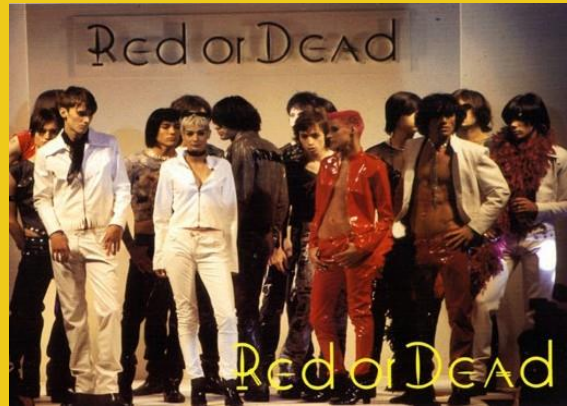


# HEMINGWAYDESIGN



“

DESIGN IS ABOUT IMPROVING THE THINGS THAT MATTER IN LIFE

”



Erna on Camden stall 1981



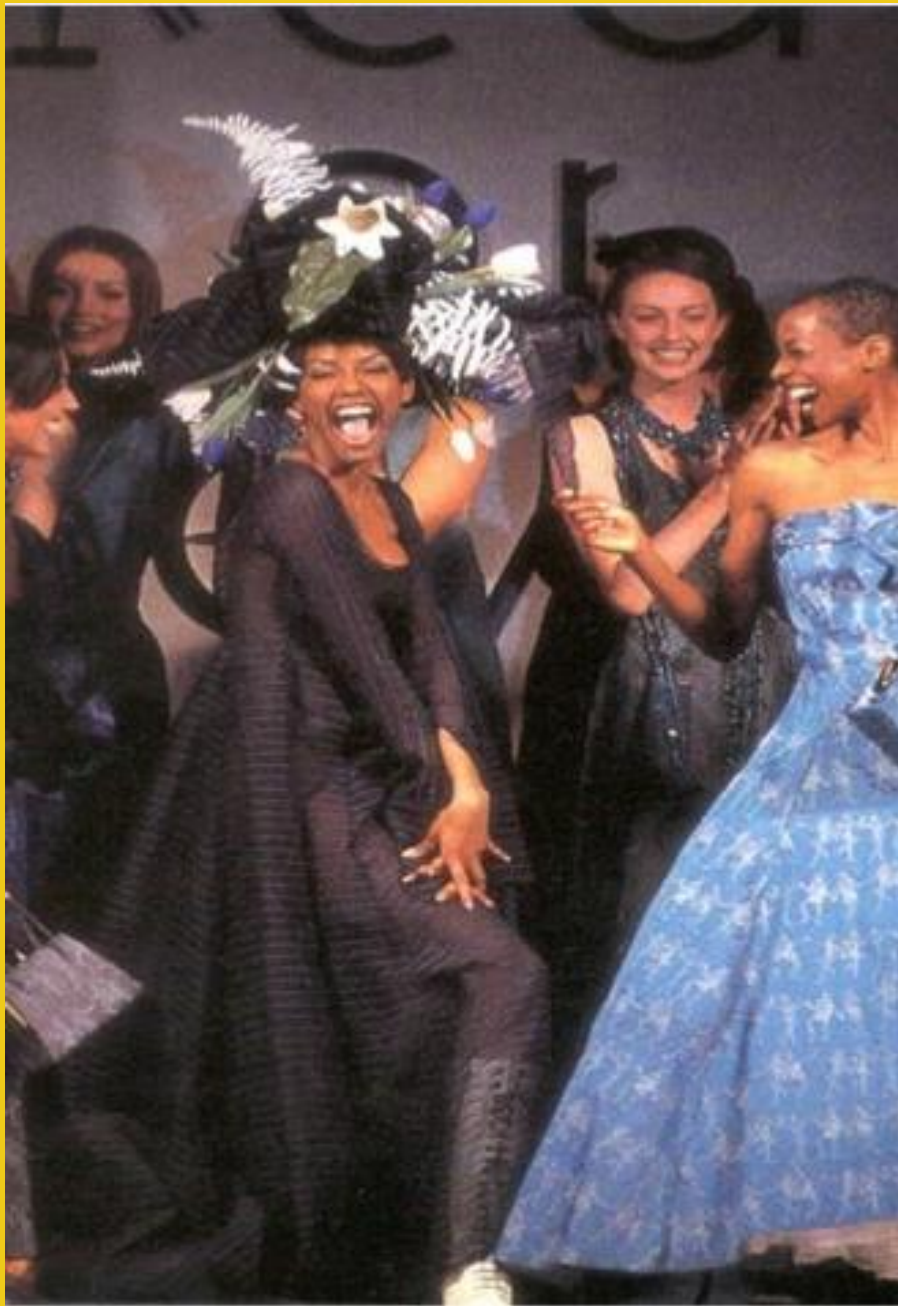
Wayne on Camden stall 1981





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**Equality and Human Rights Commission (EHRC)**

