



# CALVIUM<sup>o</sup>

● **Placemaking and community building**

**Digital placemaking for cultural heritage**

**Dr. Jo Morrison**

Let's Get Real Conference, London, 2019

- **Calvium**
- **Context**
- **Digital placemaking**
- **Case study insights**

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Calvium is a leading creative technology agency combining expertise in experience design, software engineering and mobile innovation.

# Our clients include



theguardian



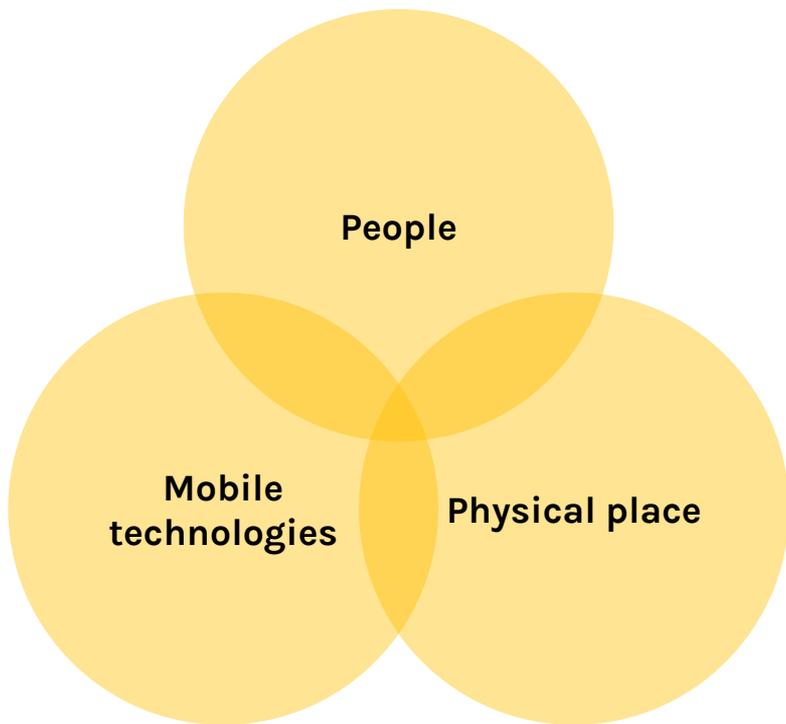
YODEL



Historic  
Royal Palaces

National  
Theatre

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## People, place and technology

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With foundations in **digital placemaking**, we are recognised as specialists in designing and delivering stellar location-based digital solutions for a wealth of leading clients.

# Digital placemaking

The augmentation of physical places with location-specific digital services, products or experiences to create more attractive destinations for all.

**We operate across, and impact upon,  
all dimensions of a place**



“We are living in a dramatically changing society that is increasingly influenced by digital culture and technologies.”

Culture24, Let's Get Real 6, 2019

**“We make our technologies, and they, in turn, shape us.”**

Sherry Turkle, Alone Together, 2011

UK is at maximum  
penetration of smartphones

40,000 searches on Google every  
second globally - more than 50% is  
driven from mobile devices

By 2020 it's expected that 50% of all  
searches will be voice driven

# Tech Topics in 2018

Smart cities

Internet of things

Big Data

Machine Learning

Artificial Intelligence

Haptics

Augmented Reality

Automation

Blockchain

Crypto currencies

# Mobile technology has changed the world in 15 years



# #LGR19 conference... 'exploring how to connect digital practice with social purpose'



Savannah (2002-04)



Create-A-Scape (2007)

