

**TEDx**

# Macclesfield

x = independently organized TED event

**2018**



# WELCOME TO TED<sup>x</sup> MACCLESFIELD

Lynne Jones and Jude D'Souza

*Organisers*

Thank you for joining us at the first ever TED<sup>x</sup> Macclesfield!

Our town has been undergoing a cultural renaissance in the last decade, which has helped put Macclesfield on the map. Musing about what the next step of that journey might look like, we realised that the TED<sup>x</sup> talks we found so engaging could further energise the town by sharing big ideas in ways that could both educate and motivate. In addition to tackling existing issues with wit and insight, it provided an opportunity to highlight just how much amazing work is already taking place within our postcode!

It has been nine months since the initial idea for the event you are about to be a part of. During that time, we have been on a whirlwind adventure delving into a wide range of topics, meeting an array of fascinating people and discussing all manner of intriguing ideas. None of this would have been possible without their enthusiasm, the generous support of our sponsors or the incredible talent, passion and dedication of our phenomenal volunteers.

We hope that the talks will open your mind and change your perspectives, inspiring you to put new ideas into practice and perhaps come together to continue moving Macclesfield forward...

## WHAT IS TED?

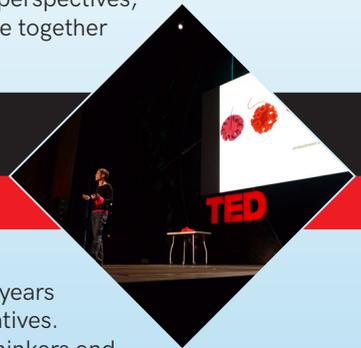
Ideas Worth Spreading

**TED is a nonprofit organisation devoted to Ideas Worth**

**Spreading.** Started as a four-day conference in California 30 years ago, TED has grown to support its mission with multiple initiatives.

The two annual TED Conferences invite the world's leading thinkers and doers to speak for 18 minutes or less. Many of these talks are then made available, for free, at TED.com. TED speakers have included Bill Gates, Jane Goodall, Bill Clinton, Elizabeth Gilbert and Sir Richard Branson.

The annual TED Conference takes place each spring in Vancouver, British Columbia. TED's media initiatives include TED.com, where new TED Talks are posted daily; the Open Translation Project, which provides subtitles and interactive transcripts as well as translations from volunteers worldwide; and the educational initiative TED-Ed. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world get help translating their wishes into action; TEDx, which supports individuals or groups in hosting local, self-organised TED-style events around the world; and the TED Fellows programme, helping world-changing innovators from around the globe to amplify the impact of their remarkable projects and activities.



# PARTNERS

Huge thanks to our partners who have made TED<sup>x</sup> Macclesfield possible through their financial sponsorship or 'in-kind' support:

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McCann Complete Medical is an international group of expert agencies delivering medical communications, regulatory support, customer insight, evidence generation and strategy development, with global headquarters in Macclesfield.

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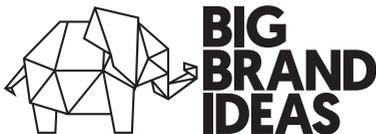
APS is a fully integrated events agency which creates, technically manages and produces events and conferences on a global scale, based in Cheadle. APS are technical producers of TED<sup>x</sup> Macclesfield.

[WWW.THINKAPS.COM](http://WWW.THINKAPS.COM)



Blue Beck is one of the pioneers of online and mobile games, producing games and apps for the most eminent brands and publishers in the world. They provide cutting-edge technology across any platform and are based in Macclesfield.

[WWW.BLUEBECK.CO.UK](http://WWW.BLUEBECK.CO.UK)



Big Brand Ideas are a digital marketing agency and customer engagement agency based in Macclesfield. Big on ideas, intelligent engagement, connecting with people, developing insights and building relationships.

[WWW.BIGBRANDIDEAS.CO.UK](http://WWW.BIGBRANDIDEAS.CO.UK)

Particular thanks to Macclesfield Town Council for their support

[WWW.MACCLESFIELD-TC.GOV.UK](http://WWW.MACCLESFIELD-TC.GOV.UK)