## Britain's youth at risk of being 'lost generation', warns equality report

Equality and Human Rights Commission says under-34s have seen steepest drops in pay and employment in the past five years

# Millennials: First Modern Generation Doing Worse Economically Than Their Parents

 Over a year ago by BIG THINK EDITORS

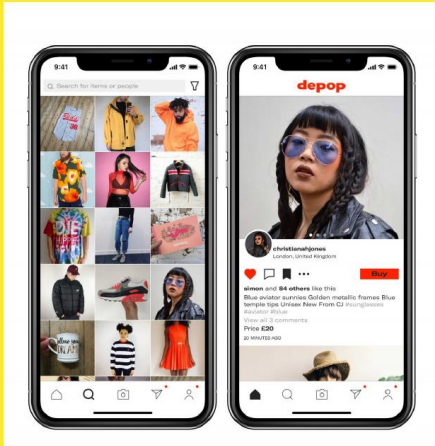
town centres are changing

“ Growing trends in online shopping, anti-consumerist thinking and a distrust of brands are part of the reason that young people are neglecting shopping centres. Research has shown that they are more interested in spending their money on experiences rather than physical goods.

The Department Store, Brixton, is a mixed use space that currently functions as a architecture practice, co-working space, cafe and restaurant. Historically, the building was a Bon Marche department store built in 1876, and helps to tell a story of what possible future uses some properties could have in order to meet the individual needs of the communities they are in.



### 03. Context - Growing Anti-consumerist thinking



A study by Harris Group found that **72%** of Millennials prefer to spend money on experiences than on material things [Source](#). **55%** of millennials say they're spending more on events and live experiences than ever before.

This trend is likely to grow as **72%** claim they would like to increase their spending on experiences rather than physical things in the next year. This points to a move away from materialism and a growing demand for real-life experiences.

Some reports claim that we have now reached '[peak stuff](#)' and that there is a diminishing of the value attached to possessions across industries including



fashion. This is particularly apt for the younger generations (Millennials and Generation Z) [Source](#).

- There is an increasing distrust in brands. Cohn & Wolfe Research found that just **7%** of consumers in the western Europe believe that "brands are open and honest". [Source](#).

- [Depop](#), a community driven fashion platform founded in 2011 now has 10m users, most of whom are in the UK. It takes more than **£300m** a year in sales, which has doubled year on year. Its British shoppers, **80%** of whom are aged **13 to 24**, buy an average of **20,000** items a day. They have now opened a physical store in the US [Source](#).

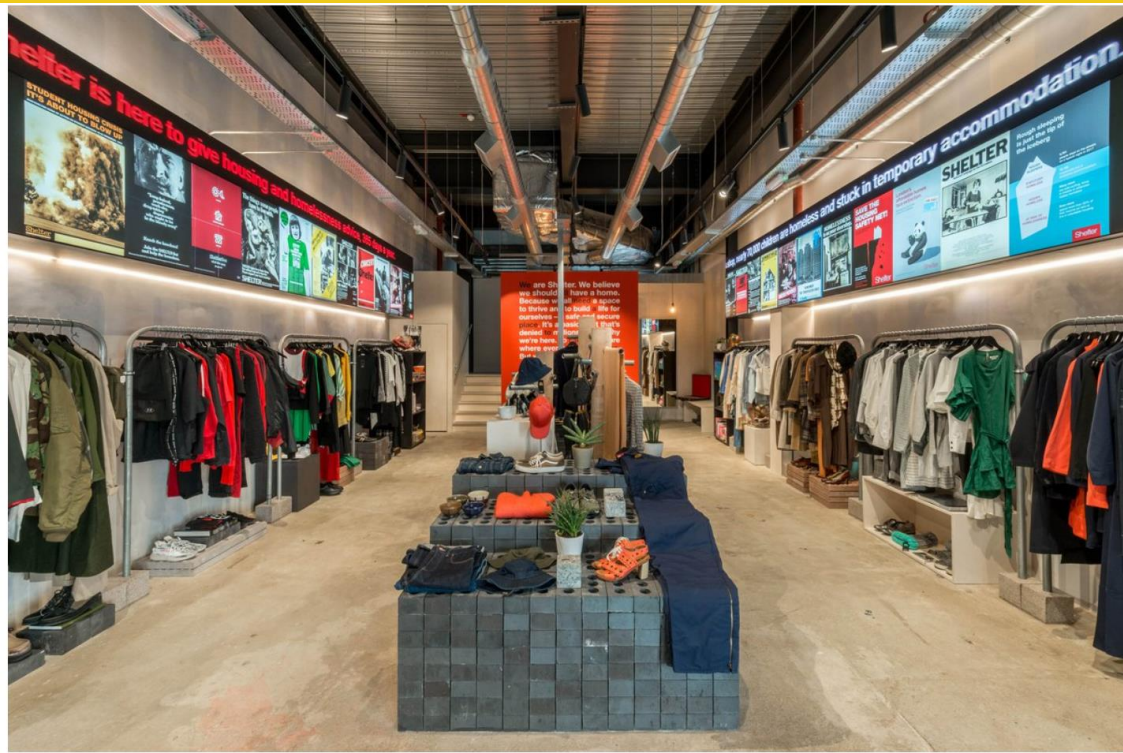


Stacey Dooley's Fashion's Dirty Secret

- Some shopping centres like Westfield are embracing this shift with a clothing rental service [Source](#).

