# Together Culture
## CAMBRIDGE

Together Culture

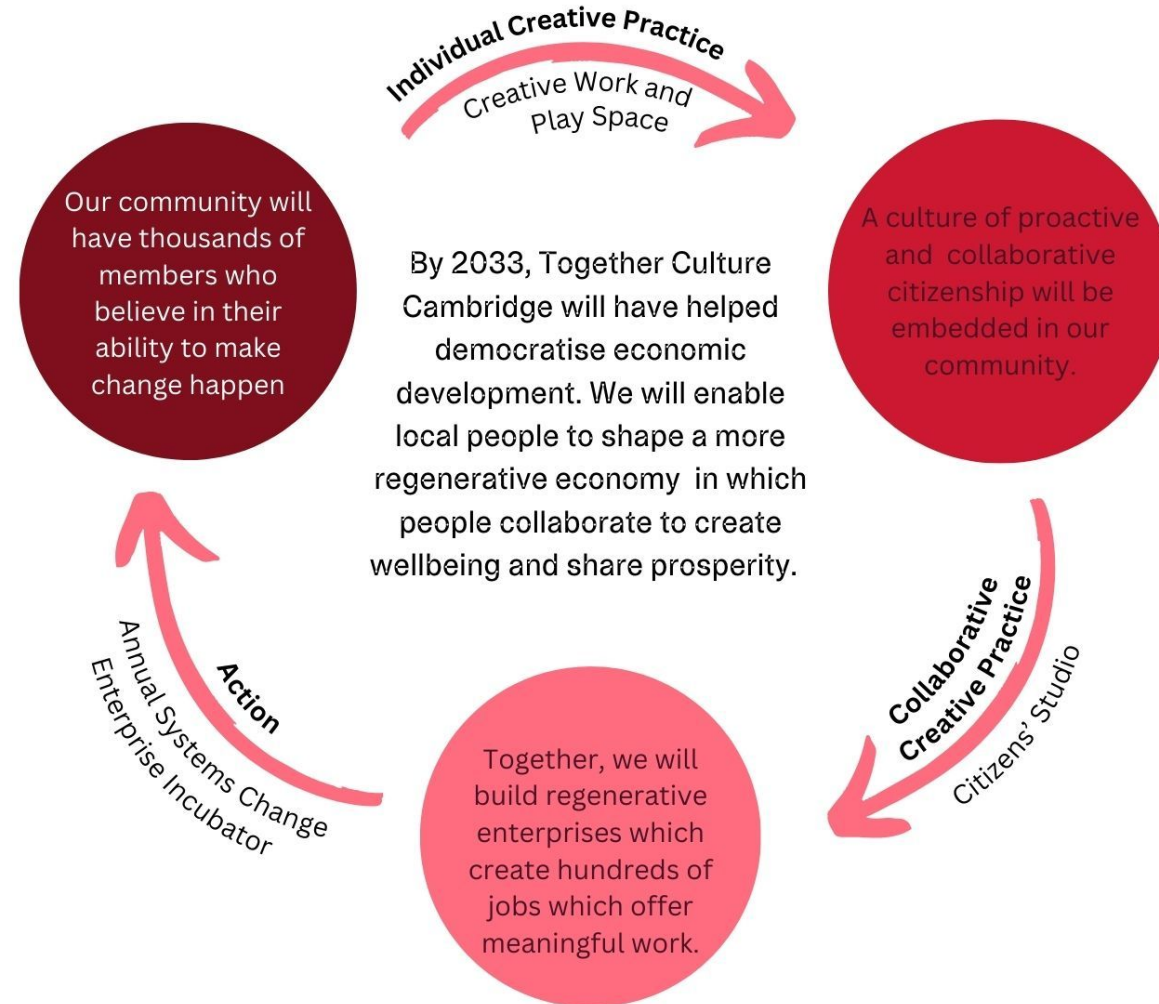Software application requirements

## WHAT IS TOGETHER CULTURE?

Together Culture builds community, fosters a proactive culture, and turns ideas into action.

We do this to shape our economy to ensure it supports everyone's wellbeing.

We're a community interest company that's gathering the people, shaping the processes, holding the framework, and building the spaces to enable a regenerative economy.

