

## This place I call home ...

**This was the slogan for a campaign to create a new inclusive sense of identity in post-apartheid Cape Town.**

It is useful to introduce the idea that an image of a place is important to its development, and that the place we live becomes part of our own identity. Image and a sense of belonging may seem vague, but they are powerful tools for development.

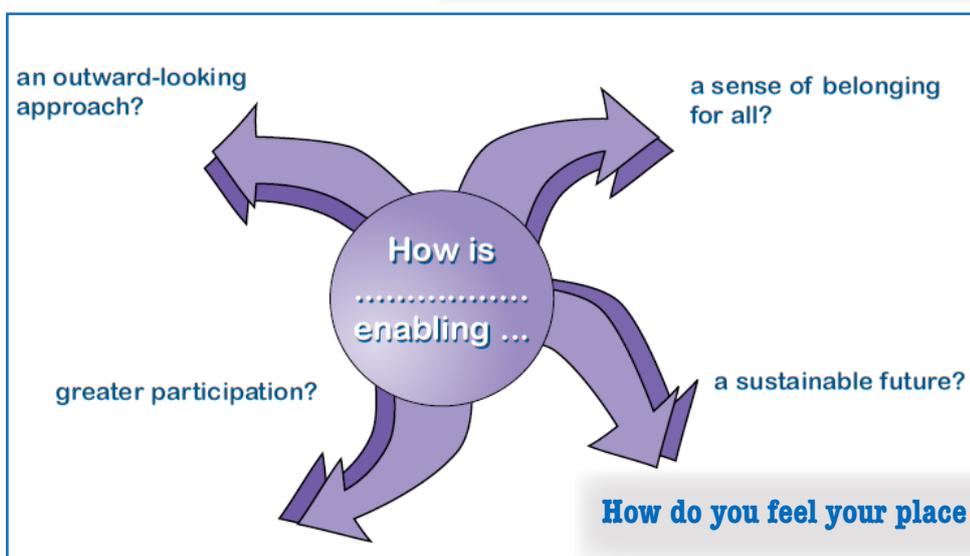
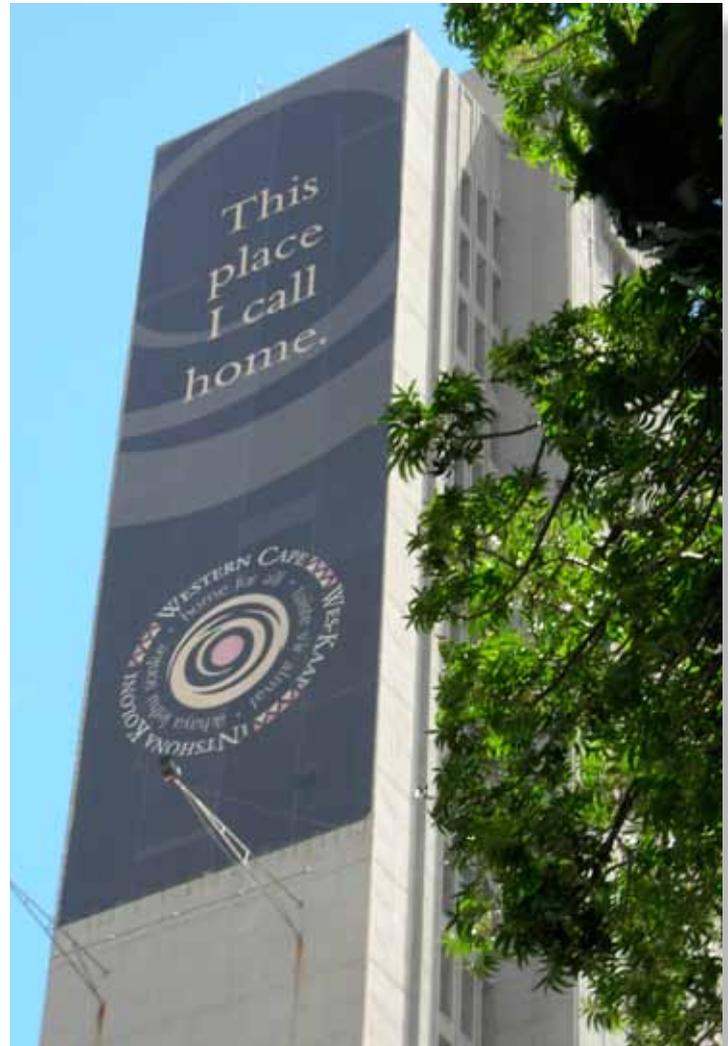
The image of a place is important to those living there, to those visiting and as a way of securing interest and investment. This section explores this idea through four activities:

1. Identity and connections
2. Building citizenship,
3. Projecting an image
4. Images to issues.

### 1. Identity and connections [\[link\]](#)

offers activities to explore the significance of identity. It then offers a framework for reviewing ways that we are connected to other places.

**2. Building citizenship** in your 'global town or city [\[link\]](#) builds on this by exploring collective aspirations for a place to improve .... Cities all over the world are, for example, working on the need for sustainable development.



## 3. Projecting an image ...

Think of a city ... what words come to mind?

### Cardiff - the place to come

Cities are places of change. They invest in their image both to build community and citizenship and to attract investment from all over the world. Cardiff, the capital of Wales, with recent projects linked to devolution such as the new Assembly building is on that world stage with many other cities.

### What image are they projecting?

Review the film clip **'The capital opportunity'**. What key words are used? ... list as many as you can.

[http://www.youtube.com/watch?v=0cYC3p\\_gkaY&feature=player\\_embedded](http://www.youtube.com/watch?v=0cYC3p_gkaY&feature=player_embedded)

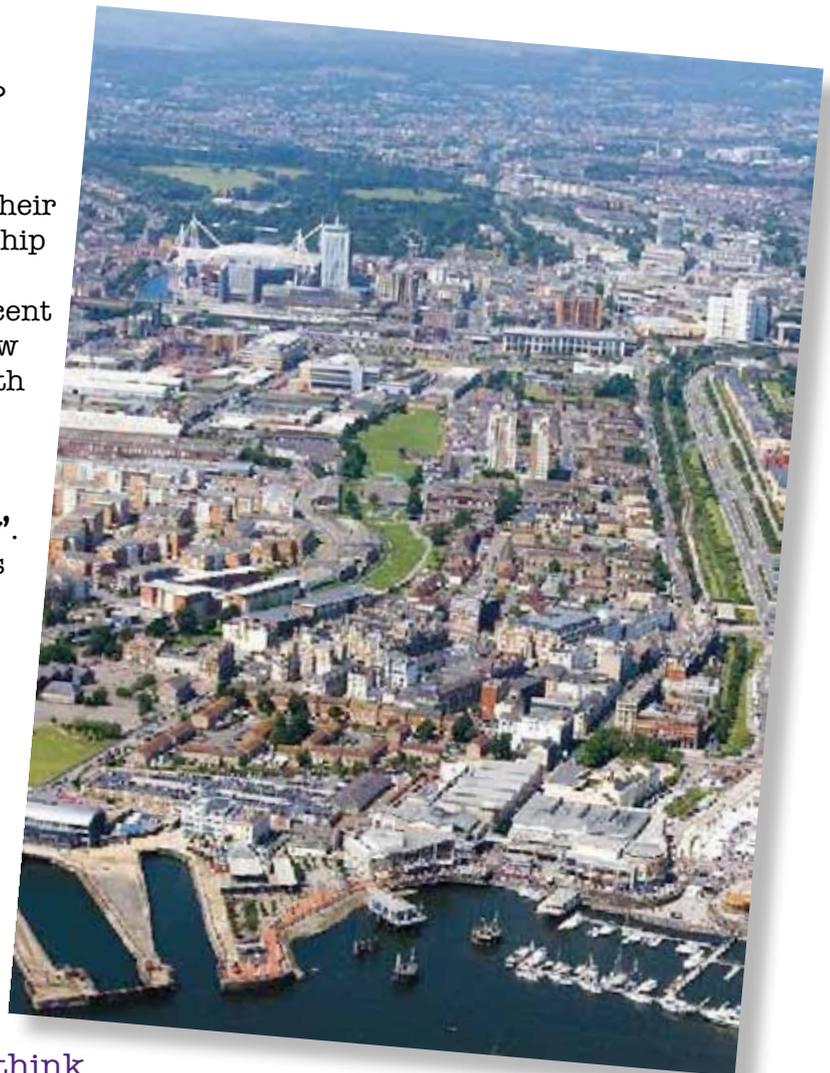


Image from  
10 Reasons to  
invest in Cardiff

- beautiful
- edge
- multicultural
- best
- grow
- warm
- people friendly
- buoyant
- vibrant
- work ethic
- All list
- sport
- culture
- shopping
- easy to get about
- cycling
- fast
- top university
- top schools
- go
- great place
- lot to do
- more successful
- big events
- hotels
- conference venue
- media centre
- happening place
- leading edge
- best
- love it

### What do you think would be good reasons for investing in Cardiff?

Now review **'10 Reasons for Investing in Cardiff'**. It is an online magazine. How is it the same, how different from your list?

Review:

[http://issuu.com/visitcardiff/docs/top\\_10\\_reasons\\_to\\_invest\\_in\\_cardiff\\_brochure?mode=embed&layout=http%3A%2F%2Fskin.issuu.com%2Fv%2Fflight%2Flayout.xml&showFlipBtn=true](http://issuu.com/visitcardiff/docs/top_10_reasons_to_invest_in_cardiff_brochure?mode=embed&layout=http%3A%2F%2Fskin.issuu.com%2Fv%2Fflight%2Flayout.xml&showFlipBtn=true)

