

Connecting cities  
Building successes



creative **Clusters**  
in low density urban areas

THEMATIC WORKSHOP

# The Creative Ecosystem: Events and Cultural Agenda as Catalysts

*Barnsley, UK, March 17-18, 2011*



AN URBACT WORKSHOP

Organized by the URBACT Network on Creative Clusters in Low Density Urban Areas and Barnsley Development Agency, part of Barnsley Metropolitan Borough Council.

Supported by Barnsley Digital Media Centre, Experience Barnsley, Barnsley Civic and Barnsley Newham Partnership



**PROGRAMME**

Cultural events and agendas can not only help to build the local creative ecosystem but also to establish a real connection between cultural policy and economic development policy at city level. Beyond the “put-on-the-map” effect, singular cultural events must be used to establish credibility, by engaging the local creative fabric as much as possible including in post-event activities. Savonlinna (Finland), Óbidos (Portugal) or Viareggio (Italy) are associated with distinctive summertime opera festivals spread through word-of-mouth. There are a number of examples of small and medium towns linked to unique experiences and creative events. Tandems such as Sundance-independent cinema, Sitges-fantastic cinema, Glastonbury-rock music, Avignon-theatre, Montreaux-music festival, Basel-modern art, are very popular.

The fourth and last thematic workshop of the URBACT network on Creative Clusters will be devoted to discussing events and cultural agenda as catalysts in promoting creative-based strategies in local development. A series of key contributions from different contexts, organized in three working sessions, will serve as a stimulus to discuss issues settled at the crossroad between cultural and economic development policies, namely: what kind of cultural policy for cultural entrepreneurs?; how to promote a risk-friendly creative economy at local level?; lights and shadows in public cultural marketplaces; cultural drivers for place branding; cultural policies and urban planning; new cultural facilities as spaces for hybridation and experimentation; re-thinking the big event: new aims, new formats, the post-event, and so on.

The URBACT workshop is open to a wide range of active participants who wish to feed the debate – cultural managers and cultural planners, creative professionals and entrepreneurs, economic development practitioners, experts and scholars.

## THE URBACT NETWORK ON CREATIVE CLUSTERS IN LOW DENSITY URBAN AREAS

Lead by the Portuguese city of Óbidos and the participation of Barnsley [UK], Reggio Emilia and Viareggio [Italy], Hódmezovásárhely [Hungary], Mizil [Romania], INTELI [Portugal], Enguera [Spain] and Jyväskylä [Finland], the [URBACT network on Creative Clusters](#) is an added value cooperation project with the goal to perform a collective “learning by doing” exercise in the field of urban creative clusters.

The fundamental assumption is that creative drivers in local economic development are also a functional pattern not just in metropolitan hubs. Even more, creativity as source of innovation should act as a cross-cutting approach to re-think economic and social development in small and medium-sized towns, considering new opportunities related to accessibility, community life, culture and creativity-based business models.

During the period 2008-2011 this URBACT network is working on five key sub-themes: i) creative clusters: diversifying local economic base and opportunities to young people; ii) events and cultural agendas as catalysts; iii) promoting the creative city: a new range of facilities and infrastructures; iv) creative entrepreneurs and talented people: attraction and retaining; and v) setting the basis: creative educational environments at local level.

Lead partner contact, Óbidos Council: Miguel Silvestre [creativeobidos@cm-obidos.pt](mailto:creativeobidos@cm-obidos.pt)

URBACT lead expert on creative clusters: Miguel Rivas [mrivas@grupotaso.com](mailto:mrivas@grupotaso.com)

## Wednesday, 16 March Expected arrival for overseas participants

- Early evening      Arrival of partners and participants to Bansley Premier Inn.
- 20:30              Welcome drink and evening buffet in the Glasshouse restaurant, part of the Premier Inn.

Workshop venue:  
Barnsley Digital Media Centre, County Way, Barnsley S70 2JW.  
[www.barnsleydmc.co.uk](http://www.barnsleydmc.co.uk)

## Thursday, 17 March URBACT thematic workshop

08.45 - 09.00      REGISTRATION

09.00 - 09.30      **OPENING SESSION**

Welcome speech by Councillor Bill Newman.

Welcome from Ann Gosse, executive director of Development, *Barnsley Metropolitan Borough Council*.

Introduction to the URBACT network on creative clusters in low density urban areas by Miguel Silvestre, Deputy Mayor Óbidos City Council.

Introductory note on the workshop theme by Miguel Rivas, URBACT lead expert.

