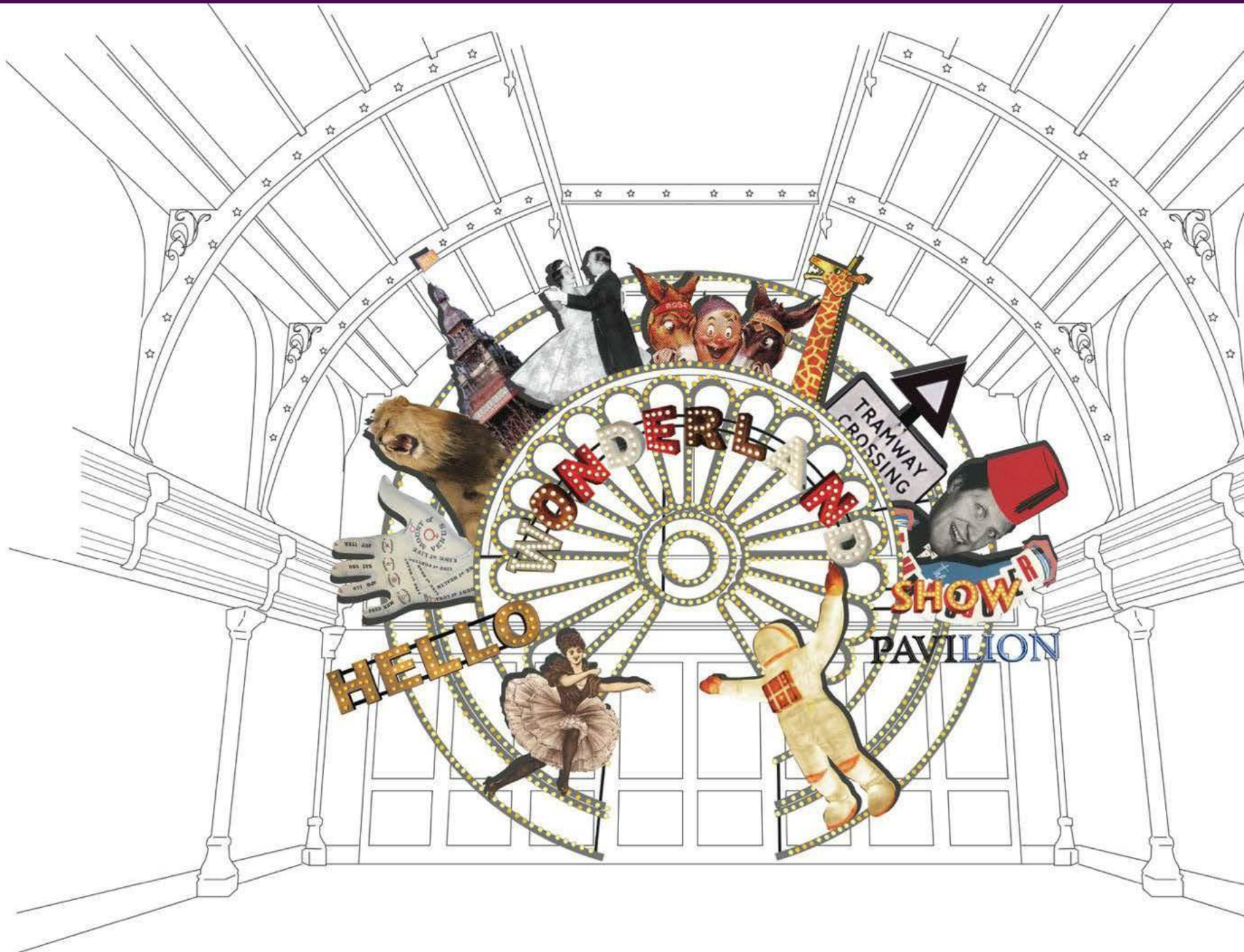- Local talent development.

