

***2020 Vision: Cultural and  
Creative Futures for the South  
West***

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# The trends...

- ⌘ Growing but ageing population
- ⌘ Increasing leisure spend but more mobile and 'tactical'
- ⌘ 'Lifestyle' a key factor and stake
- ⌘ Exponential growth in digital capacity and usage.
- ⌘ Likely industry and people 'migrations'

# The context...

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- ⌘ The creative economy and the knowledge economy: supply and demand.
- ⌘ 'Postmodern' lifestyles: mobile, tactical forms of cultural consumption and hybrid identities.
- ⌘ New market *personae* emerging.

# The challenges... (1)

- ⌘ Connectivity: in policy and operational terms.
- ⌘ New narratives, new stories, new images: building - but not resting - on distinctiveness.
- ⌘ Taking the 'digital revolution' seriously.

## **The challenges... (2)**

⌘ Consolidating the 'Creative Infrastructure' and sustaining the 'Cultural Ecology'.

⌘ Building human, social, cultural, creative capital.

⌘ Marking out a *place* in the 'space of flows'.

# The options...

- ⌘ *Creative South West* framework.
- ⌘ Digital as a key driver: not just a 'tool' but a platform.
- ⌘ Connectivity, circulation, export enhancement.
- ⌘ Mapping and knowing the *new*.
- ⌘ Understanding the ecology.
- ⌘ Skills and capacity development.
- ⌘ Knowledge-based tourism as a key driver.
- ⌘ Human, social, cultural, creative, economic - capital formation and development.
- ⌘ CSW as key 'broker' in all of the above?