- Chain stores like H&M are working with recycling companies like reGAIN, to allow users to recycle unwanted clothing and prevent them from going to landfill. Primark is about launch a clothing take-back scheme in 2019 [Source](#).

- **23%** of our fashion purchases in London not being ever worn (a total of 123 million items of clothes) [Source](#).











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neukolln berlin

KING GEORGE'S HALL BLACKBURN

presents

IN CONCERT

DAVID BOWIE

Stalls  
£1.20

Row L

Seat

Thursday, 31st May, 1973

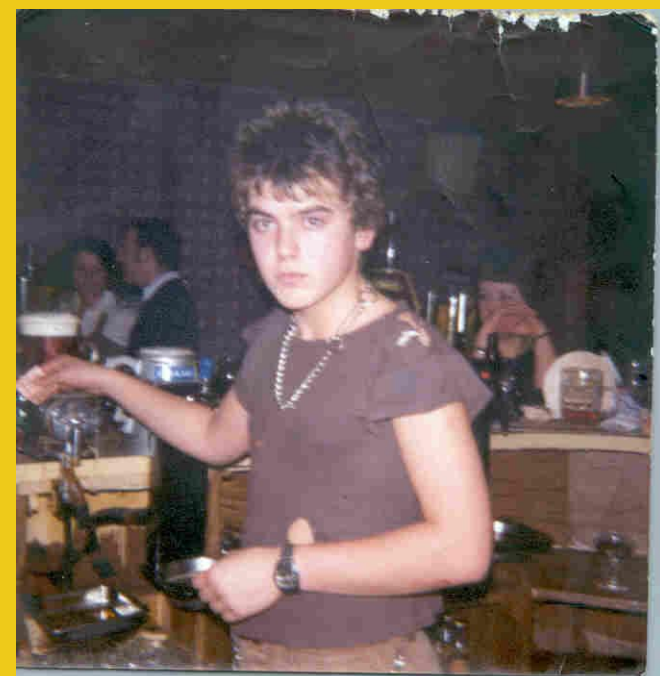
at 8-30 p.m.

Nº 45



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WE'VE GOT TENS OF THOUSANDS

The area's leading specialists.

# AMES RECORD BAR AND TAPE CENTRE

*New Precincts in*  
BLACKBURN, BURNLEY,  
DON, RAWTENSTALL,  
WIDEN



AUGUST 14, 15, 17, 18

Every Tuesday—  
**The Lodestar Special**

This Wednesday—  
**THE SEX PISTOLS**  
(Punk Rock)

Thursday—  
**PYJARMERAMA**

Friday—  
**PAUL SMITH and  
DISCOMANTIS**

Saturday (in the Vic Bar)—  
**OLD TENNIS SHOES**

ADMISSION FREE

©March 1978 Peter Lawrence photo art



EVERY  
WEDNESDAY  
NIGHT  
AT ANGELS

WITH RICHARD SEARLING  
& ANDY KAY

NOW ON THIS IS  
PLACE FOR YOU!!

COME AND REACH FOR IT

Tel 25222 Open 8-2



Gerardine is my

ANGELS

For Wayne

From Gerardine

Telephone Number

Champagne

Request

My Record Request is: your

telephone number

Padianam 76939.

WPB 69124

BLACKBURN  
IS  
OPEN

Arte et Labore  
...A Manifesto





# ...TO BUSI NESS



NICOLA HEBSON'S  CURIOSITY SHOP



ag  
BARBERS  
& SHAVING  
PARLOUR



[HOME](#) [ABOUT](#) [GALLERY](#) [PROJECTS](#) [FESTIVAL THEMES](#) [CONFERENCE](#) [NEWS](#)



**RELIVE THE BEST MOMENTS OF LAST YEAR**

You'll find a whole world of making in our Gallery

[READ MORE](#)

The knock on effect



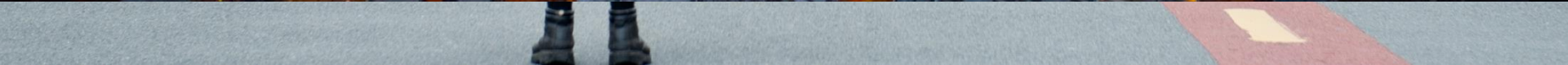
### Claire McColgan MBE, Director of Culture Liverpool

Director of Culture Liverpool, responsible for Legacy, [Major Events](#), [Liverpool Film Office](#), [Cruise Liverpool](#), [Tourism](#), [City Halls](#) and Cultural Policy since 2009. As Liverpool approaches a decade since the landmark Capital of Culture bid, the city looks forward to the next 10 years in a celebration of culture like no other: Liverpool 2018 – a year-long series of universal and unforgettable cultural moments.

