

Pru Robey

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Strategic, authentic, rigorous and engaged, Pru Robey brings the insight and experience gained from 30+ years of cultural and creative sector leadership in the UK and Canada to her consulting practice. The development of innovative, multi-sector approaches to support artists and arts organizations, cultural sector development, creative economy activation and sustainable and inclusive urban regeneration and creative placemaking is the centerpiece of her work.

A trusted adviser negotiating thoughtful, bespoke and innovative solutions to often complex problems, Pru navigates challenging, multi-dimensional projects with discretion, nuance and sound judgement.

- Respected leader with extensive public, private and non-profit experience from 30+ years as an executive, policy-maker, funder, programmer and educator in the cultural and creative industries.
- A trusted consultant for 20 years, and strategic adviser and coach with extensive experience advising cultural agencies and institutions, all tiers of government, creative industry, economic and community development agencies.
- Recognised thought leader and innovator in the development and implementation of actionable national, regional and local policy, strategy and plans to support inclusive sustainable creative placemaking and culture-led regeneration.
- Extensive experience in iterative, fast-moving environments, leading complex projects from inception to implementation while engaging and aligning the needs and interests of diverse stakeholders and building effective cross-sector partnerships.
- Persuasive communicator, expert facilitator and advocate for the transformative impact of the arts on the lives of individuals and communities.

As Vice President of [Artscape](#) and founding Director of its Creative Placemaking Lab, for ten years Pru led Artscape's consulting services, advising arts organizations and communities across Canada and internationally on cultural facility development and strategies to support creative placemaking. She also led the research, vision and program design, community and sector engagement and partnership development for major arts facilities in Toronto including [Daniel's Spectrum](#), [Artscape Launchpad](#) and [Artscape Weston Hub](#). Pru continues to advise Artscape in the role of Senior Fellow.

As an independent consultant in the UK, Pru advised all tiers of government, cultural agencies and institutions, regeneration and economic development partnerships, and arts organizations. Assignments included co-authoring London's first creative industries strategy and the first major analyses of and strategic policies to support the arts and cultural industries in the UK's south east and eastern regions; strategic advice to major multi-sector and multi-stakeholder regeneration initiatives including Europe's largest (Thames Gateway) and Kings Cross; advising Arts Council England on cultural infrastructure investment strategies relating to the National Lottery and the Heritage Lottery Fund in relation to policy development.

She brings to her work substantial experience as a policy maker in the UK's national arts funding system where she developed ground-breaking approaches to the arts and urban policy and practical professional experience as an arts centre manager, programmer and promoter as General Manager at [The Islington Arts Factory](#) and later as a General Manager at The Lilian Baylis Theatre at [Sadler's Wells Theatre](#).

Professional background

2014 - 2017	Vice President & Creative Placemaking Lab Director	Artscape Inc, Toronto, Canada
2009 - 2014	Director, Creative Placemaking Lab	Artscape Inc., Toronto, Canada
2007 - 2009	Senior Consultant	Artscape Inc., Toronto, Canada
1996 - 2007	Independent Consultant & Director of Research, DPA Ltd	London, UK
1989 - 1996	Senior Strategic Development Officer	London Arts Board, UK
1988 - 1989	General Manager, Lillian Baylis Theatre	Sadler's Well's Theatre, London, UK
1986 - 1988	Senior Arts and Entertainments Officer	London Borough of Islington, UK
1984 - 1986	General Manager	Islington Arts Factory, London, UK

