CITY OF CREATIVE PRODUCTION

Some pre-conditions

Prof Brian Mark Evans
URBANISM MATTERS
URBANISM

the pursuit of

URBANITY
• A collective system of values
• A certain level of economic & political development
• The sophisticated pursuit of pleasure (happiness)
• A high level of intellectual & artistic excellence

(Armstrong: In Search of Civilization)
A GLOBAL LOCAL VIEW
The Territories of the United Nations Economic Commission for Europe (UNECE)
Urban Centres in the world by population size, 2015

Source: JRC (GHS - POP Global Settlement Model)

Inhabitants
- 100000 - 250000
- 250000 - 500000
- 50000 - 100000
- 500000 - 1000000
- 1000000 - 2000000
- > 2000000
AGEING & LOW FERTILITY IN THE UNECE REGION
THE BOREAL FOREST OR ‘TAIGA’
extends across the UNECE Region
greater in extent than the Amazon rain forest
THE CYCLE OF URBAN CONCENTRATION: ‘SUPER-CITIES’

1. Increasing Urbanisation & Concentration
2. Agglomeration Knowledge Economies
3. Interconnected City Clusters
4. Urban Shrinking in Cities outside the Clusters

The cycle moves in a circular fashion, indicating the continuous nature of urban concentration and its impact on knowledge economies and shrinking cities.
THE DEMOGRAPHIC CYCLE

Ageing urban population
Low fertility

Migration to Successful Cluster Cities

Reinforces economic performance of clusters

Creates further challenges to isolated cities
THE SPRAWLING CITY – a negative urban cycle

- Edge City & Suburban Development
- Erosion of Functions in Urban Core
- Ineffective Public Transport
- Metropolitan Coalescence
THE INDUSTRIAL CITY

- Access to Materials & Markets
- Freight Transport Networks
- Significant In-migration

THE KNOWLEDGE CITY

- No Spatial needs beyond Proximity
- Demand for Mixed-use and the Experience Economy
- Universities, Airports, Cultural Quarters
- The importance of Place - Image & Attractiveness

Zoning of Land for Efficiency and Health

Access to Materials & Markets

Freight Transport Networks

Significant In-migration

Demand for Mixed-use and the Experience Economy

No Spatial needs beyond Proximity

Universities, Airports, Cultural Quarters

The importance of Place - Image & Attractiveness
SHOCK

STRESS

- Flood (3,062, 43%)
- Storm (2,018, 28%)
- Earthquake (562, 8%)
- Extreme temperature (405, 6%)
- Landslide (387, 5%)
- Drought (334, 5%)
- Wildfire (251, 4%)
- Volcanic activity (111, 2%)

Resilient Cities
STRESS

SHOCK

RATIO OF WORKERS TO PENSIONERS

1990
5.8:1

2000
3.9:1

2025
2.1:1

RESILIENT CITIES
THE RESILIENT CITY – a positive urban cycle

Leadership & Strategy

STRESS

Infrastructure & Environment

Health & Wellbeing

Economy & Society

SHOCK
THE RESILIENT CITY – a positive urban cycle

Leadership & Strategy
- Enhance natural & man-made assets
- Assure continuity of critical services
- Provide mobility & communications

Infrastructure & Environment
- Promote cohesive & engaged communities
- Ensure stability, security & justice
- Foster economic prosperity

Health & Wellbeing
- Promote leadership & effective management
- Empower stakeholders
- Foster long term & integrated planning

Economy & Society
- Meet basic needs
- Support livelihood & employment
- Ensure public services

Leadership & Strategy
- Enhance natural & man-made assets
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Economy & Society
- Meet basic needs
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THE COMPACT CITY – a positive urban cycle

- Effective Labour Market
- Dense Development
- Integrated Public Transport
- Efficient Public Services
Towards a city-focused, people-centred and integrated approach to the New Urban Agenda

the metropolitan context of the UNECE
UK is one ‘Super-city’
3

BRUSSELS CALLING ...
Figure 8.13: Median equivalised net income, by degree of urbanisation, 2014 (EUR)
I am satisfied to live in ...
I am satisfied with health care in ...