Digital tech and citizenship →

**04 levels of learner voice participation**

TYPES OF PARTICIPATION, ACTIVITIES AND TOOLS

|                           | Inform   | Consult  | Involve   | Collaborate   | Empower  |
|---------------------------|--|--|---|---|--|
| <b>LEARNER ENGAGEMENT</b> | Learners are regularly and reliably informed, made aware of their rights and ways of participating             | Staff obtain views of learners. Learners receive full feedback on decisions taken  | Staff work with learners throughout decision making process to ensure views are understood and taken into account   | All aspects of decision making processes are undertaken in partnership with learners  | Learners set agendas for change. Self organisation and responsibility over management is given to learners   |
|                           | Learners informed  | Learner consulted  | Learner input   | Learner shaped  | Learner owned  |
| <b>TYPES OF ACTIVITY</b>  | Staff presentations<br>Assemblies<br>Meetings<br>Forums  | Learners as research respondents/participants<br>Designated consultation space, time and meetings<br>Peer support, mentoring and tutoring<br>Circle time<br>Feedback/right to reply strategies | Learner governors<br>Student councils; Advisory committees; Learners on appointment panels<br>Participation skills training<br>Learners as counsellors<br>Learner voice improvement plans | Students as co-researchers<br>Learners on management committees<br>Learner-shaped policy making<br>Learner interest/action groups<br>School-wide, external learner voice policies/plans | Students as researchers and research designers (independent)<br>Delegated decision making<br>Learner managers<br>External policy on learner voice culture<br>Learner 'ownership' of resources, events, policies and learning<br>Learners as teachers |
| <b>TOOLS</b>              | Fact and information sheets<br>Letters<br>Websites<br>Noticeboards<br>Access to documents, minutes, plans etc. | Comment/opinion polls<br>Focus group (learner or respondent)<br>Staff-led consultation workshops<br>Staff-led questionnaires, interviews etc (closed - staff-led)                              | Workshops<br>Focus groups (active)<br>Joint-led consultations<br>Interviews (open - staff-directed)   | Learner-led consultations<br>Interviews (open/closed learner-directed)<br>Staff/learner ballots<br>Open forums  | Learner-managed research programmes<br>Learner agenda setting<br>Learner-managed consultation activities and tools development   |

# #LGR19 conference... 'exploring how to connect digital practice with social purpose'



Citizen agency



Citizen voice



Supporting  
critique



Connecting  
citizens

# Digital placemaking

The augmentation of physical places with location-specific digital services, products or experiences to create more attractive destinations for all.

<https://calvium.com/about/digital-placemaking/>

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# Place activation for urban regeneration

## CASE STUDY



As part of the £6.8m cultural programme, we created the 'Battersea Power Station Heritage Trail App' to offer the public a content-rich heritage experience and a wayfinding aid.

