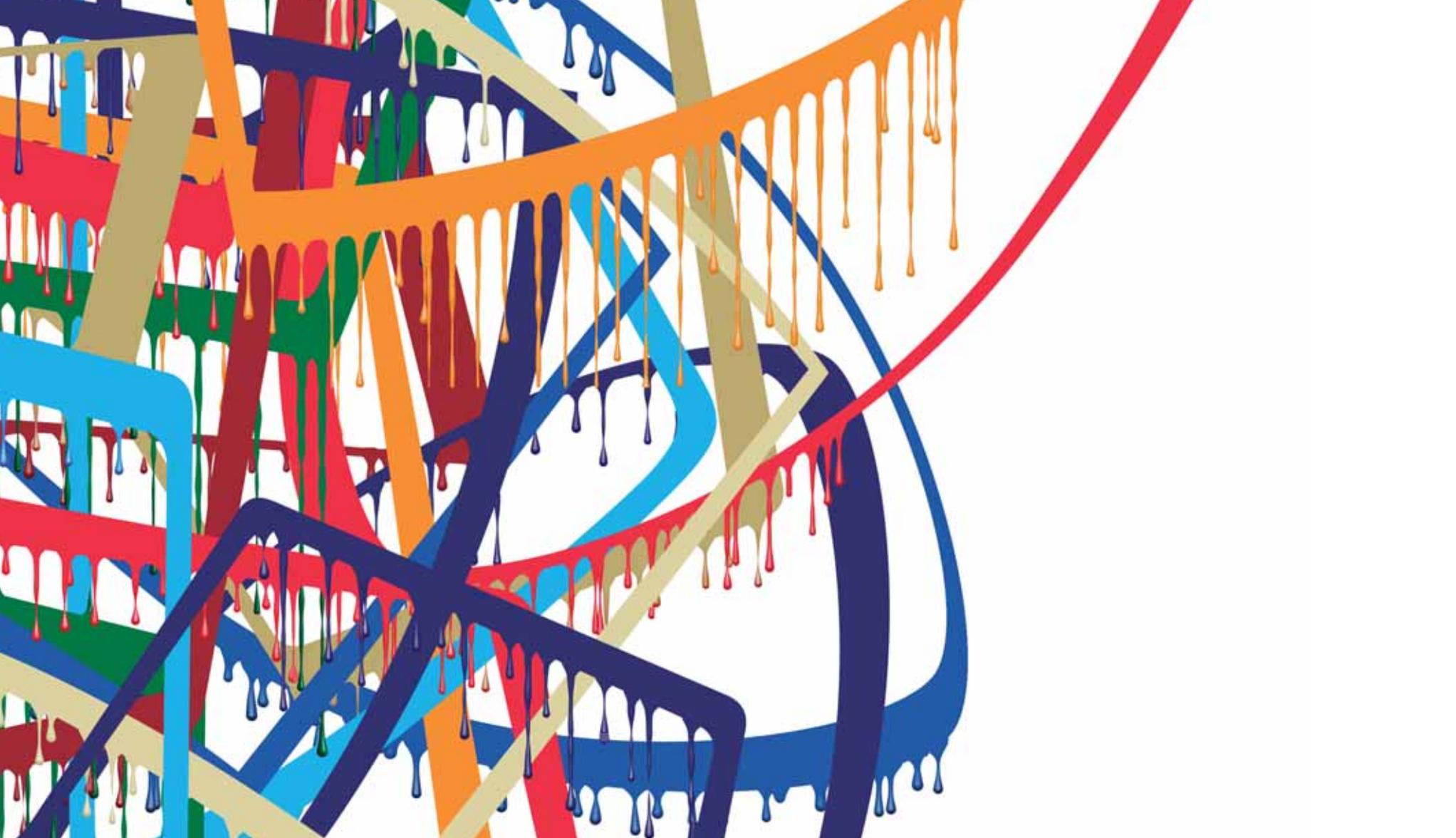


LONDONHIGHER

Promoting and Advocating London's Higher Education

The Creative Capital

Exploring London's creative education sector



foreword

London is a global leader in the arts. Its cultural life is the envy of the world. In theatre, music, broadcast media, opera, design, advertising, architecture and the fine arts, London provides the full range – from the traditional mainstream to the avant garde. Home to some of the most groundbreaking work in the creative arts, London also proudly displays a wealth of high value design and production of work in traditional forms and is internationally recognised for its quality and vitality.