**Location**  
**Workforce**  
**Economy**  
**Competitive**  
**Welcoming**

**Universities**  
**Communication**  
**Launch pad ... future**  
**Property**  
**Lifestyle**



## 4. Images to issues ...

- ? How were the words and ideas discussed in the activities about 'building citizenship in your global place' different from those given priority in the profile of Cardiff?
- ? What are the issues behind the images? Can online newspapers help identify different perspectives?
- ? If cities all over the world are projecting similar images, what are the implications for investment in a place like Cardiff?
- ? What can we find from websites about other cities to help explore this?

These are some of the questions that can help connect enquiry about a city in our own part of the world, to those in other places.

- ? What are the things we have in common?
- ? What are the differences?

A group of teachers developed a framework **[Link]** ... to support enquiry using websites including case studies of ...

Stockholm [Sweden], Nairobi [Kenya], Mumbai [India], Cape Town [South Africa], Birmingham [UK] and Curitiba [Brazil].

Examples from:

<http://www.walesonline.co.uk>

### **CARDIFF RESIDENTS CONSIDERING**

**ECO-HOUSING OPTION**

**PLANS FOR CARDIFF £160M**

**CENTRAL BUSINESS DISTRICT DEVELOPMENT**

**TRANSPORT LINKS NEED TO BE CONSIDERED**

**HOMEOWNERS UNITED AGAINST**

**PONTCANNA PINE SUPERMARKET DEVELOPMENT**

**CARDIFF IN 2020: AN INDEPENDENT VISION**

### **CONFERENCE LOOKS AT 'CITY REGION' PROPOSAL FOR CARDIFF**

**NEW VISION FOR CARDIFF'S DEVELOPMENT**

**TO BE DEBATED**

**CARDIFF LOCAL DEVELOPMENT PLAN**

**DELAYED AGAIN**

**TO ENSURE IT 'PASSES SOUNDNESS TEST'**

### **TOURISM WORTH £4.2BN TO WALES WITH CARDIFF ACCOUNTING FOR ONE QUARTER OF TOTAL, NEW FIGURES SHOW**



Visitors from Hong Kong by Cardiff Castle

“

Tourism in Wales has long been associated with the thousands who flock to the nation's beaches, hills and mountains every year.

Yet new figures have revealed that the biggest contributor to Wales' tourism industry is now the capital, Cardiff.

”

What are the implications for other places in Wales?

from Wales online October 24<sup>th</sup> 2011

Ideas developed by: Scott Sinclair, Cyfanfyd esdgc schools network [Wales]