**RESULT** A more attractive destination that supports revenue generation during construction.



# Immersive entertainment in the city

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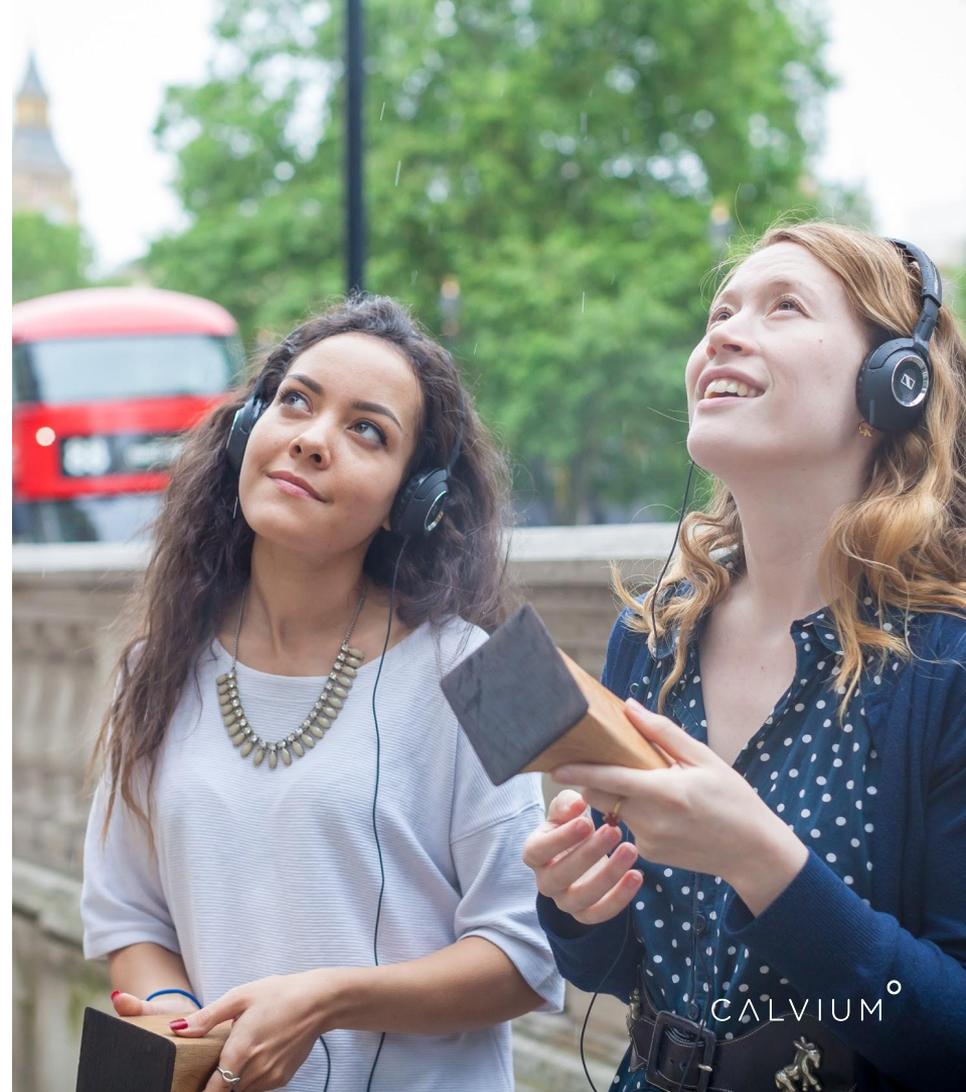
CASE STUDY



**Historic  
Royal Palaces**

'The Lost Palace' is a groundbreaking augmented reality theatrical adventure in London. Through the creative use of complex technologies and innovative storytelling, people can witness the stories of a site that no longer exists.

**RESULT** Pioneering visitor experiences that inform future strategy and investment.



# Wayfinding: navigation systems

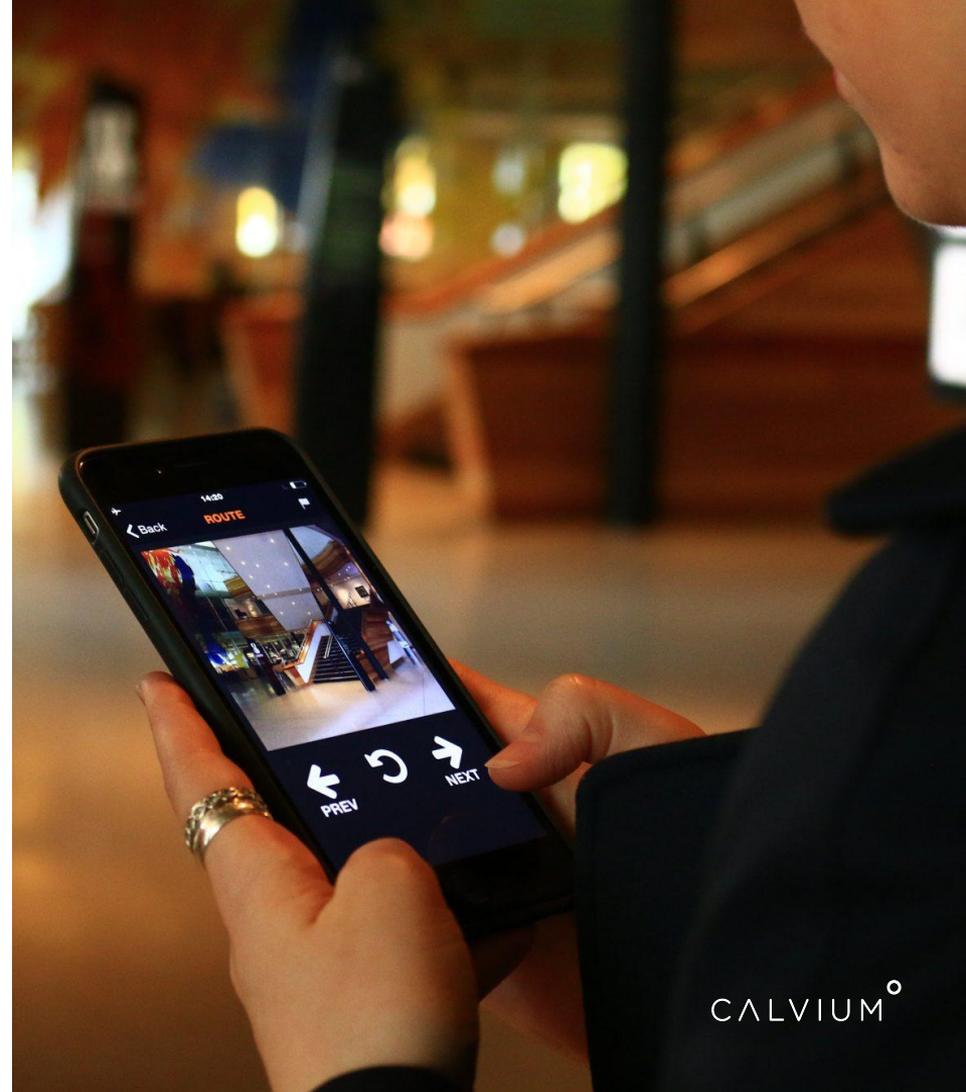
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CASE STUDY