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

Cambridge Arts & Cultural Leaders

INSPIRING CAMBRIDGE

Making arts and culture central to a successful, sustainable future

This document sets out a shared vision for the potential of arts and culture to take a leading role in the future of Cambridge and its surroundings
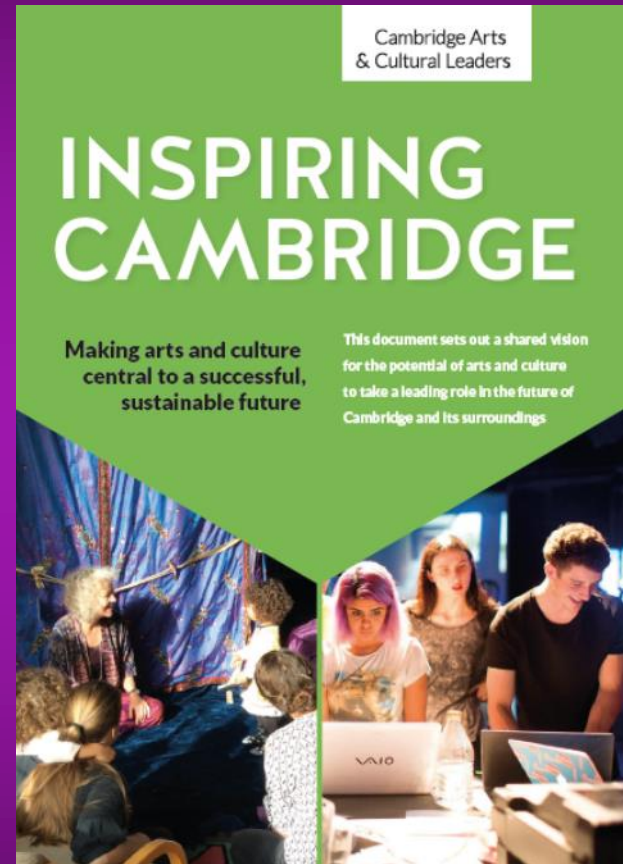
www.museums.cam.ac/inspiringcambridge

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	The arts and cultural environment is highly visible and easy to access	All stakeholders understand and are committed to the importance of arts and culture for children and young people

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	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	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
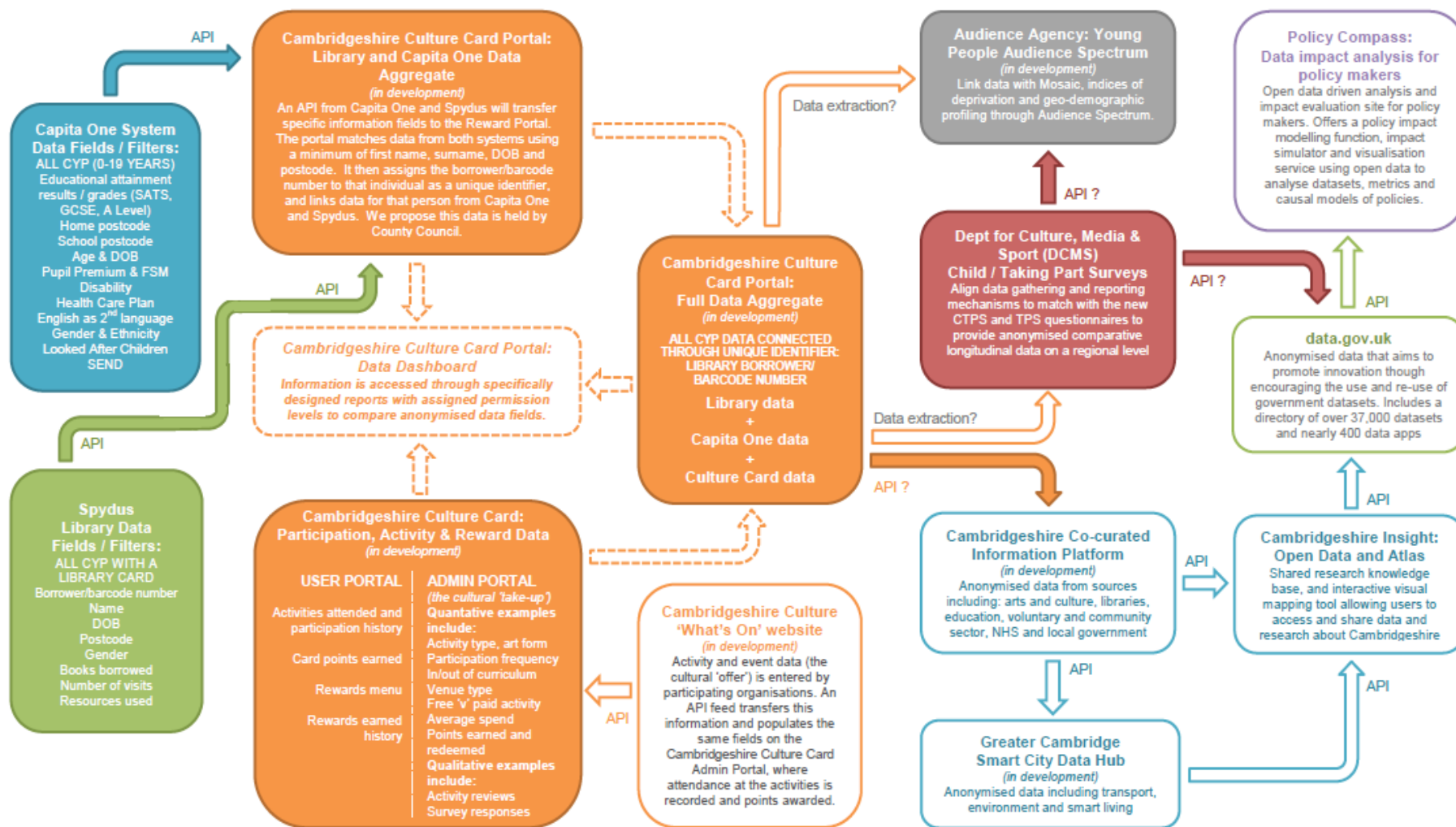 - Testing concepts with potential partners