Importantly all this events and artistic thinking has emboldened creative entrepreneurs and Liverpool is without doubt one of the most exciting cities in the UK right now with a burgeoning and economically flourishing independent spirit.



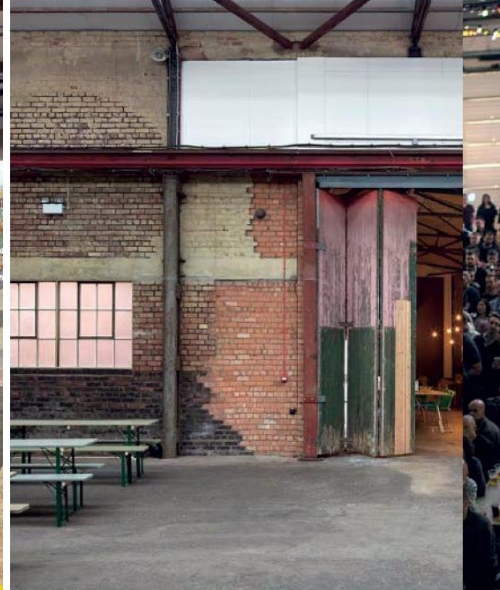
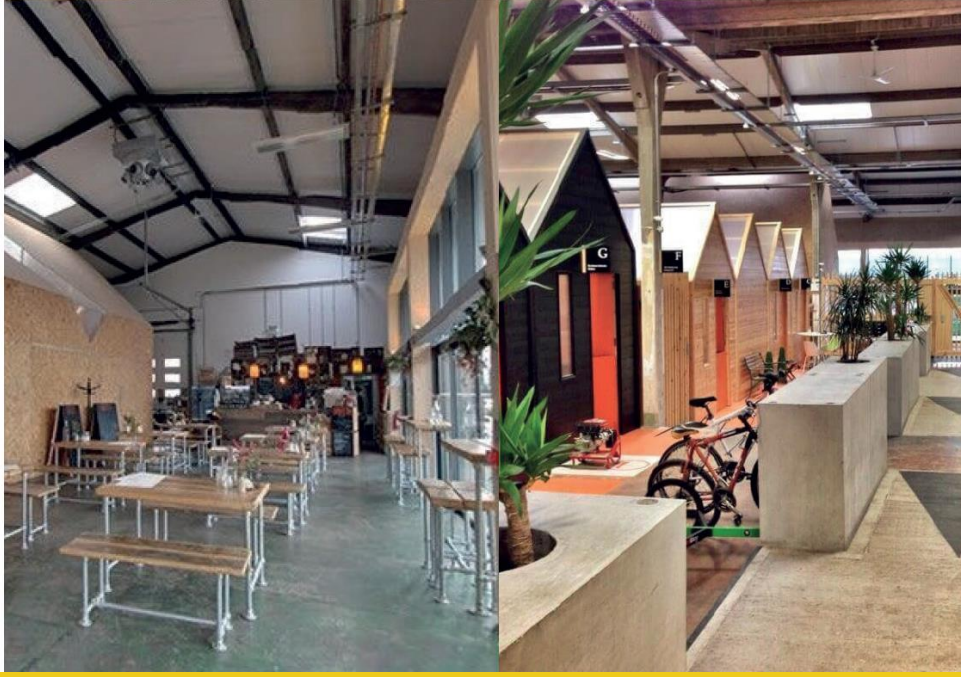
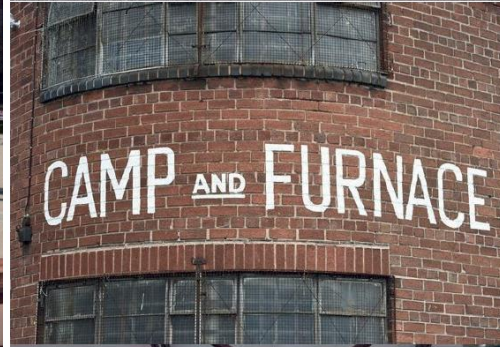
Liverpool  
Baltic Triangle



# The Observatory, Liverpool

The Observatory is an event space in the heart of Liverpool's Baltic Triangle which has been regenerated from its previous use as a warehouse and recycling yard. The constellations bar behind the building has been added later and has since won awards for its design.