09.30 – 10.50      **SESSION 01. LINKING CULTURAL POLICY TO ECONOMIC DEVELOPMENT STRATEGY**

Chair: Pirko Korhonen, R&D manager, Jyväskylä City Council. [pirkko.korhonen@jkl.fi](mailto:pirkko.korhonen@jkl.fi)

09.30 - 09.50      **Re-making Barnsley: connecting the cultural agenda.**  
*Ann Gosse, executive director of Development, Barnsley Metropolitan Borough Council.*  
[anngosse@barnsley.gov.uk](mailto:anngosse@barnsley.gov.uk)

09.50 - 10.10      **Framing Óbidos cultural agenda within “Creative Óbidos”.**  
*Telmo Faria, Mayor of Óbidos.* [creativeobidos@cm-obidos.pt](mailto:creativeobidos@cm-obidos.pt)

10.10 - 10.30      **Evaluation of cultural interventions as a tool for the creative sector.**  
*Margarida Azevedo, cultural manager and lecturer at Universidade Católica Portuguesa, Porto.*  
[mazevedo@porto.ucp.pt](mailto:mazevedo@porto.ucp.pt)

10.30 - 10.50 General discussion.  
Discussant: Dan Sequerra, director of the Cultural Industries Quarter Agency [CIQA] in Sheffield.  
[dansequerra@onetel.com](mailto:dansequera@onetel.com)

10.50 - 11.10 Coffee-break. Press conference.

## 11.10 - 12.30 SESSION 02. THE ROLE OF CULTURAL AND CREATIVE HUBS AND FACILITIES

Chair: Anikó Varga, Municipality of Hódmezővásárhely. [vargaa@hodmezovasarhely.hu](mailto:vargaa@hodmezovasarhely.hu)

11.10 - 11.30 **The Remembrance Point in Hódmezővásárhely [Hungary]: new roles for the museum.**  
*Imre Nagy, director of the Tornyai János Cultural Centre and Emlékpont Museum, Hódmezővásárhely.*  
[igidzew@yahoo.com](mailto:igidzew@yahoo.com)

11.30 - 11.50 **Growing and incubating creativity: how important is the physical space?**  
*Karen Nairstone, director of Design Event, Newcastle. TBC.*

11.50 - 12.10 **CAOS, a multifunctional cultural centre serving a creativity-based city strategy in Terni, Italy.**  
*Director of CAOS, Terni. TBC.*

12.10 - 12.30 General discussion.  
Discussant: Catarina Selada, INTELI-Intelligence in Innovation, Innovation Centre. [catarina.s@inteli.pt](mailto:catarina.s@inteli.pt)

12.30 - 14.00 Lunch buffet with a viewing of 'd-space', the contemporary gallery at the DMC.

## 14.00 - 16.00 SESSION 03. THE IMPACT OF FESTIVALS AND EVENTS ON URBAN CENTRES

Chair: Tracey Johnson, creative and digital industries sector specialist, Barnsley MBC.  
[traceyjohnson@barnsley.gov.uk](mailto:traceyjohnson@barnsley.gov.uk)

14.00 - 14.20 **Spreading locally the cultural big event: Reggio Emilia and the Fotografia Europea Festival.**  
*Representative from the Fotografia Europea. TBC.*

14.20 - 14.40 **Scaling up locally initiated events to generate regional and national impact.**  
*Patrick Murphy, Small World Festival and Brent Woods, Huddersfield Media Centre and DocFest.*  
[patrick@designdefinition.com](mailto:patrick@designdefinition.com)

14.40 - 15.00 **Lively city centres: the strategy of Jyväskylä [Finland].**  
*Mari Pitkanen, Urban Planning Unit of the City Council and chair of "LivelyUrban City Centre" Association, Jyväskylä [Finland].* [mari.pitkanen@jkl.fi](mailto:mari.pitkanen@jkl.fi)

