

Creative HE Links – Supporting a Creative Economy

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Basic Propositions

- Globalisation extends competition beyond price and quality – to creativity, design and distinctiveness
- So creativity not restricted to “creative industries”
- Creativity is primarily generated by graduates, in environments rich in industry – education linkages

- But creativity unrelated to business/commercial acumen risky and vulnerable
- Some city/communities become creative. Others don't.
- Where cities become creative, market demand produces rapid growth
- The creative businesses sector has high proportion of SMEs and business failures.

Creative Higher Education Starts with Links and Outreach to Schools and FE Colleges

- ‘Young at Art’
- Progression through academic and vocational pathways
- School specialisms
- FE and Foundation Degrees

University Course Links with Creative Industry

- Undergraduate
 - Business fundamentals – avoiding “tissue rejection”
 - Role models
 - Multi-disciplinary content
 - Entrepreneurship
- Postgraduate
 - Business analysis
 - Case studies
 - Network development

University of the Arts London/London Business School – “Centre for Creative Business”

- Joint MBA/MA
- Professional education
- Research
- “Observatory”/Centre of Excellence

Graduate Support and Business Incubation

- Enterprise Centre for the Creative Arts
 - Prototyping
 - Copyright/P.R
 - Financing, etc
- Creative Business Start-up
 - Accommodation and Infrastructure
 - Interns
 - Financial/Legal/IT support services

Fostering Creativity in “Conventional” Businesses

With common IT and manufacturing processes, all businesses need creativity and design for a “competitive edge”.

- Well established in some areas - eg automotive
- But newer to, eg, banking ... First Direct in UK ...
HSBC

Networking

- Alumni networks and feedback to Schools/FE
- Multi-disciplinary directory
- Return to University
- Creatives in “mainstream” business

Universities' Role in Creative Industry Links

- Must acknowledge they have a responsibility
 - Art and Design ... should be applied
 - Media ... should be creative
 - Literature, humanities ... should recognise their part.
- In links with FE Colleges and Schools
- In their HE curriculum

- In supporting graduates initially and subsequently
- In incubating businesses
- In professional education and networking for creative business people
- In R&D into Creative Businesses

Research and Development

- High expectations but low knowledge base on Creative Industry growth
- Problem of “invisible” creativity
- Vulnerability of businesses – how best to support?
- Globalisation of (creative) business ... risks
- Creative Services – like Financial Services – are a “major world city” forté