# Margate



# Margate Old Town







PLEASURE PARK

PROMOTION

OOT TRAIL:  
KNITTED  
HEE, THE  
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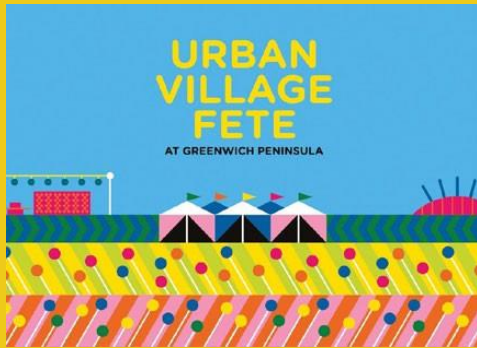
# VOGUE

# Enduring LOVE

Breathable, laid-back and unbearably soft – if you haven't already, now is the time to experience the virtues of Merino Wool.  
Photographs by Yelena Yemchuk

Dreamland was opened on a shoestring (with support from Heritage Lottery and the public sector) but its philosophy and vision has reached out around the world and put Margate truly on the map.

**Event**  
**S**



GREENWICH  
PENINSULA

HEMINGWAYDESIGN

# SAMPLE SPRING/ AUTUMN

TO BE PRODUCED AND CURATED FOR GREENWICH PENINSULA  
ON THE FIRST SATURDAY OF MARCH AND SEPTEMBER



A celebration of the start of each new season through fresh produce and modern craftsmanship.

SAMPLE SPRING and AUTUMN showcase the latest emerging creatives from the worlds of fashion, beauty, art, design and homewares with their collections, archives and one off show-pieces alongside a seasonal food market of fresh produce.

SAMPLE TAKES PLACE ON THE GREENWICH PENINSULA SE10 0SQ

**EVENT HIGHLIGHTS:**

- Artistic Entrance
- Live DJs
- 70+ traders showcasing urban gardening, fashion, accessories, design, fresh produce, street food + beverage
- Designer collective pop up shops
- Hairdresser salon pop up



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## SAMPLE - Greenwich Peninsula

A weekend celebration of the festive season through fresh produce and modern craftsmanship and independent workshops for the whole family. SAMPLe showcases the latest emerging creatives from the worlds of fashion, beauty, art, design and homewares with their collections, archives and one off show-pieces alongside a seasonal food market of fresh produce.



GREENWICH  
PENINSULA

HEMINGWAYDESIGN

# URBAN VILLAGE FETE

PRODUCED AND CURATED FOR GREENWICH PENINSULA EVERY MAY



Urban Village Fete is an alternative, contemporary twist on the traditional summer fete for Greenwich Peninsula's pioneering residents and all Londoners. It is a big, bold celebration of the best in design, music, art, innovative events and modern craftsmanship, right at the heart of Greenwich Peninsula. The free day out featured a range of curated designer marketplaces, street food vendors, art & design workshops, unique pop-ups and series of talks hosted by BBC Radio London's Robert Elms.

For music lovers, Gilles Peterson, the iconic British DJ and owner of Brownswood Recordings was at the helm on the day.

#### HIGHLIGHTS FROM THE EVENT:

- 2 stages
- Live DJs headlined by Gilles Peterson
- 12 performances including the Gospel Choir
- 9 workshops attended by 1000+ people
- 5 talks with BBC's Robert Elms
- 80+ traders showcasing urban gardening, fashion, accessories, design, fresh produce, street food + beverages



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Now  
Gallery

Design  
District



# The CLASSIC CAR BOOT SALE

The finest vintage fashion, accessories and homeware traders operating from the boot of their vintage vehicles alongside a show stopping exhibit of classic cars, London's finest street food wagons, impromptu musical performances, street theatre and all manner of vintage fun that can be had on two and four wheels! All taking centre stage at one of London's most exciting redevelopments at the heart of Kings' Cross.

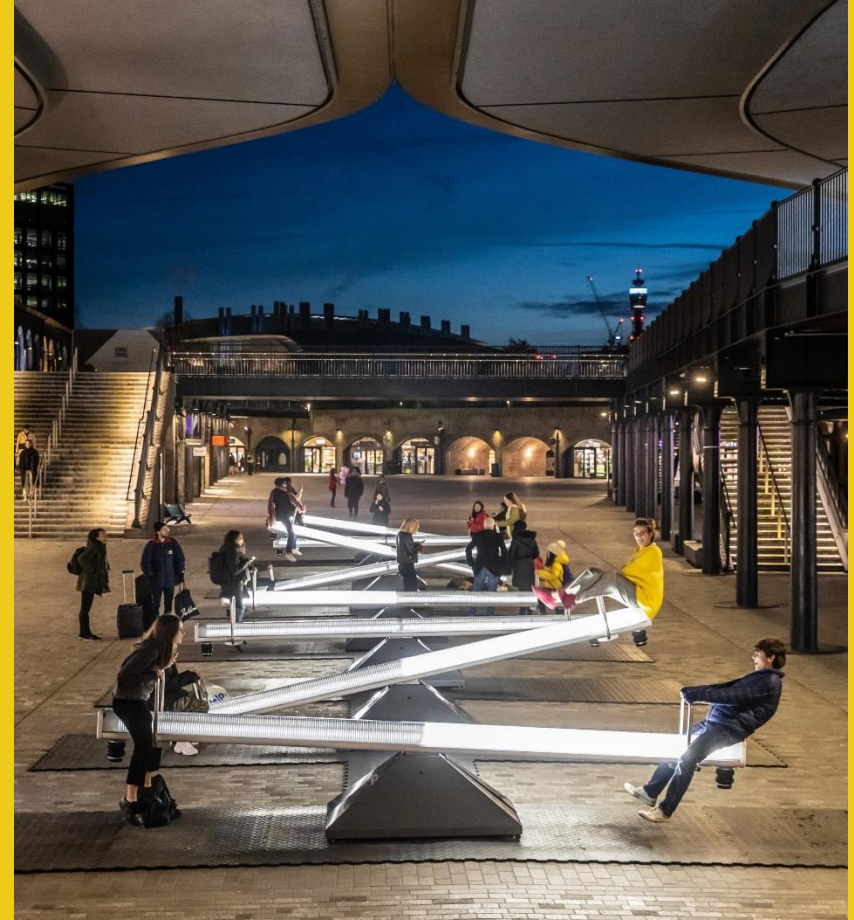
## HIGHLIGHTS FROM PREVIOUS EVENTS:

- 120+ traders
- 100+ classic vehicles
- Live DJs
- Car wash entrance complete with 40ft airmen
- Vintage Mobile Cinema
- Live brass band
- Live performance
- Live vehicle exhibits
- Life size classic car peep boards
- Children's rides
- Vintage and unusual bicycles to ride





Kings  
Cross





# NATIONAL FESTIVAL OF MAKING

PRODUCED BY DECO PUBLIQUE IN MAY



**VISITOR NUMBERS**

30,000

**AGE DEMOGRAPHIC**

10- 45 - a wide cultural, creative demographic, from shoppers to families all visitors seeking contemporary art and making experiences.

**SOCIAL PROFILE**

ABC1, children, young singles, families, culturally diverse (a milestone for the town), varying levels of disposable income

**GEOGRAPHIC PROFILE**

Lancashire

**MEDIA REACH**

47,859,264

\*BBC Breakfast coverage all weekend during the event.

**SOCIAL MEDIA REACH**

198,000



The second National Festival of Making took place over the weekend of 12th & 13th May 2018. The festival included 7 artist residencies; 53 workshops; street performances; live music; a Makers Market and Teenage Market; food stalls; film screenings; live projects and a programme of talks.

Over the festival weekend, the Festival of Making hosted 53 different workshop activities and in total over 10,800 workshop sessions were attended.

## VISITORS / ARTS ENGAGEMENT

- 93% of visitors agreed or strongly agreed that activities and exhibitions were of a high quality, whilst 89% agreed or strongly agreed that they enjoyed their time at the festival and 92% stated they were likely or very likely to attend the event next year
- 46% of visitors had low arts engagement with 20% saying they visited arts/heritage activities less than once a year/never. A further 49% of visitors reported attending arts & heritage activities 1-2 times a year or less.
- 50% of visitors were from outside Blackburn with 95% stating that they were likely or very likely to come back to the area.
- Estimated more than 40,000 people attended the Festival of Making 2018, a 35% increase on last year.
- 75% of visitors identified as White with 25% identifying as Black and Minority Ethnic groups.
- Economic impact of £985,538, a 14% increase on last year.
- 130 Festival Makers volunteered over the festival weekend.

## SKILLS / WORKSHOPS

- 73% tried an activity they hadn't done before
- 96% learnt new skills, even if they had done the activity before
- 84% said they were likely to try the activity again either at home, school or other groups

## IMPACTS FOR HERITAGE

- 85% of visitors agreed or strongly agreed that they had learned new things about local heritage, whilst 85% agreed that the festival represented a diverse perspective of heritage.

# FESTIVAL OF THRIFT



## WHICH AGE GROUP DO YOU FALL INTO?

18-24:	2
25-34:	19
35-44:	23
45-54:	25
55-64:	21
65-74:	8
75+:	1

There is a good spread of ages amongst the age groups represented at Festival of Thrift with more than half aged between 35 and 54. There is a significant increase in the age group 25-34 (up 10% on last year)

## HOW LONG DID YOU SPEND AT THE FESTIVAL?

Less than 2 hours:	2
Several hours:	53
The full day:	29
1 and a half days:	4
2 full days:	6

6% of visitors came to the event for 2 full days while half said they spent several hours at the event. 66% said they visited the event on the Saturday. It's remarkable that 6% of people come for 2 full days, equates to 2700 people.