One of the special features of London's unique higher education landscape is the strong link between the capital's higher education institutions and businesses and agencies in the creative sector - whether through the depth and variety of related academic teaching and research, or through direct interaction with business and the community.

This brochure introduces - and celebrates - the extent and the richness of activities that take place in London's universities and higher education colleges, individually and also in partnership. I am delighted to be able to support it.



Manny Lewis

Chief Executive

London Development Agency

london's creative education sector

The government identifies the creative and cultural industries as a key strand in the UK's economic growth. London is by far the major contributor. This perspective is endorsed by the London Development Agency (LDA) which sees these industries as central to the capital's leading position, both nationally and internationally, recognising that they add value not only economically, but culturally and socially.

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Central to this enterprise are London's world-class group of HEIs which develop much of the talent and expertise that help sustain London's creative and cultural sector. Between them the HEIs - multi-faculty and specialist institutions - provide a dynamic region-wide laboratory throughout all of the creative disciplines* where students and staff engage jointly and separately in the continuing re-invention and growth of the 'creative industries'.

*Arts and Antiques, Crafts, Design, Designer Fashion, Software and Computer Services, Music, The Visual and Performing Arts, Publishing, Radio and TV, Video, Film and Photography.

These industries are not a fixture that can be described in the same way as businesses such as banking or insurance. They are not shaped around a few significant institutions. It is in their nature that they are fragmented, often transitory and difficult to capture. It is these characteristics that ensure their vitality and their diversity. As new generations of practitioners emerge onto the scene, so the nature of creative design and production changes. In addition, many new enterprises are continually emerging in response to demand and opportunity – with many of them employing only a handful of people. As new social imperatives capture the imagination, so too do the ways in which cultural and creative enterprise engage its communities.

Increased consumption, new technologies and individual brilliance have produced an exponential expansion of the world's creative and cultural industries. This has created new opportunities for graduates, most of whom adopt portfolio styles of working. Artists, designers and performers will over a lifetime become, variously, company workers, freelance practitioners, scholars, solo artists, broadcasters, journalists, educators, and/or active participants in community work and social enterprise either in London or throughout the world. London's creative arts graduates can be found in significant clusters around the globe – from New York to Los Angeles, from Tokyo to Sydney, and from Buenos Aires to Mexico City. It is to these people that we owe our debt as a nation for the export of our product. Without them, the global cachet of the UK's creative arts would not exist.

London's creative and cultural sector generates a total estimated revenue of £25-£29 billion per annum¹

"I came from Norway to study at the Royal College of Music because London is the cultural capital of Europe – it's such an exciting place to live, full of incredible architecture, fascinating museums, and concert halls which attract some of the world's best musicians."

Michelle Lindboe, trombone, Royal College of Music

At home too London's graduates help maintain the vitality of the capital's creative and cultural life – in large performing venues, such as the theatres in the West End, as well as in studios, workshops and a myriad of smaller specialist venues. Their input is key to the work of the British film and television industries, the national museums and the popular music scene. At the same time, the increasing involvement of artists in education, social work, community outreach, and regional arts organisations is helping to redefine and advance the boundaries of creative practice.

At one time the phrase 'training for an industry' in the creative arts was easily understood and tightly interpreted. Students learned a craft, developed traditional, notifiable skills, were examined in these and then launched themselves into a relatively stable job market.

The term 'vocational' described the extent to which a programme prepared a graduate artist for a single, pre-determined career. While this may still be the case in some other professions, and in part in some arts disciplines, it is very far from the position for the creative arts as a whole.

This publication highlights just some of the ways London's HEIs interact and collaborate with the creative industries. The case studies included here can only hint at the range and depth of the creative and cultural activity currently being promoted in London's HEIs, individually and in partnership. Interactions between institutions, and with business and community groups, permeate the whole, providing a brief insight into some of the challenges that today's creative arts students and those who teach them are now engaged. These partnerships help to define the distinctiveness of the London experience for students. They are vital for London's, and therefore the UK's, continuing cultural and economic growth. The creative and cultural scene they help to generate is something that London can claim as uniquely its own, and share with the rest of the country and the world beyond.

case studies

The magnificent seven

The capital's arts and cultural sector creates one in every five new jobs in London³, making it one of London's (and the UK's) largest sectors in terms of revenue - most recently estimated between £25-£29 billion by the Mayor's Office⁴. As this publication demonstrates, London's HEIs are inextricably bound with this dynamic sector at many different levels. With collaboration on this scale it is not surprising that there is a need for strategic level advice and consultancy.