# PROGRAMME

10:00	Introduction	<i>Geoff Bird</i>
	How to change a community with one simple question	<i>Emmanuel Botwe</i>
	Curbing supermarket abuses: is punishment the answer?	<i>Christine Tacon</i>
	Rethinking the story of mental illness	<i>Clay Nikiforuk</i>
10:50	<b>BREAK</b>	
11:00	Video: The agony of trying to unsubscribe	<i>James Veitch</i>
	Usership: Fashion beyond consumerism	<i>Kate Fletcher</i>
	Performance	<i>Charles Ormrod</i>
	Why some towns thrive and others don't	<i>Cathy Parker</i>
11:50	<b>REFRESHMENT BREAK</b>	
12:25	Video: Why the pencil is perfect	<i>Caroline Weaver</i>
	Changing spending, changing lives	<i>Matthew Baqueriza-Jackson</i>
	Performance	<i>Pete Mason</i>
	We need to talk about nature	<i>Sarah Bird and Rowan Hoban</i>
	How the world is coming together to build a time machine	<i>Mathieu Isidro</i>
13:20	Closing remarks	<i>Geoff Bird</i>

## EVENT HOST

**Geoff Bird**

*Radio Producer, BBC*



@garthurb



Geoff Bird is a BBC Radio producer and reporter who has made over a hundred documentaries on subjects ranging from confidence to cock-fighting and mermaids to marginalia. He has also worked as a bookseller, lecturer and children's author, and lives with his family in Macclesfield.



# HOW TO CHANGE A COMMUNITY WITH ONE SIMPLE QUESTION



**Emmanuel Botwe**

*Headteacher, Tytherington School*

Emmanuel Botwe was born, raised and educated in South London and is currently Head Teacher at Tytherington School, Macclesfield. He attended a comprehensive school and went to Corpus Christi College, Oxford, where he gained a First Class degree in politics, philosophy and economics. Turning down an opportunity to join the Home Office, Emmanuel chose to work with young people instead. Prior to moving north with his wife and two daughters in 2015, he was Deputy Headteacher for Raising Standards at an Outstanding School in South Oxfordshire. Since he joined, Tytherington School has undergone a transformation: Ofsted described his leadership as having brought a "new climate of change and innovation". Manny's outside interests revolve around his beloved Arsenal Football Club, reading and listening to new music.



# CURBING SUPERMARKET ABUSES: IS PUNISHMENT THE ANSWER?

**Christine Tacon**

*UK Groceries Code Adjudicator*



@ChristineTacon

Christine Tacon was appointed as the first Groceries Code Adjudicator in 2013, regulating how the 10 largest grocery retailers treat their suppliers. She is working to achieve behaviour change and a more equitable relationship between supermarkets and suppliers, through persuasion and the promotion of good practices. Driven by a desire for efficiency and fairness, Christine is forging a modern form of regulation, focusing on building strong contacts with retailers to raise issues brought to her attention.

Christine trained as a Chartered Engineer and spent 12 years in sales and marketing. Her early career was with Coats Viyella, Mars Confectionery, Anchor and Vodafone. For 11 years she ran the Co-op's farming business and was awarded a CBE for services to agriculture in 2004. She lives with her family in Macclesfield, Cheshire.



# RETHINKING THE STORY OF MENTAL ILLNESS

**Clay Nikiforuk**

*Writer and performer*



@ClayNikiforuk



Clay Nikiforuk is a Canadian writer, performer and perpetual student living in both the UK and Canada. With the aim of investigating social and political issues through story, humour and research, Clay completed an MA at Goldsmiths, University of London in postcolonial culture and global policy and conducted primary research into humour and Islamophobia.

In 2017, Clay ran and compered Macc Laughs, a monthly stand-up comedy night in Macclesfield, and is taking the stand-up show 'Fun to be Around' to the Edinburgh Festival Fringe. As part of an artist residency in Vancouver, Clay recently co-created and performed a dance-theatre piece 'Life, Blood, Water', exploring reproductive choices. Macclesfield was Clay's first UK home.

# USERSHIP: FASHION BEYOND CONSUMERISM

**Professor Kate Fletcher**

*Researcher, Author, Consultant and Design Activist*



@katefletcher



For more than two decades, Kate Fletcher's work has shaped the field of fashion and sustainability, and even come to define it. Rooted in nature's principles and the creative potential of design, her projects in research, business and education pioneer ideas and actions that lead to radical change. Kate is Research Professor in the Centre for Sustainable Fashion, University of the Arts, London. She also sits on the steering group of the All Party Parliamentary Group on Ethics and Sustainability in Fashion at the House of Lords.

Kate has authored five books and more than 60 scholarly and popular publications. Her work was recently published by the *Philosophical Transactions of the Royal Society A* and featured in the fashion magazine *Marie Claire*. She lives with her family in Bollington, Cheshire.



## WHY SOME TOWNS THRIVE AND OTHERS DON'T



**Professor Cathy Parker**

*Chair, Institute of Place Management*



**@profcathyparker**

Cathy Parker is Chair of the Institute of Place Management, the professional body for those developing, managing and making places better. She is also Professor of Marketing and Retail Enterprise at Manchester Metropolitan University Business School, where she leads a number of projects on retailing, marketing and placemaking - the design, planning and management of public spaces. These include the Economic and Social Research Council High Street 2020 project, which supported town centre change in ten UK locations.