# Our Theory of Change

**Individual Creative Practice**
Creative Work and Play Space

Our community will have thousands of members who believe in their ability to make change happen

By 2033, Together Culture Cambridge will have helped democratise economic development. We will enable local people to shape a more regenerative economy in which people collaborate to create wellbeing and share prosperity.

A culture of proactive and collaborative citizenship will be embedded in our community.

**Action**
Annual Systems Change Enterprise Incubator

**Collaborative Creative Practice**
Citizens' Studio

Together, we will build regenerative enterprises which create hundreds of jobs which offer meaningful work.

**Together Culture CAMBRIDGE**

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# TOGETHER CULTURE DESIGNS FOR REGENERATIVE COMMUNITY TO EMERGE

- Our User Journey

- Membership model starts at £18.50 p/month. *(For every 100 full paying members there are 25 'pay what you can'.)*

- Some members hold keys, starting from £45 p/month.

- All products and services enable members to make valuable contributions

- Engagement builds capacity; entrepreneurial skills, and paid work

- The process shapes markets in the sharing, caring, experience, creative, and learning economies



Community Roles

Products That Enable Service

Together Culture Members
Together Culture Helpers
Community Development Board
Creative Economy Co-Designers
Founders
Hold framework

Community and Creative Workspace
Memberships and Programming
Creative Economy Work
Jobs in service to community
Citizens' Studio & Participatory Democracy Process
Ideas market and incubator

Experiment
Collaborate
Help Others
Turn Up

Co-Design
Co-Create

Living Book / Culture
Values + Behaviours + Skills

Collaborative Sphere of Influence

# DATA

## COMMUNITY

300 Members

25% financial hardship, 25% BAME, Aged 22 - 72

Workspace / Community Hub / Café in one

93 Events run by members for members

110 Events curated by TC

1500 people attended

# Together Culture Objectives 2025

## Deepen the Commitment of The Early Adopter Community

Ensure 50% of Year 1 Members are participating in Co-Creation or Co-Design roles

Programming in line w/ Departments : Caring, Sharing, Learning, Working, Happening