Select studies

2016 - 17	Wilfred Laurier University Brantford Campus Master Plan, Creative Spaces Report [Wilfred Laurier University, Moriyama Toshima] (<i>lead consultant, author</i>)
2014 - 15	Domtar Lands Cultural Facility Development Study [Windmill Development Group and DREAM], (<i>strategic advisor, lead consultant, author</i>)
2014	Community Visioning and Feasibility Study for an Arts and Cultural Centre in Lawrence Heights [Toronto Community Housing/City of Toronto/Heights Development] (<i>lead consultant, author</i>)
2013	Creative Spaces Outside the Core Report [Creative Spaces Outside the Core] (<i>project lead, author</i>)
2011	Cultural and Creative Hubs in Priority Neighbourhoods: Feasibility Study for a Cultural/Creative Hub in Weston Mount Dennis [City of Toronto] (<i>lead consultant, author</i>)
2010	Advancing Toronto's Centre for Creative Sector Entrepreneurship [Artscape] (<i>lead consultant, author</i>)
2009	Tett Centre for Creativity Business Plan [City of Kingston] (<i>consultant, co-author</i>)
2009	Boyne River Outdoor Education Feasibility Study [TDSB] (<i>lead consultant, author</i>)
2008 - 9	Regent Park Arts and Cultural Centre, Feasibility and Implementation Strategy [Toronto Community Housing, the Daniels Corporation] (<i>lead consultant, author</i>)
2008	Culture Master Plan [City of Mississauga] (<i>consultant, co-author</i>)
2008 - 9	A Framework for Propelling Creative Enterprise in Liberty Village [TEDCO] (<i>consultant, co-author</i>)
2008	City of Vancouver Cultural Facilities Priorities Plan [City of Vancouver] (<i>consultant, co-author</i>)
2008	Convergence Centres; Building Capacity for Innovation [Convergence Project] (<i>consultant, co-author</i>)
2006	An Arts and Culture Strategy for the Cambridge Sub-Region [Cambridge, UK] (<i>research director, co-author</i>)
2004	Space for Creativity: East of England Creative and Cultural Industries Strategy [East of England Regional Cultural Consortium, UK] (<i>research director, co-author</i>)
2003 - 4	More than Bricks and Mortar: Training, Workforce Development and Business Support Activities in the Creative and Cultural Industries Sector [London, UK] (<i>research director, co-author</i>)
2003	Higher Education and the UK's Cultural Industries [British Academy, London, UK] (<i>research director, author</i>)
2003	Kings Cross: A Creative Gateway. A Creative and Cultural Industries Future for Kings Cross [Kings Cross Partnership, London, UK] (<i>research director, co-author</i>)
2003 - 4	Creative and Cultural Industries – An Economic Impact Study for South East England [South East of England Economic Development Agency, UK] (<i>research director, co-author</i>)
2002	Language as a Heritage Asset, Heritage Lottery Fund, UK
2000 - 1	Brighton and Hove: The Place to Be Creative [Brighton and Hove, UK] (<i>research director, co-author</i>)
2000	Culture and the City: Ten Ways to Make a Difference [Cultural Partners for London, UK] (<i>consultant, co-author</i>)
2000	Creative Energy: The Creative Industries in London's Economy [London Development Partnership, Government Office for London, UK] (<i>research director, co-author</i>)

Select strategic advice and coaching assignments

2017 - 18	Groundstory <i>Strategic advisor, governance, strategy and creative placemaking</i>
2017 - 18	Toronto Artscape Inc <i>Senior Fellow</i>
2017	Hullmark, Toronto <i>Mentor and coach to build creative placemaking capacity</i>
2017	BC Artscape <i>Mentorship and Coaching support to 17 Vancouver and BC-based arts organizations</i>
2016 - 17	The Bentway Conservancy, Toronto <i>Strategic Advice, mentorship, coaching and start-up incubation</i>
2016	BC Artscape <i>Mentorship and Coaching support to 11 Vancouver and BC-based arts organizations</i>
2015	BC Artscape <i>Mentorship and Coaching support to 17 Vancouver and BC-based arts organizations.</i>
2015	Spaceworks, New York City, NY <i>Mentor and coach, cultural facility development</i>
2015 - 16	City of Mississauga, Ontario <i>Mentor and coach, cultural facility development and creative placemaking</i>
2015	Town of Canmore, Alberta <i>Mentor and coach, creative placemaking</i>
2014 - 16	Tett Centre for Creativity and Learning <i>Mentor and coach, strategic planning and organizational development</i>
2013 - 14	Creative Spaces Outside the Core, City of Toronto <i>Project lead, process designer and facilitator</i>
2013 - 14	Holy Angels Arts and Cultural Centre <i>Advisor and coach, arts and cultural centre development</i>
2013	Spaceworks NYC <i>Mentor and coach, cultural facility development</i>
2013	City of Vancouver <i>Strategic advisor, process design and facilitator, creative placemaking</i>
2012 - 13	City of Brampton <i>Mentor and coach, adaptive re-use of Heritage Theatre</i>
2012	City of Vancouver <i>Mentor and coach to 5 cultural space developer organizations</i>
2011 - 2	City of Guelph <i>Mentor and coach to not-for-profit start up The Platform</i>
2011	Halifax Regional Municipality <i>Mentor and coach, cultural space development organizations</i>
2010	City of Edmonton <i>Mentor and coach to Arts Habitat Association of Edmonton</i>
2001 - 05	Thames Gateway London Partnership, UK <i>Strategic and policy advisor, culture and creative industries</i>
2001 - 04	Heritage Lottery Fund, London, UK <i>Policy advisor</i>
2001 - 2	Museums Library and Archive Council, London and the South East, UK <i>Policy advisor</i>
2001	Mayor of London, UK <i>Strategy advisor and author of draft chapters of the Mayor of London's Cultural Strategy</i>
2000 - 04	City of Brighton and Hove, UK <i>Strategic advisor, creative industries development</i>