The *London Centre for Arts and Cultural Enterprise (LCACE)* embodies higher education's commitment to working on, in and with the cultural and creative sector. Funded by the Higher Education Innovation Fund (HEIF 2) and based at Somerset House, LCACE is a consortium of seven London institutions* that aims to support HE-creative and cultural research and collaboration through enterprise teaching for students, bespoke Continual Professional Development, networking opportunities, business advice and mentoring for the sector. It is through initiatives like this that London will remain at the cutting edge of the global creative economy.

*Birkbeck College (University of London), City University, the Courtauld Institute of Art, Goldsmiths College (University of London), King's College London, Queen Mary (University of London) and Royal Holloway (University of London).

Drama-tic partnerships

The capital has over 100 theatres and accounts for 45 percent of all UK theatre admissions⁵, where visitors come to see some of London's finest talents. At the Central School of Speech and Drama, it is not only the actors who are equipped with the specialist skills to make audiences marvel, but the School's alumni also provide key figures in the lighting, sound and costume design areas of the theatre, as well as in education.

Through its link with the National Theatre (NT) on the South Bank, the School's expert staff provide consultation to the NT and is often required to help deliver a variety of productions, continuing the close collaboration established since the late Lord Laurence Olivier, a former student of the School, became the NT's founding director.

For the record

With 70 percent of the UK's recording studios in the capital,⁶ London is the heart of the UK's music industry. Supplying the knowledge and skills to this diverse and unique industry are London's HEIs. The Music Department at Royal Holloway, University of London, has been awarded funding to develop a programme of *Interface Seminars* on Music Recording and Sound Engineering to provide practitioners and researchers in the music industry with the opportunity to pool their specialist knowledge, skills and experience.

The seminars, developed as part of the WestFocus Music Industries Knowledge and Business Development Network*, are conducted at the *Centre for the History and Analysis of Recorded Music (CHARM)* which is based at Royal Holloway in collaboration with King's College London and the University of Sheffield.

*Members include Brunel University, Kingston University, Roehampton University, St George's Hospital Medical School, Thames Valley University and University of Westminster.

1 in 5 new jobs in London are in the creative industries²

“London is home to a lot of the more creative focussed universities which generate the influential people of the future”

large financial services firm⁷

Vision on

London is the long-established broadcast media centre of the UK - home to the main terrestrial channels as well as most, if not all cable channels and a multiplicity of film and production companies. Regulating this vibrant and ever changing industry is a full-time job, and keeping an eye on the regulators is Birkbeck, University of London's *Centre of British Film and Television Studies*, funded by the Arts and Humanities Research Board.

The Centre monitors government policy, offering early warning of the cultural and economic priorities embodied in forthcoming communication legislation. It also fosters communications between higher education and cultural institutions and identifies innovative approaches to using archived film and television materials to help inform state of the art research. Members include Birkbeck (University of London), Royal College of Art, University of the Arts London together with other universities throughout the UK who work with institutions such as the British Film Institute.

www.bftv.ac.uk

Material matters

Home to more than 30 Nobel Prize winners, a majority credited to its HEIs, London is a powerhouse of scientific research and development, unrivalled in the UK or Europe. Collaborating with this unique cluster of institutions are a variety of creative industries, producing bold and innovative partnerships.

EngineeringArt at King's College London studies the links between the aesthetics of modern science and the ideals of contemporary art. A laboratory has been specifically designed as an interaction space for artists and designers, where they get the opportunity to work with materials not normally associated with art, including the most contemporary collection of new and advanced materials donated from research labs and companies across the world. The project is funded by the National Endowment for Science, Technology and the Arts (NESTA) and The Engineering and Physical Sciences Research Council (EPSRC) with contributions from Proctor and Gamble amongst others, the project encourages the two professions to create new research and share knowledge to help galvanise London's creative sector.



Free-style

If the 21st century is the 'Learning Age', then London is the learning capital – and you don't even have to live there to enjoy it. Lifelong learning makes education accessible to people of all ages. Nowhere is this more possible – or attractive – than in London, where some of the world's leading specialist and multi-faculty HE institutions are making their priceless collections and archives more accessible than ever.