Expand Premises to 56 Burleigh Street & Improve 5 Fitzroy Street

Embed Membership Model 2.0

- Embed Living Book 2.0 with online workshop options

- Inclusive Access to Wellbeing for Change & Business Unusual

- Launch Theory of Change Cycle 2.0, with Year 1 members deciding question

- Launch Full Year of Rituals / Seasons of Change
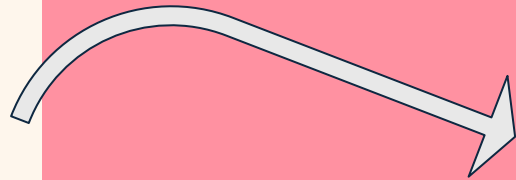
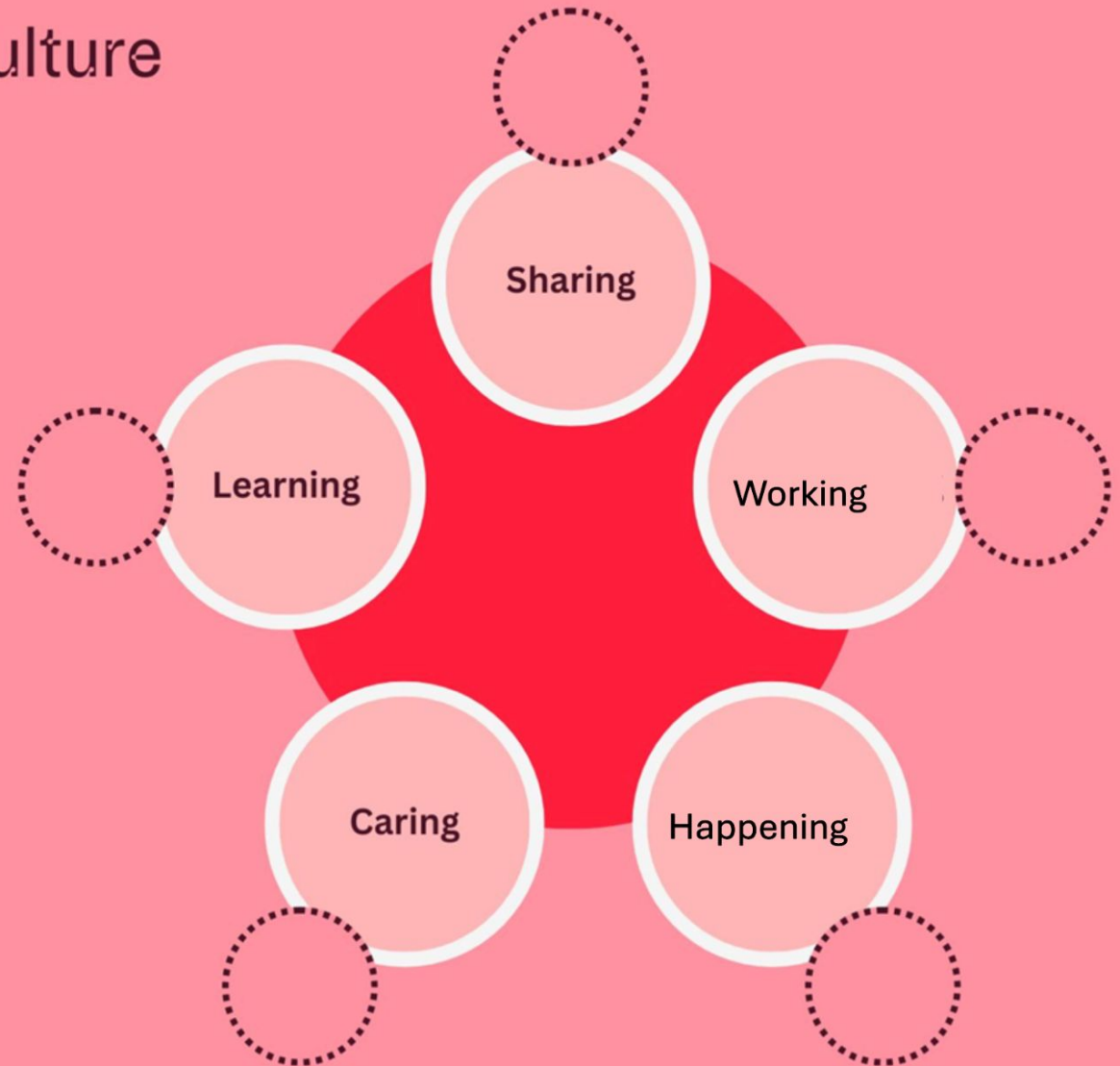| | A | B | C | D | E | F | G | H | I | J | K | L |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | # | Check-In | Type | Name | Phone | Email | Company | Department | ID Number | Check-Out | Duration | |
| 2 | 1 | 07/29/2024 6:53 | qr | Joe Bloggs | | Joe.Bloggs@gmail.com | | | | 07/26/2024 15:4 | 1 hour after | |
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E10