Designed with visually impaired people, the UCAN GO App is a reliable and simple to use navigation tool that allows people with sight loss to find their way around public buildings.

**RESULT** A scalable solution that creates more inclusive and supportive environments.



# Public engagement with urban developments

CASE STUDY



To understand how digital placemaking can help a major regeneration site become a more attractive place for people to live, work and visit, Calvium led the research project: '*Ideascape: digital placemaking for Porth Teigr, Cardiff Bay*'.

**RESULT** Reveals how public engagement and technologies can contribute to the social, cultural, and economic prosperity of a development.



# #LGR19 conference... 'remain relevant for audiences now and in the future.'



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<https://calvium.com/signup-ideascape-research-report/>

## The Porth Teigr Masterplan

Bespoke property solutions within the 'four linked places'

### 1 Teigr Gateway

- Mixed use
- Residential
- Crèche
- Local shops
- Live work
- Small Business

### 2 Roath Basin Waterfront

- BBC Roath Lock studios
- Centre for Creative Industries
- A new working waterfront
- Mixed use

### 3 Bute Dry Dock

- Hotel
- The social heart
- Mixed use
- Work and leisure
- Mixed business

### 4 Bay Front

- Doctor Who Experience
- Residential
- Marina
- Bay frontage

- A BBC Roath Lock studios
- B Doctor Who Experience
- C Centre for Creative Industries





# Attitudes to the *digital* in digital placemaking

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- Willingness by citizens to explore.
- Desire for digital placemaking to be an open and inclusive practice that is sensitive to the existing environment and accountable to the public.
- Developed a greater sense of the scope of digital placemaking.

**‘The Ideascape event contributed to expanding people’s conceptual understanding of the range of ways, and applications, in which they could experience location-specific digital tech and content in urban public space.’**



# Community: engaged and sharing

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- Supporting communities to actively and meaningfully participate... has the potential to enhance people's experience of a place
- Inspired some participants to become more locally aware and inspired others to become engaged in stakeholder groups.

**Idea: Book this Space: Cardiff - "I love this idea. We run a community choir in the Bay and would be able to perform here."**



# Public realm: transforming relationships with social spaces

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- Offers people deeper connections to a place by providing alternative views of the area that challenge existing perceptions.
- Strong desire to maintain a connection to the natural world.
- All respondents desired a welcoming social space.

