

Dr Will Bridge

Head of London College of Communication, University of the Arts London

Will Bridge has been Head of London College of Communication (LCC) for the past 10 years, and is responsible for its transition from the London College of Printing, and its expansion in student numbers and extension across the whole range of media communications and design - from pre-degree to doctoral level. LCC is the largest College of the University of the Arts London (UAL) which also comprises of London College of Fashion, Central St Martins School of Art and Design, Chelsea College of Art and Design, Drama Centre London and Camberwell College of Arts, and is shortly to assimilate Wimbledon School of Art – making UAL the largest arts/creative University in Europe.

Will Bridge has maintained LCC's practice and hands-on approach to higher education, and whilst the College has extended beyond its printing roots, the world's largest printing machine manufacturer – Heidelberg A.G. – has recently located its worldwide MA Programme and UK Print Media Academy at the College.

Over the past five years, Will has led a fundraising, design and build programme which has already invested £30m in LCC's campus. This now contains industry-standard digital film and TV studios, newsrooms, galleries, animation, interior and graphic design workshops. Will has recently led a successful bid to expand LCC's film and moving image work. The resulting excellent links with Sony, the BBC and also small production houses have resulted in the College being named as one of only two National Screen Academies in English universities.

Influenced by leading UAL Governors such as the film-maker David Puttnam and advertiser John Sorrell, Will Bridge recognised the dearth of HE support for the creative industries five years ago, linking this to their growth to become second only to (and faster growing than) financial services in London's economy. As a result, Will has recently founded a pioneering partnership between UAL and Europe's major business school – the London Business School (LBS) who have established the Centre for Creative Business, a joint venture of which Will is a found Board Member. Through his involvement in research, industrial services and pioneering joint UAL/LBS MBA elements of this programme, Will has direct experience of the qualifications, mechanisms and pitfalls of supporting start-up creative businesses, graduating students, and big business in turning creativity into successful commercial operations.

Will Bridge has a long-standing interest in the non-traditional student in UK universities (such as the adult returner, short-course student, and under represented groups). He has recently published on the subject in Paul Ashwin's reader *Changing Higher Education*. He is also developing an interest in the starting point for much creativity in the media – the imaginative concept, idea, image, story and news-finding process itself, which is at the root of business success in this area. As a result, Will has recently launched another joint project – this time with the London School of Economics (LSE) on modern factual journalism under the title of the POLIS project.