

Creative
City

Driving independent and innovative arts projects



BROWSE

Video Specs

Participants use Video Specs to create video portraits that capture their experience and how they perceive their surroundings.

We are currently running a series of projects:

Uspec → **What is important for your community?**

This project is ideal for community and individual experiences.

Spec Audience → **What did you think about today?**

This project is geared towards organisations wishing to collect audience feedback and capture visitor experiences.

BROWSE Video Specs encourages participation to build genuine pictures of communities and events. The BROWSE videos are original, participatory illustrations of insights and attitudes. Participants may remain anonymous to give an honest account of their thoughts.

Video Specs are ordinary looking eye-wear containing a video and audio recording device. There's no special expertise, no intermediary, no camera shyness or performance skills required in using the Video Specs. Rather than being on camera or interviewed, participants are active in the process, recording a unique insight; capturing their thoughts as they think them and what they see as they see it.

BROWSE Video Specs is an original and discreet method of engagement, appealing to participants far more than traditional forms of canvassing opinion.

www.creative-city.co.uk





SpecAudience

No more form filling!

SpecAudience is an innovative evaluation and review method which is far more appealing than traditional forms of opinion canvassing. This is geared towards organisations holding events and who want to know what their audience is 'seeing and thinking'

Why?

No bios, no tick boxes, no after thoughts! Take the tedium out of feedback...

SpecAudience allows your audience to give you direct feedback about the event in their own words with *their* visual point of view. Using video audience feedback can be fun and built into the event programme.

Birmingham Hippodrome '6 Summer Saturdays' August 2011

SpecAudience has been commissioned by Birmingham Hippodrome to gather audience feedback at 'Six Summer Saturdays', public outdoor programme. Members of the audience were given the opportunity to capture their experience, and give feedback using **Video Specs**, adding an element of fun to the process of evaluation.

SpecAudience edited professional videos for the client. **Watch it HERE!**

BROWSE is appealing to Six Summer Saturdays as a new innovative way to empower audiences, putting them right at the heart of the performance and enabling us to gain valuable feedback, commentary and content for our social media channels.

- Sarah Allen, Creative Programme Manager, Birmingham Hippodrome

Friends of Arnold Circus 'Swap & Share Picnic' July 2011

Swap & Share Picnic is an annual community-led event, organised by FOAC. Event curator: Alice Herrick. Music programme : End of the Road festival & Rough Trade Shops. **SpecAudience** gathered feedback and engaged visitors and participants on the topic of 'Are events like this important to the community?'

The **BROWSE** video appears on numerous websites and blogs, promoting the event for next's year's OlymPicnic 2012. **Watch it HERE!**



USpec

Browse East

The pilot for **USpec**, 'Browse East' is collating a collective narrative of East London, in which residents comment on their local surroundings.

Participants don Video Specs to narrate and share the local history or myths relating to this area; voice an opinion on a topic, such as what gives the place its character, what they would like to see changing or what they see as enhancing or threatening the community. These accounts can be anonymous.

We hope to collect 100 video accounts, and publish them online, post them on the blog to encourage interactions, spark debates and be reposted by viewers. We will present these accounts at consultation events for upcoming developments, at a local cultural centre, and film festivals.

All videos can be viewed on the blog www.browseeast.co.uk

Why?

East London is a thriving area of multiculturalism, creativity and development. **BROWSE East** will give a voice and provide a vision to the area and stress the importance of collaborating with the community when consulting on proposed developments. Particularly focusing on the site of Bishopsgate Goods Yard development, **USpec** wants to gather a strong momentum of local people, who are keen to take part in the community consultation exercise, to inform developers' planning application of local community needs.

The community can and should play a part in the planning process. **Video Specs** draw interest thanks to their appeal to participants who wish to capture their observations discreetly.

USpec can be adapted to other areas and objectives, with the concept becoming an example of good practice community engagement.

Contact us

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