

# Tim Jones

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**Head of Strategy**  
**Futurecity**

**Time at Futurecity:** 3 years  
**Professional Experience:** 18 years  
**Professional memberships:** Placemaking Leadership Council, Fellow, Royal Society of Arts  
**Qualifications:** Postgraduate Diploma (Drama), BA (Hons) Theatre Studies

Tim is an experienced cultural strategist, creative producer and placemaking expert within the commercial and cultural sectors. With theatre, digital arts and community arts as key through-lines of his career, he is a strong 'systems thinker' who translates his skillset into strategy development, creative project framework design, and workshop design and facilitation.

Tim won the inaugural @Diversity award for digital art projects, awarded by the European Commission, has led acclaimed arts companies with international profiles, and has launched major new-build arts venues in the UK. Tim was a member of the London Artist Workspaces Taskforce convened by the Greater London Authority between 2015 and 2016, and an alumnus of the National Arts Fundraising School.

For Futurecity, Tim masterminded the cultural brokering process for a new East London development to secure a cultural operator for a new, £7m arts space for London. He conceived of, and led, the 'Heathrow Story Project', which brought together cognitive scientists with transmedia storytellers to reveal new and powerful insights about the culture and experience of the airport, and led to a major PR campaign by Heathrow. He led the development of the Futurecity Datascaner®, a data visualization tool that instantly captures and quantifies the outline cultural profile of the sites across which the company works.

As a Creative Producer Tim has brought a series of important projects from emergent artists to stages, festivals and art and online spaces, including 'Potluck Chicago', developed by motiroti for Columbia College Chicago; 'Multiwalks', a mobile app enabling artists to create city walks across Europe; the London International Festival of Theatre; and 'A Small Town Anywhere', an immersive, actor-free theatre experience driven by online and real world interactions between playing audiences; and 'Hoxton Story', a groundbreaking theatre production explore the effects of the culture-led regeneration of Shoreditch, east London. Tim was the co-ordinator of NODE.London, a month-long city-wide digital arts festival which featured over 450 events across the city in one month.

Tim regularly designs and delivers workshops for Futurecity. His speaking engagements include the launch of the UK government's white paper on culture in 2016, and chairing panel discussions at the Theatres Trust annual conference and the Music Tourism Convention in Liverpool. A former performing arts teacher, Tim continues to teach as a regular guest lecturer at the Institute for Creative and Cultural Entrepreneurship at Goldsmiths University and at the Royal Central School of Speech and Drama.

**Value added:**

- Workshop design and facilitation
- Place vision and identity development
- Cultural brokering – between cultural and commercial sectors
- Developing innovative approaches to public/community engagement through arts and digital media
- Substantial experience of arts in culturally diverse contexts
- Expertise in digital arts across formats and media – strategies, projects, apps

**Key relevant projects:**

- Oval & Kennington Development Area strategy, London UK
- Wembley Park Cultural Placemaking strategy, London UK
- Heathrow Airport Cultural Placemaking strategy, London UK
- Avenues to the Arts Creative District concept, Boston, Massachusetts, USA
- Cultural placemaking for Springfield and Worcester, Massachusetts, USA
- Heathrow Story Project, UK
- Chiswick Park Cultural Placemaking strategy, London UK
- Didcot Garden Town Delivery Plan, Didcot, Oxfordshire, UK
- Central to Eveleigh Cultural Placemaking strategy, Sydney, Australia
- Crossharbour District Centre Cultural Placemaking strategy, London, UK
- Thamesmead cultural strategy, London UK
- Penn District cultural masterplan, New York USA
- Southall Waterside, London UK