Launched by the Courtauld Institute of Art in November 2003 with a grant of £1 million from the government's New Opportunities Fund under its 'Digitise' Programme, *Art & Architecture* supports lifelong learning by providing free public access to over 42,000 of the Courtauld's images. As well as delivering content to media organisations including BBC news online, the Institute provides access to all of its world-famous collections of paintings and drawings alongside a selection of its photographic archives of architecture and sculpture.

www.artandarchitecture.org.uk

Recycling to work

Ever wondered what happens to all those old newspapers you recycle? Did you know that London produces enough waste to fill an Olympic swimming pool every hour? The *Sustainable Design Research Centre (SDRC)* asks such questions, investigating the use of recycled materials and disseminating research to a diverse group of clients including academics, design practitioners, business, public bodies and policy makers.

Within the SDRC at Kingston University, the *Recycling by Design (RbD)* unit supports and promotes designers developing recycled products, encourages recycled product manufacturers to use the designers and provides recycled material and product specification guidance to architects. Working with regional organisations such as London Remade, RbB has developed a website that is the hub for communicating its research to inspire and assist small manufacturers to recycle.

www.recyclingbydesign.org.uk

Wide screen

Social inclusion is a core priority for both national and local government. London's HEIs are integral to this aspiration. Our institutions are active throughout London's 33 boroughs. These include some of the most deprived areas in Europe. Few bodies interact so closely with their local communities as educational institutions and the celebration of culture is the perfect medium to engage local people, whatever their background.

Evidence of this lies at London Metropolitan University which hosts the annual *Big City Film Festival*. Using London as its central theme, the Festival creates a forum for media industry professionals, students and local people to discuss – through talks, workshops and competitions - cinema with an urban theme. The festival builds active partnerships between the local community and organisations such as The Museum of London and Film London.



The Mayor and the LDA have identified the creative industries as a priority sector for London

Another great performance

London doesn't just glisten with the grand theatre jewels of Covent Garden, the South Bank and the West End – the capital is studded with an array of small independent theatres, galleries and performance spaces, often to be found in the most unusual of locations – above pubs or behind shops. This is where a legion of small companies are busy producing the innovative and top quality work that is so essential to the success and future development of the performing arts industry in London and throughout the UK.

Making the most of this interaction, three London universities (Brunel University, Kingston University and the University of Westminster) are collaborating to set up the *Performance Initiatives Network*. The network aims to facilitate the creation, development and sustainability of small arts companies in their local communities. By engaging with all sectors of the industry – including government agencies – the joint initiative develops and disseminates performing arts innovation, business acumen and best practice, while also stimulating new research and developing a virtual, web-based incubation and information service for the industry.

Dancing tutu-gether

Helping to sustain and expand the largest community of artists anywhere in Europe is no easy task for London's HEIs. Emerging talent must gain expertise in what are often highly technical disciplines. With its own language, ballet is an excellent example of this, a discipline where dancers are highly trained professionals with specialised skill sets.

The Conservatoire for Dance and Drama, a specialist institution combining partners in and outside London, has recognised that there is a need to educate and encourage new talent from an early age if London is to maintain a world-class pool of talent for future generations. The School is committed to offering young children in the community a chance to experience some of the very best dance training the country can offer. *Dancing Partners* is a partnership with primary schools throughout London to encourage and identify new talents while instilling the children with new confidence and self-esteem.



30 percent of business visitors cite the arts and culture as an important reason for their visit to the capital⁹

I want it yesterday...

London is the economic driver of UK plc. No other region contributes as much to the national economy. The capital's HEIs underpin much of this productivity, supplying first class graduates and world recognised research to the business sector. This is as true in the creative sector as it is in other sectors, where innovations made in the capital are helping small businesses all over the UK.

Working in collaboration with Moxia Design (a London based design company), the *Rapidformrca* project at the Royal College of Art has developed a rapid prototyping service which allows businesses to view detailed 3D components helping clients visualise the finished product. Consequently prototypes can be evaluated in days rather than weeks or months, helping to reduce the commercial risk to which small businesses are exposed.

The learning channel

Although the language of creativity is universal, to act on it you have to experience it. Communicating creativity to a global audience can be difficult but distance is no problem for the Open University (OU) in London as it is able to access many of its 180,000 students through award winning television programmes that are produced in co-operation with one of the world's largest creative and cultural forces, the BBC.

Transmitted on prime time television in the UK, the OU's programmes are translated and sold in over 40 countries highlighting another innovative partnership with the creative industry that helps London's HEIs educate students throughout the world.

Fashion statement

The cluster of cultural institutions with diverse specialisms and long-standing collaborations are a powerful feature of London's HE group - and one that is unique in the UK and indeed virtually anywhere else in the world. Frequently these interactions give rise to the most unexpected and exciting innovations.