Cathy is also Editor-in-Chief of the *Journal of Place Management* and is Visiting Professor at the University of Tasmania and the Higher School of Economics, Russia. She is widely published and has presented her research at conferences worldwide. Cathy has recently moved to Macclesfield, Cheshire.

## CHANGING SPENDING, CHANGING LIVES



**Matthew Baqueriza-Jackson**

*Deputy CEO, Centre for Local Economic Strategies*



**@mattjackson170**

Matthew Baqueriza-Jackson is Deputy CEO of the Centre for Local Economic Strategies (CLES), an independent think-tank focused on progressive economics for people and places. Matthew has led work tackling inequality by seeking to ensure that local investment brings maximum economic, social and environmental benefit locally. He co-designed the 'Preston Model' of 'community wealth building' with colleagues at CLES and Preston City Council.

Matthew is a leading expert on equitable procurement policy in Europe, a strategic advisor to the EU Urban Agenda Partnership, and chairs the Greater Manchester Social Value Network. After 13 years, he is leaving CLES to become a writer and policy adviser. Matthew grew up in Macclesfield, is a long-term fan of Macclesfield Town Football Club and plays cricket for Pott Shrigley.





## WE NEED TO TALK ABOUT NATURE

**Sarah Bird and Rowan Hoban**

*Directors, Wild Rumpus*



@\_wildrumpus

Sarah Bird (left) and Rowan Hoban set up the multi-award-winning Just So Festival in 2009 to create a spellbinding weekend where families could play, dance and create together. Their social enterprise, Wild Rumpus, has grown into a thriving organisation and a leading voice in outdoor arts. They produce large-scale events, often in wild natural landscapes and believe that when people engage in high-quality arts together in the great outdoors something amazing happens.

Sarah started out as a bookseller and managed stores for Waterstones; Rowan worked in science communication, including at the Royal Institution. They are now based at The Whirligig – a horse box, round house and treehouse in a Cheshire woodland – and live with their families in Macclesfield, Cheshire.



## HOW THE WORLD IS COMING TOGETHER TO BUILD A TIME MACHINE

**Mathieu Isidro**

*Deputy Communications & Outreach Manager, SKA*



@matisidro

Growing up in Polynesia, and with grandparents from the Australian outback and the countryside of Southern France, Mathieu Isidro has had his eyes on the skies since childhood. Although not an astronomer, he is a passionate science communicator. His work explaining and engaging the public with astronomy has taken him all over the world, from the Chilean Andes to Hawaii's mountaintops, South Africa's Karoo and rural India, to share the wonders of the universe and the machines we build to study it.

A Fellow of the Royal Astronomical Society, Mathieu is part of a global effort to build the world's largest radio telescope, the Square Kilometre Array, with its headquarters at the famous Jodrell Bank Observatory. Together with his Alaskan Malamute, Kepler, he now calls Macclesfield home.



# PERFORMERS

## Charles Ormrod

*Session musician and piano teacher*

@charlesormrod



Charles Ormrod is a pianist, composer and piano tutor based in Macclesfield. He performs alongside local Americana/rock band Field Manual, songwriter Ben Gorb, and in jazz, blues and soul groups of various sizes and volumes. He is currently working on an album of original piano works and looks forward to performing at this year's Edinburgh Fringe.

## Peter Mason

*Musician, tutor and co-owner Mash Guru*

@Mashgurutweets



Peter Mason was a hired guitar for a number of successful Manchester bands during the 1990s. With Jane Birch, he now runs (and regularly plays at) Macclesfield's premier music venue, MASH Guru, a quirky bar with the best of retro music, live and on vinyl.

# ORGANISERS

## Lynne Jones & Jude D'Souza



**Lynne** is a current affairs documentary maker and investigations editor with more than 25 years' experience at the BBC. Now a freelance executive producer for Radio 4, she also works with audio company Podcastable. In 2009, she co-founded the Macclesfield Barnaby Festival, now a much-lauded arts organisation and charity, where she served as Chair of Trustees until 2016. During this time she worked with **Jude**, a former Barnaby trustee and presentation specialist, who manages the global presentations team at McCann Complete Medical. A poet and occasional writer/director, he regularly organises local spoken-word events, film screenings and original performances under the banner of Entropy Events.



# THANKS & ACKNOWLEDGEMENTS

## THANKS TO OUR SUPPORTERS...

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## ... AND TO OUR AMAZING TEAM OF VOLUNTEERS



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Philippa Beksa

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