



Tracey JOHNSON is Project Director of the Digital Media Centre (DMC) in Barnsley, UK, which is a successful hub for the digital and creative sector in a landmark building. As well as supporting digital and creative businesses to start up and scale up, the DMC leads on supporting other sectors to digitalise and innovate through a range of programmes and initiatives such as Connected Manufacturing and the IoT Tribe Accelerator (www.iottribe.org) currently being delivered in partnership with Rolls-Royce. Tracey leads the TechTown URBACT Action Planning network which is actively developing ways to support cities to engage with - and benefit from - increased digitalisation across jobs, businesses and public services. She also leads the URBACT Transfer Network 'TechRevolution' which brings together six cities with Barnsley to learn from their verified Good Practice. Through URBACT Tracey led, with Alison Partridge, a capitalisation project to bring together examples of best practice in digital job and business creation and support across the EU and connect the community of enablers working in this space. www.techplace.online launches at the URBACT City Festival in September 2019.