<table>
<thead>
<tr>
<th>City</th>
<th>Percentage</th>
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<td>Amsterdam</td>
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<td>Manchester</td>
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<td>Barcelona</td>
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I am satisfied with sports provision in ...
I am satisfied with the cultural offer in ...

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<thead>
<tr>
<th>City</th>
<th>Very satisfied</th>
<th>Rather satisfied</th>
<th>Rather unsatisfied</th>
<th>Not at all satisfied</th>
<th>Don't know</th>
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<tr>
<td>Barcelona</td>
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I am satisfied with the public realm in ...

Amsterdam
Copenhagen
Glasgow
Barcelona
Manchester
Berlin
I am satisfied with the retail offer in ...
It is easy to find a job in...
I think housing is affordable in ...
I think foreign people are good for ...

Copenhagen

Amsterdam

Berlin

Barcelona

Glasgow

Manchester
I think foreign people are integrated in ...
I feel safe in ...
The people in ... are trustworthy
I am satisfied with the cleanliness of ...
I like the greenness of...
I am satisfied with the life I lead in...
Lowest – retail, housing affordability
(Barcelona) (Berlin Amsterdam Copenhagen)

Highest – health, jobs, openness
(Amsterdam) (Copenhagen) (Copenhagen)

Creative Cities are Goldilocks Cities?

not too good and not too bad, a bit of EDGE?

Glasgow never lower than median

Lowest – retail, housing affordability
(Barcelona) (Berlin Amsterdam Copenhagen)
<table>
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<tr>
<th></th>
<th>Living</th>
<th>Health</th>
<th>Sport</th>
<th>Culture</th>
<th>Pub Realm</th>
<th>Retail</th>
<th>Job Mkt.</th>
<th>House Aff</th>
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<th>Integrated</th>
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<th>Trust</th>
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THE GLASGOW EFFECT?
THE GLASGOW EFFECT?
GLASGOW HAS A SERIOUS PROBLEM
Wellness not illness—
Why ‘place’ matters for health

The reality is that a ‘complete state of physical, mental social well-being’ seldom receives overt discussion.

As a society, we focus on illness when we should be thinking more about wellness.

Rarely do briefs for infrastructure require the creation of an environment that supports wellbeing.

Growing Awareness—
How green consciousness can change perceptions and places
Scotland's poor health is a reflection of the health of the poorest in our society.

Inequality in life expectancy in our society is primarily driven by the mortality of teenagers and young working-age people.
The new towns of the Clyde Valley Plan caused mass relocation of people in the 1960s and 1970s. We now know this social and economic turmoil has had biological consequences.

In the most deprived parts of society people are told where to go and what to do. They are not in control of their lives. This does not promote wellness.

"Those who have a ‘why’ to live, can bear almost any ‘how’.”

We now know that having a miserable childhood leads to increased risk of failure at school, mental health problems, offending behaviour, worklessness and other social ills. This can be directly linked to the disintegration of urban societies.
Planning and designing environments that bring people together are a critical factor of what should be happening to support wellness.

Society needs to do more to design spaces that allow people to come together and socialise.
Creative Cities

People who can, exercise choice about place, based on...

- Liveable neighbourhoods
- Public space for public life
- Comfortable & effective transport

these things matter no less to those who cannot choose
Our Resilient Glasgow
A City Strategy Summary

What is City Resilience?
The capacity of individuals, communities, institutions, businesses, and systems within a city to survive, adapt, and grow no matter what kinds of chronic stresses and acute shocks they experience. Resilience is about building a stronger and more adaptable future for all Glaswegians.

