

# Rachel Hutchison

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**Strategy Assistant / Researcher**  
**Futurecity**

**Time at Futurecity:** 2 years  
**Professional Experience:** 5 years  
**Qualifications:** MA Arts Administration & Cultural Policy, BA (hons) Arts Administration and Theatre

Rachel Hutchison is responsible for sourcing and analysing project research to underpin Futurecity's cultural placemaking strategies – supporting strategy projects from inception to final delivery. She supports the senior team by assisting with the development of stakeholder and client workshops, presentations and final strategy materials.

Rachel holds considerable experience in both qualitative and quantitative data analyses, and has supported the development of new processes in interview capture and analysis at Futurecity. She has also supported Futurecity to develop internal administration processes, including the implementation of a new company-wide project management software.

Recent projects include: a new Action Plan for the Avenues to the Arts, Boston's newest creative district and the pilot project for Futurecity\Massachusetts, which delivered a joined up cultural strategy for two commuter cities in central and western Massachusetts. Both projects outlined strategic opportunities to embed cultural projects and leverage cultural investment across developing creative districts.

Rachel's past research includes iterative placemaking processes and the application of placemaking to suburban and rural regions. External publications include an early-stage cultural strategy for a recently designated, grassroots creative district located in suburban Missouri, USA.

**Value added:**

- Highly efficient project support including research, analysis, and editorial support for presentations, workshops and cultural strategies.
- Thorough academic and research work into placemaking and community engagement helps to inform project proposals within the cultural strategies.
- Adept at collecting and presenting qualitative and quantitative data and other key research findings in highly visual formats to support policy assumptions and support project rationales in robust yet accessible methods.

**Key relevant projects:**

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