Take the *NANO4CE* centre at Queen Mary, University of London. The centre is a partnership between Queen Mary, the London College of Fashion and Central Saint Martins College at the University of the Arts London. Together these complementary institutions are developing a new approach to the production of tailored clothing. Nanomaterials, an exciting new breed of 'smart' fabrics, will adapt to hot and cold climates and may ultimately even be able to measure your health and dispense medication; while a 3D garment design and an instant manufacturing tool will create perfect-fit clothing for just any body. Fashion victims may be a thing of the past.

Oceans ahead

Over 500,000 people work either directly in London's creative sector or in creative occupations in other industries¹⁰.

London's HEIs supply the industry with accomplished graduates and they also play a large part in training existing employees in the creative industry.

Led by Goldsmiths College University of London and the Creative Lewisham Agency, the *Sustainable Enterprise Academy (SEA)* recruits participants across London who then 'graduate' from the Academy with a range of skills from marketing and presentation skills, through finance and operations, to leadership and entrepreneurship. With funding from the London Development Agency, SEA's peer to peer learning programmes help creative businesses and individuals succeed in a supportive environment.

Choreographing London's future

London is the Knowledge Capital. With an unrivalled range of opportunities created by a tight cluster of knowledge and culture based organisations, many of the resources available in London are simply not replicated elsewhere in the UK. To cite one example, Roehampton University is working with the Royal Ballet to celebrate the centenary of the birth of the choreographer Sir Frederick Ashton, introducing a year of his choreography.

Funded by the Arts and Humanities Research Board, the partnership has produced a research video / DVD featuring Sir Frederick Ashton's dance and music. The educational video is the only resource of its kind in the UK and it will help link academic dance more closely with the practice. This is the first time that a major ballet company has worked with a university on a detailed research project.

Creativity is essential to the success of the modern economy and London has strength in depth across the board, from architecture to crafts and from pop music to software

"I decided to move to London to study because of its excellent multicultural student life and the atmosphere of creativity absorbs you"
Ingrid Hernandez, Associate Research Student, Goldsmiths College, University of London

The sound of music

The Mayor of London has a vision to develop London as an exemplary sustainable world city as outlined in the *London Plan*¹¹. Key to this success is social inclusivity - providing all Londoners with the opportunity to share in London's future success. Music is often seen as pulling the world together, so it is no wonder that Trinity College of Music is exploring the creative role of music-making to develop the confidence, skills and aspirations of people in the Isle of Dogs community.

As part of the *Isle of Dogs Music* initiative, Trinity has secured major funding streams from organisations such as Higher Education Funding Council for England (HEFCE), the London Development Agency (LDA) and HSBC to help combat segregation between residents of different age, faith and ethnicity through intercultural music provision. Research is also underway in partnership with the Trinity Buoy Wharf Trust with the aim of delivering longer-term regeneration for the area.

A design for life

Design is a vital source of competitive advantage for UK enterprise. *The Design Laboratory* at the University of the Arts London represents a creative bridge between the academic programmes of art and design education and the commercial agenda of industry, professional consultancy and the corporate business community.

The Laboratory draws upon the most able and multi-talented range of recent international graduates who aim to stimulate new ways of design thinking and support leading-edge design research that is self-reflective, socially aware, and internationally significant. Design lab recently won a 'Designing for the 21st Century' bid bringing together a cluster of specialists to evaluate sensory design in an investigative study of food. Recent clients include Microsoft, Queen Mary, University of London, the London Transport Museum, Habitat and the KFO Organisation (Japan).



Crimewatch

Apart from the many and varied outreach, widening participation and regeneration programmes run by London's HEIs, our institutions also undertake other valuable social responsibilities. Senior HEI leaders frequently chair government committees and investigations, research units model and evaluate the success of social policy, while our creative institutions are helping to promote important public service messages.

Take the case of the *Welling Arts Partnership*, for instance. The group includes Rose Bruford College and Ravensbourne College of Design and Communication, whose expert film makers are working with teams of young 14 to 19-year-olds to make advice films for the London Metropolitan Police. The project helps train police officers and council workers in tackling issues as diverse as anti-social behaviour, domestic violence from a child's viewpoint and progression to higher education.

Exhibitionists

London's diverse range of HEIs allows local communities to explore an ever-widening array of global cultures. *Asia: Body, Mind, Spirit* is a flagship exhibition run by the School of Oriental and African Studies, University of London (SOAS) in partnership with the Wellcome Library and Asia House. Attracting over 11,000 visitors, many from the local community, the exhibition explores Asia's holistic approach to medicine which advocates a balanced relationship of body, mind and spirit.