What is 100 Resilient Cities (100RC)?
The Rockefeller Foundation marked its centenary in 2013 by inviting bids from cities around the world to be part of a network of 100 Resilient Cities. Glasgow submitted an application for membership of the network in October 2013. Glasgow was amongst 400 cities whose bids were assessed by a panel of internationally respected judges. The bid was successful and Glasgow’s status in the first tranche of 32 cities was announced in December 2013. Since then, another 68 cities have joined the network.

This award has allowed Glasgow to appoint a Chief Resilience Officer, Alastair Brown, to lead the development of a resilience agenda for our city. It has provided benefits from engaging with peer cities from around the world.

Our Challenges
Glasgow is a resilient city. It has an extraordinarily rich history characterised by unshakeable strength and continuous reinvention in the face of shocks and stresses. Following the industrial revolution, the city took steps to diversify its economy and build a more attractive place its citizens. Moving into the future Glasgow faces different challenges, including climate change and economic uncertainty which must be addressed to ensure we become a more resilient city.
Glasgow is a resilient city with:

1 in 7 Glaswegians coming from an ethnic minority background, the most diverse population in Scotland.

£17 Billion GVA generated to the Scottish economy each year.

Our major challenges include:

The largest student population in Scotland, we educate over 130,000 students per year.

3,500 hectares of green space and 91 public parks.

13% of all adult Glaswegians holding no formal qualifications.

58% of residents living within 500m of derelict land, double the national average.

A population expected to grow over 20 years 15%.

A rate of violent crime 2x the national average.

36% of households experiencing fuel poverty.
1. **Empower Glaswegians**

Empower citizens and communities to strengthen their personal and collective resilience and work to mitigate systematic barriers that undermine it.

2. **Unlock Place Based Solutions**

Implement and support place based solutions to improve personal, community and economic resilience.

3. **Innovate to Support Fair Economic Growth**

Innovate to support fair economic growth that creates well-paid, accessible and meaningful opportunities for both businesses and Glaswegians.

4. **Foster Civic Participation**

Promote civic participation, trust and a resilience culture between Glaswegians and the institutions that serve them.
5

THE CREATIVE ECOSYSTEM
The Creative Ecosystem as a Cultural Policy Approach

JAVIER J. HERNÁNDEZ ACOSTA

PRESENTED AT STP&A CONFERENCE 2015
ADELAIDE, AUSTRALIA

A Much More Fluid Creative Ecosystem Architecture Is Evolving

NEW CREATIVE ECOSYSTEM ARCHITECTURE

- Production
- Consumption & Participation
- Marketing & Discovery
- Distribution
- Creation

Source: Booz & Company analysis
GEEKS & CREATIVES
Product Design, Development & Testing

INVESTORS
Seed Capital Management
Networking Events

ACADEMICS
Thought leadership / Knowledge Partnerships

TECH COMPANIES
Business Intelligence
Knowledge Exhibition

INVENTORS
Innovation Facilitation

CHANGE AGENTS
Pre-Incubation Space
Training & Coaching

PUBLIC AGENCIES
Due diligence for Start-Ups / Open Innovation Sessions

ENTREPRENEURS
Meeting room & Space Rentals
Experimenting with New Business Models

Community Engagement

Building an Ecosystem

Rethinking Philanthropy
This is ...

... elegant

... messy
This is ...

... an office

... a studio
This is ...

... Anderston
This is ... ... (semi-permanent) meanwhile use
... keep it creative!
• In the knowledge age, the ‘best chance’ cities are in super-city competitive groups;

• **Super-cities** are characterised by:
  • concentration and the risk of coalescence;
  • compactness and resilience are key;
  • the ‘new urban agenda’ will focus on cities, their people and the INTEGRATION of services;

• In Europe, Glasgow performs well within its (self-selected) peer group in terms of **quality of life** and the experience economy;

• The **Glasgow Effect** is well-understood – the twin challenges of health and inequality are central to the city’s plans but should not dominate;

• Glasgow is well-placed and has the pre-conditions to develop a ‘creative ecosystem’ with creative production as a central part of the City’s strategy – but don’t overwork.