| Order ID | Order Date | Attendee Status | First Name | Surname | Email | Event Name | Ticket Qu | Ticket Type | Ticket Price | Buyer First Name | Buyer Last Name | Buyer Email | Currency |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 9946315359 | 7/3/24 1:38 PM | Attending | | | | Crochet and Mindfulness | 1 | Public ticket | 0 | | | | GBP |
| 9951950889 | 7/4/24 8:04 AM | Attending | | | | Tsuru: Create a Crane Ornament for Your Space! | 1 | Member ticket | 0 | | | | GBP |
| 9952485289 | 7/4/24 10:55 AM | Attending | | | | Tsuru: Create a Crane Ornament for Your Space! | 1 | Member ticket | 0 | | | | GBP |
| 9952487179 | 7/4/24 10:56 AM | Attending | | | | Foraging Walk | 1 | Member ticket | 0 | | | | GBP |
| 9953416059 | 7/4/24 2:54 PM | Attending | | | | Lunch and Learn About Together Culture | 1 | Non-member ticket | 0 | | | | GBP |
| 9955813459 | 7/4/24 10:11 PM | Attending | | | | Foraging Walk | 1 | Public ticket | 0 | | | | GBP |
| 9959243209 | 7/5/24 3:11 PM | Attending | | | | Turn Up and Write | 1 | Member ticket | 0 | | | | GBP |
| 9959317709 | 7/5/24 3:25 PM | Attending | | | | Turn Up and Write | 1 | Member ticket | 0 | | | | GBP |
| 9959396709 | 7/5/24 3:40 PM | Attending | | | | Turn Up and Write | 1 | Member ticket | 0 | | | | GBP |
| 9964175559 | 7/6/24 10:52 AM | Attending | | | | Foraging Walk | 1 | Public ticket | 0 | | | | GBP |
| 9966739039 | 7/6/24 9:33 PM | Attending | | | | Open Studio Weekend | 1 | Public ticket | 0 | | | | GBP |
| 9966739039 | 7/6/24 9:33 PM | Attending | | | | Open Studio Weekend | 1 | Public ticket | 0 | | | | GBP |
| 9966739039 | 7/6/24 9:33 PM | Attending | | | | Open Studio Weekend | 1 | Public ticket | 0 | | | | GBP |
| 9972376099 | 7/8/24 4:09 AM | Attending | | | | Tsuru: Create a Crane Ornament for Your Space! | 1 | Public ticket | 0 | | | | GBP |
| 9973718059 | 7/8/24 12:16 PM | Attending | | | | Crochet and Mindfulness | 1 | Public ticket | 0 | | | | GBP |
| 9973718059 | 7/8/24 12:16 PM | Attending | | | | Crochet and Mindfulness | 1 | Public ticket | 0 | | | | GBP |
| 9977380669 | 7/8/24 10:47 PM | Attending | | | | Open Studio Weekend | 1 | Public ticket | 0 | | | | GBP |
| 9979295049 | 7/9/24 6:54 AM | Attending | | | | Foraging Walk | 1 | Public ticket | 0 | | | | GBP |
| 9979972959 | 7/9/24 10:54 AM | Attending | | | | Tsuru: Create a Crane Ornament for Your Space! | 1 | Member ticket | 0 | | | | GBP |
| 9982344739 | 7/9/24 6:32 PM | Attending | | | | Turn Up and Write | 1 | Public ticket: pay what you can | 5 | | | | GBP |
| 9983000799 | 7/9/24 8:20 PM | Attending | | | | Crochet and Mindfulness | 1 | Public ticket | 0 | | | | GBP |
| 9985985359 | 7/10/24 8:21 AM | Attending | | | | Lunch and Learn About Together Culture | 1 | Non-member ticket | 0 | | | | GBP |
| 9987196299 | 7/10/24 1:51 PM | Attending | | | | Watercolour Painting Course: Learn to paint abstract watercolour landscapes | 1 | Member ticket | 5 | | | | GBP |
| 9991197049 | 7/11/24 12:39 AM | Attending | | | | Foraging Walk | 1 | Public ticket | 0 | | | | GBP |
| 9991197049 | 7/11/24 12:39 AM | Attending | | | | Foraging Walk | 1 | Public ticket | 0 | | | | GBP |
| 9992599379 | 7/11/24 6:33 AM | Attending | | | | Open Studio Weekend | 1 | Public ticket | 0 | | | | GBP |
| 9992599379 | 7/11/24 6:33 AM | Attending | | | | Open Studio Weekend | 1 | Public ticket | 0 | | | | GBP |
| 9992970549 | 7/11/24 8:57 AM | Attending | | | | Foraging Walk | 1 | Public ticket | 0 | | | | GBP |
| 9993848669 | 7/11/24 12:53 PM | Attending | | | | Open Studio Weekend | 1 | Public ticket | 0 | | | | GBP |
| 9993848669 | 7/11/24 12:53 PM | Attending | | | | Open Studio Weekend | 1 | Public ticket | 0 | | | | GBP |
| 9997319999 | 7/11/24 9:52 PM | Attending | | | | Turn Up and Write | 1 | Member ticket | 0 | | | | GBP |
| 9997347249 | 7/11/24 9:57 PM | Attending | | | | Monthly Restorative Rest with Antoinette | 1 | Member ticket | 0 | | | | GBP |

