

## **What Next? Sheffield 19/11/14: Notes from discussion on our vision for the future and how What Next may help us get there**

### **Overview from round-up**

- **Express the value of creativity in society (“gardening of the mind”: creativity respected for similar reasons as gardening.)**
- **Value: influence/ advocacy/ collaborations. Breakdown social barriers through mix of influences**
- **Helping to relearn connected skills**
- **Strengthen identity individually and collectively which can become a source of influence for the sector**
- **What Next can help us to establish values**

### **In depth Table Notes**

#### **1.**

Themes from an ideal vision as a starting point from which to back-cast:

- Public art is everywhere. Part of our community and how we engage and part of a green place.
- We have more time
- A sense of being an individual as part of a collective.
- Being productive and sharing that outcome with the whole of Sheffield, from workplaces to retirement homes and schools
- We as creative’s transmit what we are doing, are heard and are welcomed
- We are in a quieter place, with greater clarity about what is important. Less stuff, more understanding
- A place where power and control is more distributed.
- Interaction is promoted by recognition of the richness, variety and enthusiasm of creating things together.
- A spirit and morality that is open not controlling
- That relates to the power and control of digital potential and the impact of adrenaline filled cyber inputs to families.

How does Whats Next? Help get us there?

- Identity is strengthened: as individual artists/ practitioners and as a sector/collective:
- Identity /logo – how relate to the Made in Sheffield identity?
- Influence/ inform programming eg Year of Making
- The skills of collective action bring re-learnt
- Overcoming suspicion/exclusion/inadequacy
- Whats Next is not top down – a useful model.

## 2.

In our vision of the future:

- Creativity has its proper value recognised.
- Being an artist is a 'proper job'
- Creativity is recognised as an important aspect of education and of a fulfilling life, therefore everyone (regardless of class or age) engages with the arts
- Creativity is a new religion in the sense that it becomes a regular communal activity which brings the community together and something to believe in.
- WHAT NEXT: can help us shout about the value of art and creativity in society and in living a fulfilling life

## 3.

In our vision:

There was equality of opportunity

- Inclusivity ruled within creative pursuits and this was not seen as 'less than'
- Outlet for creativity is a basic need, not a luxury
- Rule of playfulness

What Next should:

- Encourage people to recognise 'value' (political, social, personal, health) of creativity through collective activity.
- Oppose exclusivity, allowing people equality of opportunity
- Involve minority groups
- Encourage links with schools