

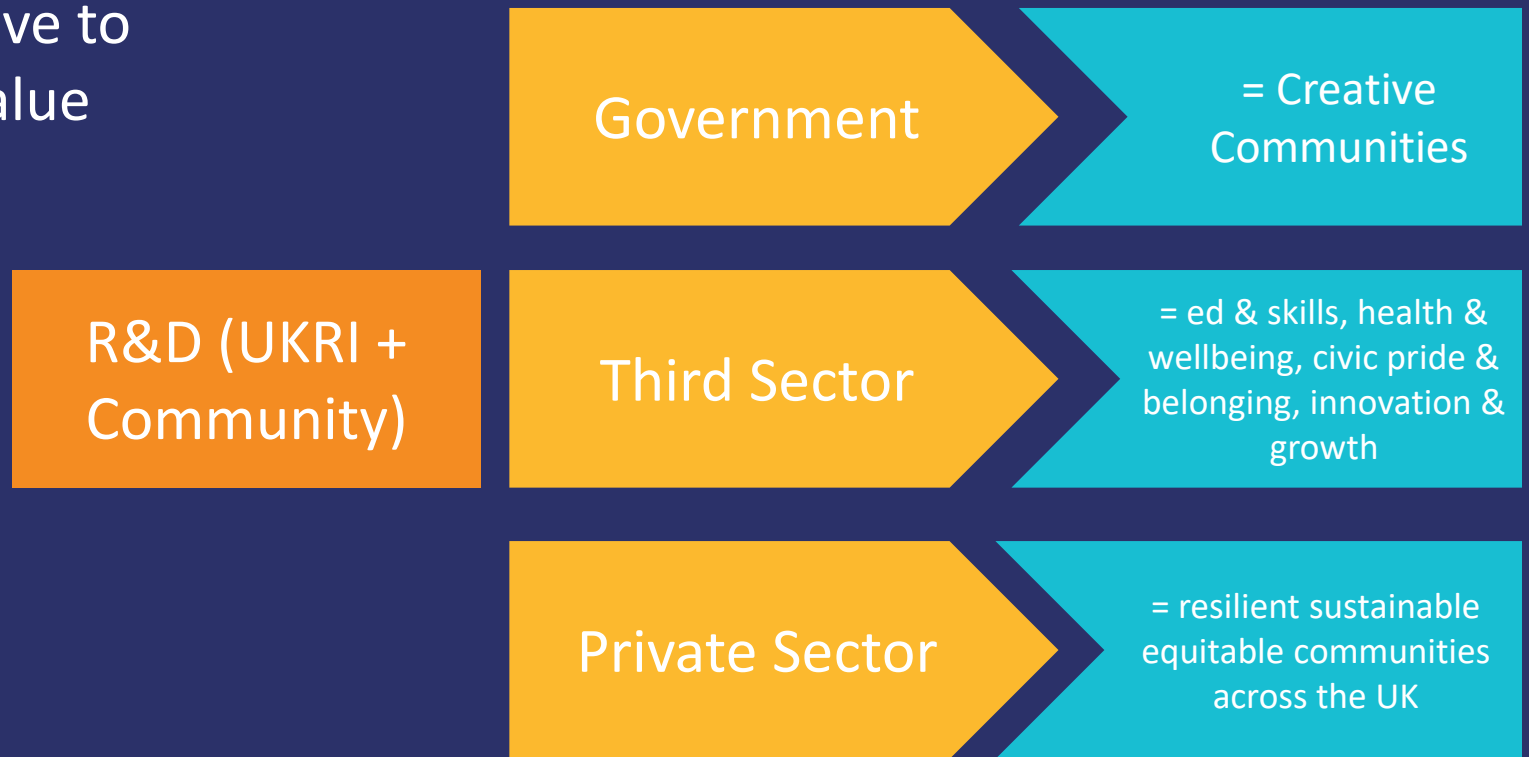
Inclusive Innovation & Creative Communities

Professor Katy Shaw



What is a Creative Community?

A Creative Community describes a place based, cross-sector R&D collaboration that brings together diverse partners with the shared objective to generate economic and social value through the delivery of new cultural activity.



Creative Communities & Real Estate

Cross-Sector Co-creation

- Innovation
- Productivity
- Growth
- Halo Effect

Spillover Benefits

- Skills
- Health and Wellbeing
- Environment
- Pride in Place

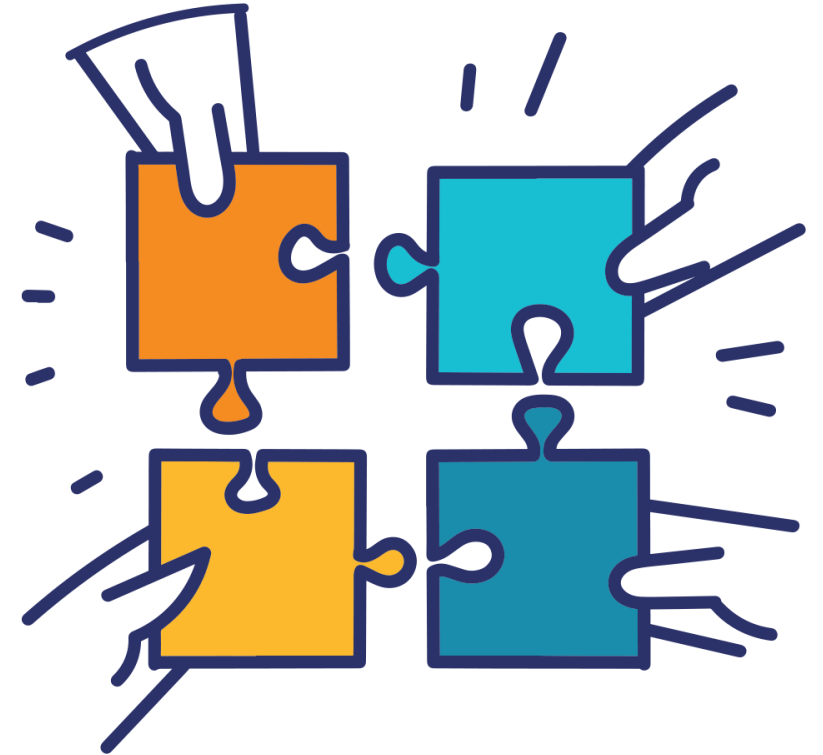
Value of Creative Communities

- Stick n Stay v Gentrification
- Inward Investment
- Profile & Placemaking
- R&D & Upskilling



How can real estate get involved in Creative Communities?

- City of Culture
- Bidirectional Governance
- Mission Mentality
- Design Commissions
- Placemaking Charters



Community Innovation Practitioners

Gaston Welisch
Glasgow

Jim Donaghey
Portrush

Áine Brady
Belfast

Georgina Aasgaard
Liverpool

Alexander Langlands
Swansea



Mersey Care
NHS Foundation Trust



Policy Labs

- Health & Wellbeing: Edinburgh
- Environment: Cardiff
- Civic Identity and Pride in Place: Belfast
- Skills for success: London
- Pride in Place: Newcastle



INSPIRING SCOTLAND



Clár Éire Ildánach
*Creative Ireland
Programme*



**West
Yorkshire**
Combined
Authority



Any Questions?

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