Data

| | A | B | C | D | E | F | G | H | I |
|---|---|---|---|---|---|---|---|---|---|
| 1 | Record ID | First Name | Last Name | Email | Membership Status | Join date | Expiry date | Street Address | Waiting list |
| 2 | 203252 | | | | Founding Member | 2023-09-20 | 2024-09-20 | | Yes |
| 3 | 162551 | | | | Founding Member | 2023-09-20 | 2024-09-20 | | |
| 4 | 176502 | | | | Founding Member | 2023-09-20 | 2025-04-22 | | |
| 5 | 176501 | | | | Founding Member | 2023-08-01 | 2024-08-01 | | |
| 6 | 186601 | | | | Founding Member | 2023-07-25 | 2024-07-25 | | |
| 7 | 163201 | | | | Founding Member | 2023-07-02 | 2024-07-02 | | |
| 8 | 163151 | | | | Founding Member | 2023-07-02 | 2025-04-22 | | |
| 9 | 158901 | | | | Founding Member | 2023-06-28 | 2024-06-28 | | |
| 10 | 27702 | | | | Founding Member | 2023-06-26 | 2024-06-26 | | |
| 11 | 150751 | | | | Founding Member | 2025-04-22 | 2024-06-20 | | |
| 12 | 130901 | | | | Founding Member | 2023-06-12 | 2024-06-12 | | |
| 13 | 144051 | | | | Founding Member | 2023-06-12 | 2024-06-12 | | |
| 14 | 144001 | | | | Founding Member | 2023-06-10 | 2024-06-10 | | |
| 15 | 143951 | | | | Founding Member | 2023-06-10 | 2024-06-10 | | |
| 16 | 143101 | | | | Founding Member | 2023-07-07 | 2024-07-07 | | |
| 17 | 22101 | | | | Founding Member | 2023-04-01 | | | |
| 18 | 136851 | | | | Founding Member | 2023-06-03 | 2024-06-03 | | |
| 19 | 135251 | | | | Founding Member | 2023-06-01 | 2024-06-01 | | |
| 20 | 132901 | | | | Founding Member | 2023-05-31 | 2024-05-31 | | |
| 21 | 132101 | | | | Founding Member | 2023-05-30 | 2024-05-30 | | |
| 22 | 128301 | | | | Founding Member | 2023-05-24 | 2024-05-24 | | |
| 23 | 123151 | | | | Founding Member | 2023-05-14 | 2024-05-14 | | |
| 24 | 121651 | | | | Founding Member | 2023-05-11 | 2024-05-11 | | |
| 25 | 120901 | | | | Founding Member | 2023-05-10 | 2024-05-10 | | |

Founding Members

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| | A | B | C | D | E | F | G | H | I | J | K | L | M | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | Email Address | First Name | Last Name | Address | Phone Number | Birthday | Website | MEMBER_RATII | OPTIN_TIME | OPTIN_IP | CONFIRM_TIME | CONFIRM_IP | LATITUDE | LC |
| 2 | | | | | | | | 2 | 2023-04-18 4:08 | 8.36.86.51 | 2023-04-18 4:08 | | 51.47 | -0 |
| 3 | | | | | | | | 2 | 2024-03-12 13:0 | | 2024-03-12 13:0 | | | |
| 4 | | | | | | | | 2 | 2023-10-18 9:55 | 193.237.173.47 | 2023-10-18 9:55 | | | |
| 5 | | | | | | | | 2 | 2024-01-26 10:2 | 8.41.221.60 | 2024-01-26 10:2 | | 52.34 | -0 |
| 6 | | | | | | | | 2 | 2024-07-09 5:52 | 82.20.18.211 | 2024-07-09 5:52 | | | |
| 7 | | | | | | | | 2 | 2024-04-10 6:01 | 193.237.173.47 | 2024-04-10 6:01 | | | |
| 8 | | | | | | | | 2 | 2023-11-14 4:59 | 82.20.18.211 | 2023-11-14 4:59 | | 52.21 | |
| 9 | | | | | | | | 2 | 2023-09-20 10:5 | 82.20.18.211 | 2023-09-20 10:5 | | 52.21 | |
| 10 | | | | | | | | 2 | 2023-10-17 3:21 | 8.41.221.60 | 2023-10-17 3:21 | | | |
| 11 | | | | | | | | 2 | 2024-04-25 7:22 | 193.237.173.47 | 2024-04-25 7:22 | | | |
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| 13 | | | | | | | | 2 | 2023-11-14 4:59 | 82.20.18.211 | 2023-11-14 4:59 | | 52.27 | -0 |
| 14 | | | | | | | | 2 | 2024-04-02 4:04 | 8.41.221.54 | 2024-04-02 4:04 | | 52.34 | |
| 15 | | | | | | | | 2 | 2023-11-21 8:38 | 8.41.221.59 | 2023-11-21 8:38 | | 53.59 | -2 |
| 16 | | | | | | | | 2 | 2023-12-12 3:49 | 82.20.18.211 | 2023-12-12 3:49 | | | |
| 17 | | | | | | | | 2 | 2023-05-12 5:08 | 167.98.155.111 | 2023-05-12 5:08 | | 53.41 | -3 |
| 18 | | | | | | | | 2 | 2024-02-09 6:55 | 193.237.173.47 | 2024-02-09 6:55 | | | |
| 19 | | | | | | | | 2 | 2023-08-30 8:55 | 82.20.18.211 | 2023-08-30 8:55 | | 52.38 | |
| 20 | | | | | | | | 2 | 2023-03-01 12:0 | 2.223.126.191 | 2023-03-01 12:0 | | | |
| 21 | | | | | | | | 2 | 2023-09-20 10:5 | 82.20.18.211 | 2023-09-20 10:5 | | | |
| 22 | | | | | | | | 2 | 2023-07-24 17:1 | 89.242.31.47 | 2023-07-24 17:1 | | 55.83 | -4 |
| 23 | | | | | | | | 2 | 2024-07-25 7:09 | 193.237.173.47 | 2024-07-25 7:09 | | 51.63 | -0 |
| 24 | | | | | | | | 2 | 2023-05-12 5:08 | 167.98.155.111 | 2023-05-12 5:08 | | 51.71 | -2 |