## WHY DID YOU ATTEND THE FESTIVAL?

Other:	2
To educate/stimulate my children:	4
To entertain my children:	1
For professional reasons:	2
To escape from everyday life:	1
Thrifty living is an important part of who I am:	13
To enjoy the atmosphere:	19
To learn something:	2
To do something new/out of the ordinary:	18
To be inspired:	20
To be entertained:	4
To be intellectually stimulated:	1
To spend time with friends and family:	12

There are many reasons for people to visit the festival, perhaps reflecting its wide and diverse nature, however it is delivering a key role in giving people new experiences and inspiring them. The atmosphere is also really important.

## OVERALL FESTIVAL EXPERIENCE

Excellent:	60
Good:	27
OK:	9
Poor:	3
Very Poor:	1

Almost 2/3rds of visitors rated their overall experience to the Festival as excellent. 87% rating the Festival is good or excellent.

## PARTY SIZE AND SPEND

- The average party size consisted of 3 adults and 2 children
- The average spend per person was £27.03
- Average spend per category is below

Food and drink at the Festival: **£10.14**

Food and drink in Redcar: **£4.11**

Transport: **£4.72**

Stall purchases at the Festival: **£26.27**

Shopping in Redcar: **£6.29**

Other retail: **£3.57**

Accommodation: **£8.64**

## ECONOMIC IMPACT

- Using the data we have been able to find that the Festival of Thrift generated an overall economic impact of £840,862 up by 66% on 2016.
- In GVA terms this means a contribution to the local economy of £256,463.

## STALLHOLDER SURVEY

### WHAT WERE YOUR TAKINGS?

£1001+: 35

£501-£1000: 19

£201-£500: 17

0-£200: 13

**Very positively 35% of stallholders made in excess of £1000 across the weekend with 70% making in excess of £500. Very positively 90% of stallholders felt that attending had generated more business for them.**

### WHAT HAVE YOU GAINED FROM ATTENDING?

Other: 2

Confidence to develop business further: 19

New contacts: 83

New commission/work: 39

New ideas: 51

**More than 8 out of 10 stallholders said they had made new contacts by attending Festival of Thrift with more than half saying they now had confidence to develop their business further. 98% of stallholders want to take a pitch in 2017.**



DECO  
PUBLIQUE

HEMINGWAYDESIGN

# VINTAGE BY THE SEA

PRODUCED BY DECO PUBLIQUE FIRST WEEKEND IN SEPTEMBER

The fantastic setting of Morecambe's seafront provides the backdrop that transforms into a multi-venue playground where, visitors can learn the dances, take in specially curated live performances, listen to exclusive DJ sets, enjoy evocative fashion, brilliantly conceived food and cocktails, ogle over beautiful vintage vehicles or take advantage of the decade specific hair and beauty makeovers and all the wonderful vintage shopping that will be on offer.

Whether your thing is swing, rockabilly, mod, soul, funk, disco, ska, film, art or design – or even if you just fancy getting an authentic makeover for a day – the Vintage by the Sea festival is a sensual delight, a big dressing-up box, a collector's dream and a joyous creative feast for all ages. For one glamorous weekend, the very best cultural delights from the 1920s to the 1990s will be up for grabs for all to enjoy and admire.



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### 45,000 people attended the 2 day FREE ENTRY festival

90% gave the event 4 or 5 stars out of 5 when asked to rate the event

93% of people said they were very or fairly likely to return to the festival next year

90% of audiences said they would recommend this event to friends

### TOURISM IMPACTS - 6 YEARS OF MEANINGFUL DATA

The festival created £906,000 of economic impact - this relates to money generated from outside the district

For every £1 invested in the festival - £11.70 is invested back into the local economy

25% of visitors stayed in paid overnight accommodation

Increase in visitors travelling to the festival from outside the district 27.21% to 28.33%

### AUDIENCE FEEDBACK

"VBTS is the beacon in the cultural map of the North West."

"Vintage By the Sea is exceptional. Incredible quality and so well thought out. I go to so many fairs like this and this one is in a different class."

"What an event, you should all be so very proud, it looked like a movie production"



Morecambe Eden  
project

HOME

ABOUT ▾

THE VISION

EVENTS AND ARTS

ACTIVE SEAFRONT

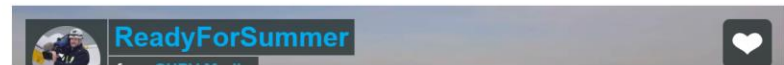
FOOD AND RETAIL

FIRST LIGHT FESTIVAL

GET INVOLVED ▾



## LOWESTOFT SOUTH BEACH



Lowestoft - where an involved council is really starting to make a failing seaside town turn its fortunes around by looking at a series of small scale design led interventions including making old wind shelter sites available as small cafe/restaurant sites and replacing old beach huts with experimental architect designed beach overnight stay units.

FIRST  
LIGHT  
FESTIVAL  
23.44°

FIRST LIGHT FESTIVAL  
NON-STOP 24 HOURS

MIDDAY 22 JUNE TO  
MIDDAY 23 JUNE

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FIRST  
LIGHT  
FESTIVAL

# SHINING A FIRST LIGHT ON NEW TALENT

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FIRST LIGHT COMMENCES ON THE  
1ST JANUARY EVERY YEAR







## A shared set of definitions

Place marketing and place branding is about behaviour and reputation, not logos and campaigns.