Select recent speaking engagements, workshops and teaching

2012-2017	<i>Creative Placemaking Program</i> University of British Columbia Centre for Cultural Planning and Development. Pru designed, is the author of, and has for 6 years taught, Canada's only undergraduate level course in Creative Placemaking to some 250+ students from across the globe.
2017	The Role of Cultural Institutions in Placemaking Nxt City, Future Proof Symposium
2017	<i>Creative Placemaking Workshop</i> Knight Foundation and 880 Cities
2017	<i>Engaging Communities</i> Community Hubs Conference, Government of Ontario
2016	<i>Energizing Innovation and Placemaking on Granville Island</i> Project for Public Spaces & Brookings Institute
2016	<i>Strategic Planning Workshop</i> Tett Centre for Creativity and Learning
2016	<i>Beyond Known Boundaries: Building Space for Ideas</i> Forms Festival, Toronto
2015	<i>Not Quite the Wild West; creative placemaking in Toronto's West Queen West District</i> London Meeting, World Cultural Districts Forum
2015	<i>Building Creative Capital</i> Shanghai Symposium, World Cities Culture Forum
2015	Creative Placemaking Masterclass School of Creative Studies, Shanghai Theatre Academy
2015	<i>Creative Placemaking Keynote</i> Building Opportunities Conference, Non-Profit Centres Network, Vancouver

2015	<i>Creative Placemaking</i> Creative Catalyst Symposium, Ryerson University, Toronto
2014	<i>Lesson in Creative Placemaking</i> Creative Collingwood Symposium, Collingwood, Ontario
2014	<i>Intersection</i> Social Entrepreneurship and Indigenous Art, OCADU, Toronto, Ontario2014
	<i>Creative Placemaking in Canada</i> Creative Cities Network of Canada Summit, Hamilton
2014	<i>Working with Community</i> Staging Sustainability Conference, Toronto
2013	<i>Beyond Bricks and Mortar-Creative Infrastructure, Transformed Communities</i> Culture Grows Here Conference, City of Barrie
2013	<i>Creative Placemaking</i> Building Opportunities: The Non-profit Shared Space & Services Conference, City of Denver
2013	<i>Shared Spaces, Shared Vision: Building Partnerships for Community Cultural Hubs</i> United Way Community Hubs Event, Toronto
2012	<i>Planning, Vision and Market Assessment for Impact</i> Sharing Space, Sharing Success: Innovative Workspaces for Social Good, Tides Canada, Toronto
2012	<i>Creative Places and Spaces</i> The Creative City Lecture Series, Vancouver Art Gallery
2012	<i>Innovative Financing and Partnership Models to Support the Growth of Creative Industries</i> Cultivating and Sustaining Your Creative Economy, The Strategy Institute

Education

University of Cambridge, England. BA (Hons) History (1984), MA (1989).