- 15.00 - 15.20 **Barnsley Newham Partnership; opportunities around the cultural Olympiad and growing volunteering.**  
*Olivier Coppard, Barnsley Newham Partnership. [olivercoppard@barnsley.gov.uk](mailto:olivercoppard@barnsley.gov.uk)*
- 15.20 - 16.00 General discussion of the session and workshop overall remarks.  
Discussant: Margarida Azevedo, cultural manager and lecturer at Universidade Católica Portuguesa, Porto.  
[mazevedo@porto.ucp.pt](mailto:mazevedo@porto.ucp.pt)  
Overall remarks: Miguel Rivas, URBACT Creative Clusters lead expert. [mrivas@grupotaso.com](mailto:mrivas@grupotaso.com)
- 17.30 - 19.30 **Creative Sector Networking event with drinks at The Civic.**  
Opportunity to meet members of the local creative and cultural sector, over drinks and buffet.
- 19.30 - 21.30 **Performance of Goucher's War at The Civic.**  
Goucher's War is a comic physical performance piece with lots of sight gags. As it involves physical performance theatre, live music and animation will be accessible for all the overseas delegates.  
[http://barnsleycivic.co.uk/index.php?option=com\\_content&view=article&id=124:gouchers-war&catid=2:theatre&Itemid=6](http://barnsleycivic.co.uk/index.php?option=com_content&view=article&id=124:gouchers-war&catid=2:theatre&Itemid=6)

## Friday, 18 March

### Study trip and URBACT Creative Clusters steering committee

**09.30 - 11.30**

#### **ELSECAR HERITAGE CENTRE**

Visit to take in the new live music venue at the Centre 'Building 21', the new visitor centre, HIVE Gallery and other spaces and include a presentation of Experience Barnsley, a new heritage initiative in the town centre.

**12.00 - 14.00**

#### **WENTWORTH CASTLE GARDENS**

Visit and tour (weather permitting) of the gardens and spaces with informal lunch and presentation by project director looking at how niche events have supported the development of the venue.

**14.00 - 19.00**

#### **THE CIVIC - BARNESLEY TOWN CENTRE - REEL FILM FESTIVAL**

14.00 - 16.00

Tour of the Street Art exhibition with local street artists and chance to watch a selection of content from the Reel Film Festival

16.00 - 18.00

#### **URBACT CREATIVE CLUSTERS STEERING GROUP MEETING AT THE CIVIC.**

For attendees, please check the meeting agenda.

Non meeting people can continue to view [The Civic](#) or the town centre during the meeting. A selection of short films from the University Campus will be showing at the Civic.

18.00 - 19.00

#### **THE REEL FESTIVAL.**

Launch event for the Reel Festival with Ivan McCormack in attendance (who the film "Killing Bono" is about). The Civic.

20:00 – 22:00

#### **Dinner at Tankersley Manor Hotel.**

Drinks reception and dinner with live music.

## FURTHER INFORMATION AND REGISTRATION

Participation in the URBACT one-day thematic workshop is free although registration is mandatory. Please, make an on-line registration at [www.barnsleyworkshop.eventbrite.com](http://www.barnsleyworkshop.eventbrite.com).

For further information, please contact the local organization desk:

**Tracey Johnson**

Sector Specialist Creative and Digital Industries

Barnsley Development Agency, PO Box 598, Barnsley, S70 9EX

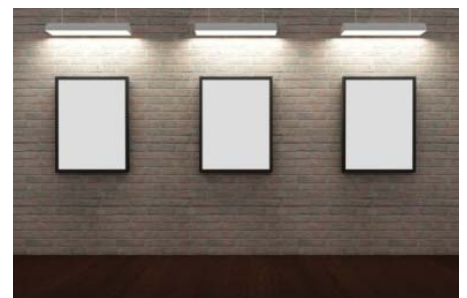
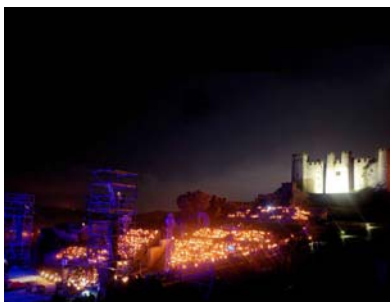
Tel 01226 787 520 (6520 Internal). Mobile +44 (0)7789 653 473

[traceyjohanson@barnsley.gov.uk](mailto:traceyjohanson@barnsley.gov.uk)

Registration includes participation in all the workshop sessions, workshop materials, coffee breaks and lunch buffet on March 17th. Contact the organization desk in case you are interested in the study trip scheduled on March 18th.

Barnsley is easily accessible by train from Manchester and Greater London airports. Other airports in the region are Doncaster-Sheffield and Leeds Bradford International airport. Please get in touch with the organization desk for any advisement regarding your travel plan.

A Special rate of £57 for room bed and breakfast has been arranged with the hotel [Barnsley Premier Inn](#). When booking, please mention URBACT Creative Clusters' workshop.



## URBACT II

**URBACT** is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 181 cities, 29 countries, and 5,000 active participants