Cambridgeshire Culture Card Scheme : Data Architecture

Individual datasets — **Combined datasets**

Education | Library | Arts & Culture | Voluntary & Community | Indices of Deprivation | Health & Wellbeing | Social Mobility | Transport | Environment | Smart Living | Economy | Housing

API

Cambridgeshire Culture Card Portal:
Library and Capita One Data Aggregate
(in development)
An API from Capita One and Spydus will transfer specific information fields to the Reward Portal. The portal matches data from both systems using a minimum of first name, surname, DOB and postcode. It then assigns the borrower/barcode number to that individual as a unique identifier, and links data for that person from Capita One and Spydus. We propose this data is held by County Council.

Capita One System Data Fields / Filters:
ALL CYP (0-19 YEARS)
Educational attainment results / grades (SATS, GCSE, A Level)
Home postcode
School postcode
Age & DOB
Pupil Premium & FSM
Disability
Health Care Plan
English as 2nd language
Gender & Ethnicity
Looked After Children
SEND

API

Cambridgeshire Culture Card Portal: Data Dashboard
Information is accessed through specifically designed reports with assigned permission levels to compare anonymised data fields.

API

Spydus Library Data Fields / Filters:
ALL CYP WITH A LIBRARY CARD
Borrower/barcode number
Name
DOB
Postcode
Gender
Books borrowed
Number of visits
Resources used

Cambridgeshire Culture Card Portal:
Full Data Aggregate
(in development)

ALL CYP DATA CONNECTED THROUGH UNIQUE IDENTIFIER: LIBRARY BORROWER/ BARCODE NUMBER

Library data
+
Capita One data
+
Culture Card data

Data extraction?

Audience Agency: Young People Audience Spectrum
(in development)
Link data with Mosaic, indices of deprivation and geo-demographic profiling through Audience Spectrum.

API ?

Policy Compass:
Data impact analysis for policy makers
Open data driven analysis and impact evaluation site for policy makers. Offers a policy impact modelling function, impact simulator and visualisation service using open data to analyse datasets, metrics and causal models of policies.

Dept for Culture, Media & Sport (DCMS)
Child / Taking Part Surveys
Align data gathering and reporting mechanisms to match with the new CTPS and TPS questionnaires to provide anonymised comparative longitudinal data on a regional level

API ?

API

data.gov.uk
Anonymised data that aims to promote innovation though encouraging the use and re-use of government datasets. Includes a directory of over 37,000 datasets and nearly 400 data apps

API

Data extraction?

API ?

Cambridgeshire Culture Card:
Participation, Activity & Reward Data
(in development)

USER PORTAL	ADMIN PORTAL
	(the cultural 'take-up')
Activities attended and participation history	**Quantative examples include:**
	Activity type, art form
Card points earned	Participation frequency
	In/out of curriculum
Rewards menu	Venue type
	Free 'v' paid activity
Rewards earned history	Average spend
	Points earned and redeemed
	Qualitative examples include:
	Activity reviews
	Survey responses

API

Cambridgeshire Culture 'What's On' website
(in development)
Activity and event data (the cultural 'offer') is entered by participating organisations. An API feed transfers this information and populates the same fields on the Cambridgeshire Culture Card Admin Portal, where attendance at the activities is recorded and points awarded.

Cambridgeshire Co-curated Information Platform
(in development)
Anonymised data from sources including: arts and culture, libraries, education, voluntary and community sector, NHS and local government

API

API

Cambridgeshire Insight: Open Data and Atlas
Shared research knowledge base, and interactive visual mapping tool allowing users to access and share data and research about Cambridgeshire

API

Greater Cambridge Smart City Data Hub
(in development)
Anonymised data including transport, environment and smart living

API

Personal data | Local / Operational data | Cambridgeshire data | National data | European data

Restricted — **Anonymised** — **Open**

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

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