subscribed_email_audience_export_167ebc879f

# The Brief: General Usage Patterns

1.  What are the overall patterns of members' use of the space over time?

2.  Which days of the week see the highest member attendance?

3.  What times of day are the busiest?

4.  How do usage patterns vary between weekdays and weekends?

5.  Are there any seasonal variations in space usage?

# The Brief: Individual Member Usage

1. When are individual members visiting the space most frequently?

2. Can we track if a particular member's attendance has changed over time?

3. Has a member's usage increased significantly, indicating higher engagement?

4. Has a member been absent for an extended period, suggesting possible attrition risk?

5. Can we generate alerts for unusual changes in individual member attendance patterns?

# The Brief: Event Participation and Interests

1. What types of events are members most interested in (e.g., wellbeing, citizenship, making activities)?

2. Can we use a system of tags to track areas of interest for members?

3. How many events has each member attended within a specific period?

4. Which events have the highest attendance rates?

5. Can we identify trends in event participation among different member segments?

6. How do event interests correlate with members' overall engagement and space usage?

# The Brief: Audience Segmentation and Personalization

1. Can we segment potential members based on their interests and interactions before joining?

2. How effective are our current acquisition strategies based on engagement data?

3. What is the average volume of digital engagements before converting to membership?

4. Can we track and respond to potential members' interests more effectively?

5. How can we personalise communication with members based on their segmented interests?

# The Brief: Space Utilisation and Capacity Planning

1. What is the average capacity utilisation of the space at different times?

2. How can we optimise workspace allocation to ensure a dynamic and integrated community?

3. Are there specific areas within the space that are underutilised?

4. How can we avoid having segregated areas and promote mixing of different disciplines?

5. How can we back up our capacity estimates with data for future planning?

# The Brief: Reporting and Data Integration

1. Can we generate detailed reports on student member activity for organisational members like ARU?

2. Can we automate data entry processes and report generation to reduce manual efforts?

3. How easily can we pull reports from the CRM that provide the necessary insights?

4. Are there any data integrity issues we need to address during integration?

# The Brief: User Journey and Acquisition

1. **How can we better track potential members' interactions before they join?**

2. **What tools can help us gather useful data on digital engagements?**

3. **What additional insights can tools like Mouseflow and Hotjar provide to improve user engagement?**

# Thank you!

To say thank you, we'd like to offer everyone on this module free membership until the end of this year.

Together
Culture
CAMBRIDGE

BUILDING a MORE Inclusive — and — ECOLOGICAL ECONOMY