

THE CREATIVE CITY INDEX: MEASURING THE PULSE OF THE CITY

BY CHARLES LANDRY & JONATHAN HYAMS

- A concise book on the Creative City Index, an assessment tool for cities
- 39 full-colour photographs

The Creative City Index is both a narrative of what great cities are like and explains a method for assessing cities holistically. This helps measure their creative abilities and potential, a precondition for downstream innovations and economic vigour. This strategic tool provides a rounded framework for thinking, so good policies become easier to achieve.

Cities need to know how well they are doing and evaluating them is becoming a phenomenon. We live in a world of measurement. We measure wealth and poverty, happiness and depression, whole societies, economies and now even cities. This helps position a city and inspires it to do better.

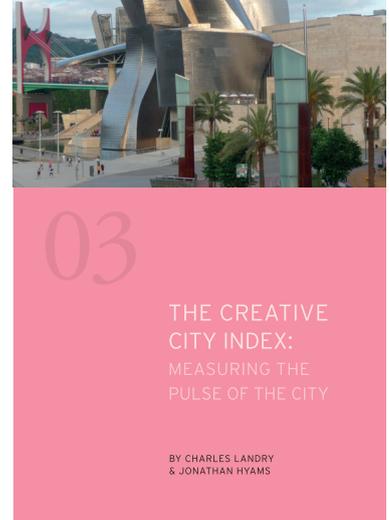
The Index does more than this. Participants join a comparative global dataset. Using a mix of qualitative and quantitative methods, including self-completion online surveys, group sessions, one-to-one interviews and site visits, it combines an internal self-evaluation with a rigorous external assessment.

Cities wishing to participate can choose from options: an interactive and motivational presentation; a bespoke workshop; the complete Creative City Index assessment itself; or an extended study focusing on the specific requirements of the city wanting to be reviewed.

Charles Landry is an authority on city futures and the imaginative use of urban resources. **Jonathan Hyams** helps creative and knowledge economy businesses with both strategy and technology development. For further information: www.charleslandry.com

Publisher: Comedia
ISBN: 978-1-908777-02-7
Paperback
GB Pounds: 7.95
147mm x 210mm
64pp
Readership: Academic/Specialist
Subject areas: General; Arts, Retail, Geography;
Planning; Globalisation.

BIC: AMVD/JFCA/RGC/RPC



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TABLE OF CONTENTS

Summary

Explaining the Creative City Index

The ten key indicators of a creative place

The sectors examined

The qualities measured

Creating your own destiny

The fragility of the creative milieu

Creative and uncreative places

What is an uncreative place?

What is a creative place?

1. The political & public framework
2. Distinctiveness, diversity, vitality & expression
3. Openness, trust, accessibility & participation
4. Entrepreneurship, exploration & innovation
5. Strategic leadership, agility & vision
6. Talent development & the learning landscape
7. Communication, connectivity, networking & media
8. The place & place-making
9. Liveability & well-being
10. Professionalism & effectiveness

Exploring the Creative City Index

Vitality & viability

Critical mass

Holistic criteria

Considerations & assumptions

Size, location & context

Methodology & approach

Lessons & insights

Results & consequences

Entranced by measurement

Rethinking the measurement of success

A strategic conversation

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Charles Landry is an authority on city futures and the imaginative use of urban resources. Jonathan Hyams is an entrepreneur and advisor working in ICT for the creative industries.

This is the third in a series of short publications which seek to help us think through city development in a fresh way. The Creative City Index: Measuring the pulse of the city looks at the city in holistic way in terms of its creative capacity and potential. With a strong showing here, downstream innovations and good policies are easier to achieve.

Cities need to know how well they are doing and evaluating them is becoming a phenomenon. We live in a world of measurement. The world is entranced by measuring things: by length, volume, income, size, energy or some other aspect of reality; measurement of wealth and poverty, happiness and depression levels, whole societies, economies and now even ideas. We are mesmerized by rankings: who is at the top and who at the bottom. We love comparisons and these rankings help to place us in relation to other cities.

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UK £7.95

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