*“Even though I felt familiar with the area I wasn’t able to understand how it was used before... [now I] understand the historic reasoning for the form of the built environment.”*

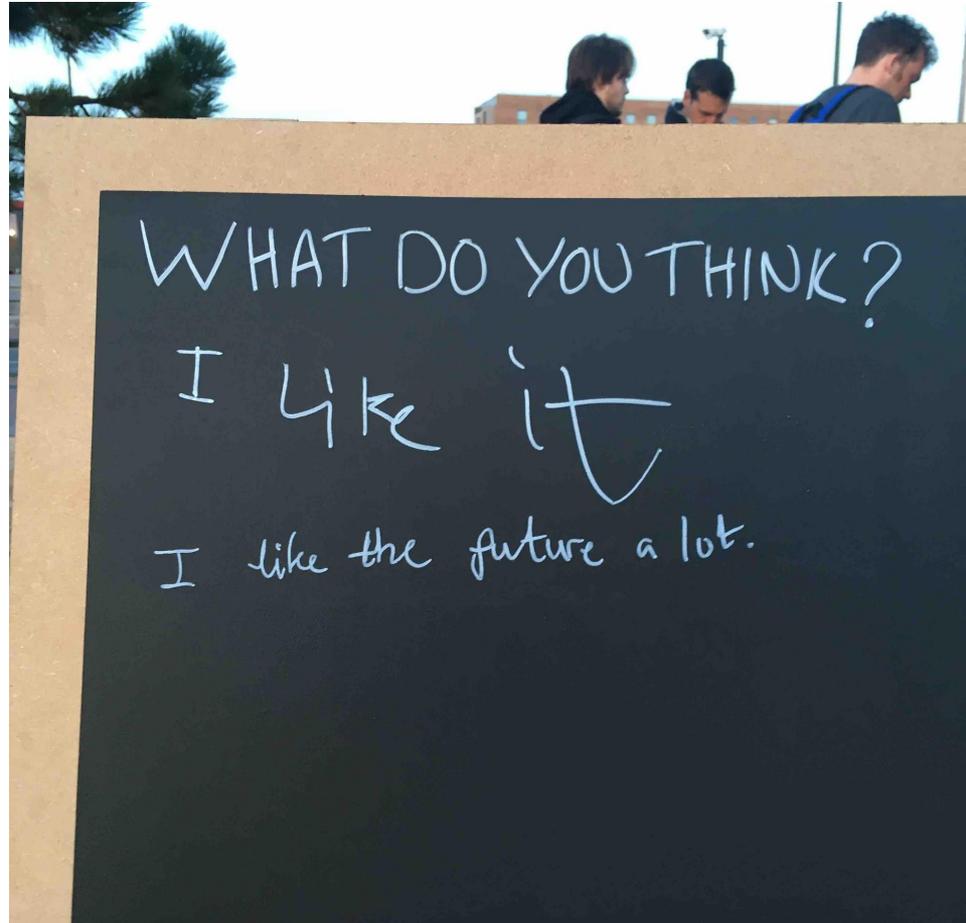


## Heritage: interwoven layers of meaning

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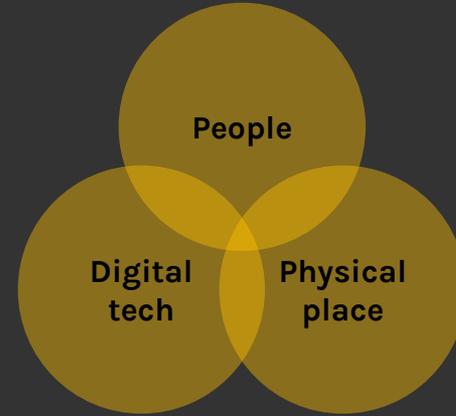
- Illustrates the value of enabling a diverse and evolving range of historical accounts of the area to be present - through the application of digital placemaking.
- The rich history of the area was a compelling subject for a significant cross-section of attendees.

**'The varied nature of these digitally enabled stories, both in terms of the content and mechanisms for delivery, shows how digital placemaking has the potential to offer dynamic, multi-layered and evolving experience to people in Porth Teigr.'**



## Your challenge:

Explore how people can be supported to better understand and shape their experience of public space - now and in the future.



Let's go!