Places that inspire, places that matter don't need brands, **they are brands.**

We are not here to create a new brand for York. The brand already exists.

But how it is experienced or understood by your target audiences the way you want it to be **needs active managing.**



Part One \_ How to talk place narrative

## Philosophy

Places don't need brands, they **are** brands. We are not in the business of designing a new brand for York. The brand is already there.

What we will do is give focus to York's purpose by defining a set of core York values and behaviours which will inspire and influence strategy, policy and decision-making. The work we are doing in York will involve residents, local businesses and regional stakeholders. By acting together from a shared set of values, then we will shape a brand narrative that matters to York, one that will reflect shared pride and ambition and strengthen the community.

This will also help York engage with external target groups and retain and attract the people, visitors and businesses who are needed to maintain and improve York's quality of life. The ultimate goal of the place brand narrative is to change and stimulate how people view or think about York. The quickest way to get there is to change or enhance the collective actions and narrative of the place.



### Part One \_ How to talk place narrative

## The place narrative opportunity for York

### Like other places, York has work to do:

- \_ To raise the profile of its considerable assets.
- \_ To strengthen the stories that York ought to be better known for.
- \_ To talk confidently about York and its place in the world.

### What is the prize? By changing what York is known for and defining behaviours and values, you will:

- \_ Attract the right inward investment and jobs to the city and the region.
- \_ Proactively attract the people who you want in York (workforce, visitors, residents, students).
- \_ Build local pride and belonging across the whole community.
- \_ Improve decision-making and strategic investment across sectors.
- \_ Build the right partnerships to make change happen.
- \_ Promote opportunity and big thinking.

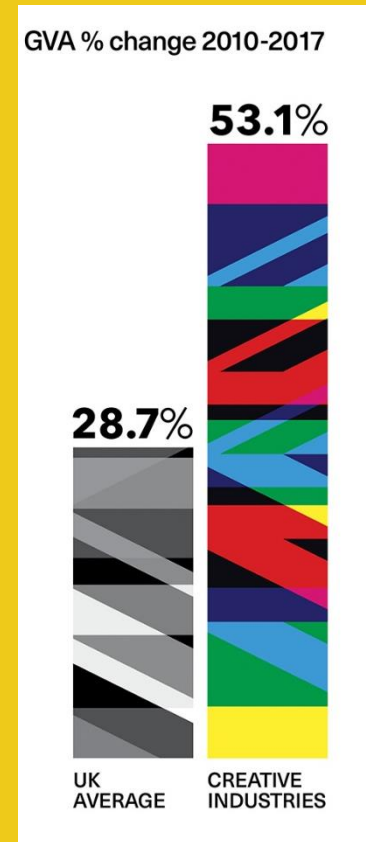
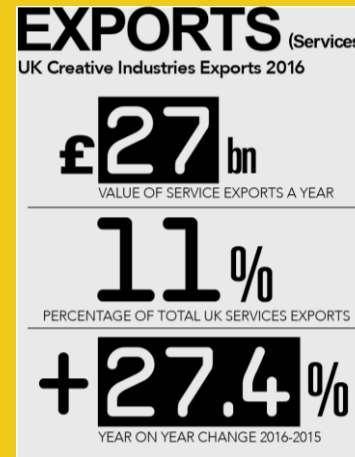
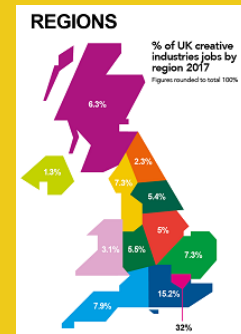
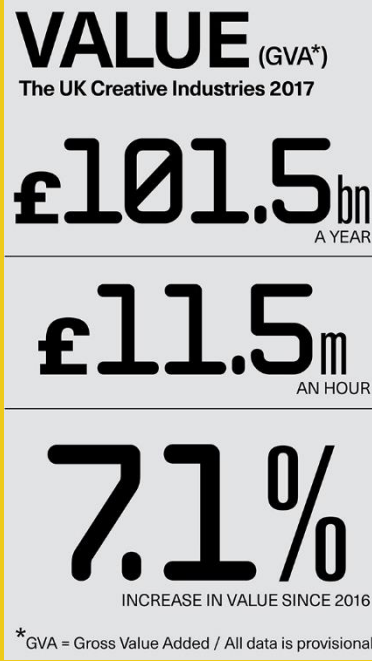


## Part One \_ How to talk place narrative



The value of creative industries

“ The Design Economy generated £85.2 billion GVA)to the UK in 2016, almost three quarters of the value of UK financial services and insurance.”



**THANK YOU!**

Contact us at:

[info@hemingwaydesign.co.uk](mailto:info@hemingwaydesign.co.uk)