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A practical approach for embedding stakeholder perspectives in creative production

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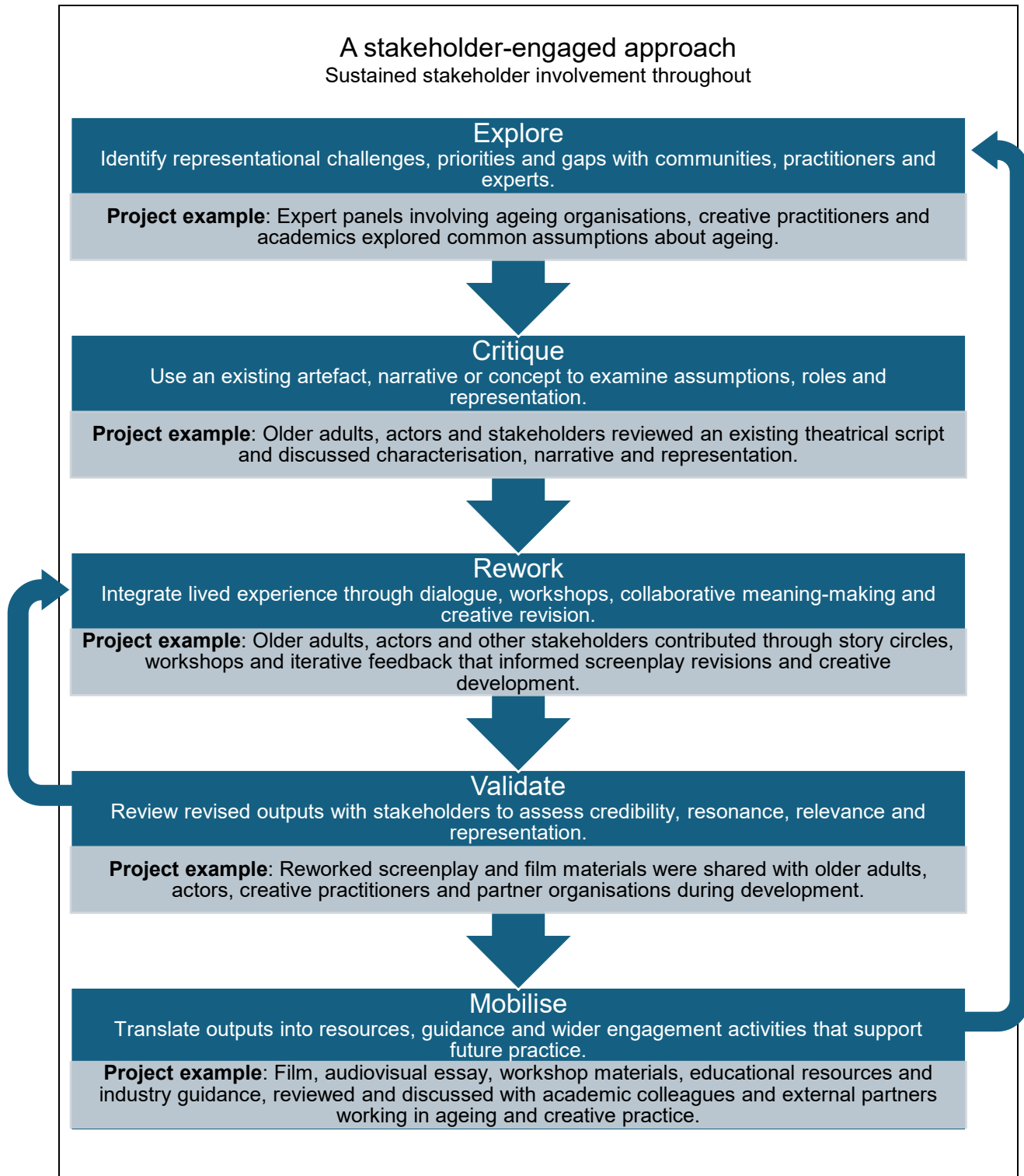
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Co-creating representation

Lessons from a stakeholder-engaged creative development project

A practical approach for embedding stakeholder perspectives in creative production

This approach was developed through a British Academy and The Leverhulme Trust-funded project exploring age representation through creative practice. Drawing on established co-design, participatory research and design-thinking traditions, it was tested and adapted through the development of a feature screenplay, film, audiovisual essay, educational resources and industry-facing outputs.



VALIDATE ↺ can loop back to REWORK if further revision is needed
MOBILISE ↺ can loop back into EXPLORE as new challenges and opportunities emerge

Lessons learned

Start with something tangible

Scripts, concepts, briefs and prototypes provide a productive focus for dialogue and critique.

Meaningful co-creation can coexist with creative leadership

Stakeholders contributed directly to the development of characters, narratives and representational choices throughout the project. Final creative decisions remained with the writing and production team, allowing diverse contributions to be incorporated into a coherent creative work.

Validation should form part of co-creation

Stakeholder engagement can continue beyond development through the review of revised outputs and emerging artefacts.

Design outputs for reuse

Creative outputs can support education, professional development, public engagement and future creative work beyond the original project.

Further resources: Audiovisual Essay • Industry Guidance • CRSI Framework (auditing representation in branding, engagement and consultation materials) • Project Website

QR code

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