The School organises open days, lectures, gallery talks and a three day adult workshop which encourage families to discover Asian wellbeing through both inclusive and exclusive activities. SOAS also visits London schools and has extensive links with community groups to encourage them to respond and contribute to the exhibition.

www.soas.ac.uk/gallery/bodymindspirit/home.html

The right course

The capital is one of the world's premier fashion hot spots and 85 percent of UK fashion designers are based here¹³. London's HEIs are essential to the sector, supplying skilled graduates to keep London at the cutting-edge of the fashion world. Fashion retailers such as Top Shop and New Look have formed a partnership with the University of Westminster to design bespoke courses that provide specialist education to fill skills gaps in the merchandising industry.

The University has also teamed up with Asda to provide a degree course in Fashion Retailing Management specifically designed for Asda employees. Delivered jointly with Nottingham Trent University, this is the type of pioneering programme that will help change the way businesses train their employees.

The University of Westminster also offers a broad range of creative subjects in media, arts, music and design.

There are over 100 theatres in London, including 50 in the West End¹²

A novel idea

Over 80,000 people are employed in London's publishing industries¹⁵, making it one of the most productive businesses in the capital's creative sector. From all the main UK daily newspapers in East London to the hub of literature and textbook publishing centred around Bloomsbury, London is undoubtedly the headquarters of UK publishing.

HE is at the centre of this thriving part of the economy. For example, the *Writing Centre* at Middlesex University, which has been funded by the London Arts Board, the Department for Education and Skills and EDF Energy, provides a range of exciting extra-curricular writing activities for student writers, not only creating a stimulating environment for writers at all levels, but facilitating contact between budding wordsmiths and the writing and publishing industries. The Centre also works with the local community and schools while hosting its own Literary Festival and writing competitions.

www.mdx.ac.uk/subjects/emc/cmw/writecen.htm

Art fever

The diversity of London's higher education sector is unparalleled anywhere in the world. Each institution in the sector is able to offer something unique to potential students and the city's economy and communities. Evidence of this can be found at the London School of Hygiene & Tropical Medicine, which is not only an internationally renowned centre of excellence in health and tropical medicine but also contributes to London's thriving creative industry.

The School's Visual Arts programme combines a balance of exhibitions to change the School's environment, keeping it fresh and stimulating for students, staff and visitors. The programme has attracted input and inspiration from Central Saint Martins College (University of the Arts London) and financial support from the College and also The Wellcome Trust and the Calouste Gulbenkian Foundation.

A sustainable future

Combining science and creativity has been a speciality of London ever since the Great Exhibition of 1851. Today, this tradition continues to flourish as highlighted at the *Centre for Sustainable Heritage* at University College London. The Centre aims to support micro-companies specialising in heritage sustainability, ensuring that they can continue to compete effectively with the biggest and best organisations in the world.

The future of heritage sustainability lies in the talent and creativity of the professionals and workforce within the sector. Accordingly, the Centre for Sustainable Heritage and the Bartlett School of Graduate Studies, in partnership with Environmental Building Solutions Ltd in Buckinghamshire, are developing the talents of a young science graduate to provide scientific consultancy on various heritage issues. With support from the Department for Trade and Industry's Knowledge Transfer Partnership (KTP) Scheme, the collaborative project has been able to nurture new clients by developing its range of services, including the provision of design advice to architects using unique 'solution design' research.

www.ucl.ac.uk/sustainableheritage

In 2004, 13 percent (14 out of 110 titles) of Oscar nominated films were made by London-based production companies¹⁶

Creative accounting

The world knows London is a world creative centre, generating over £20 billion in turnover but does it know why? At the London School of Economics and Political Science, researchers are contributing to the growth of London's creative energies by investigating this unique creative cluster. The programme has already won research income for the capital from a diverse range of sources including the London Development Agency, the Economic and Social Research Council and the Department of Culture, Media and Sport (DCMS).

Researchers have advised central government, the British Council and the Mayor's Commission with regard to the creative industries as well as writing mapping documents for regional development agencies in the UK. They have also been involved in the development of London's *World Squares* project and the Somerset House redevelopment.

Delivering the goods

HE is at the heart of the creative industries in London. Not only do HEIs supply the industry with talented, innovative graduates, but they also collaborate with creative entrepreneurs to produce award winning, income generating enterprises.

Knowledge Dock, at the University of East London, is one example of the good practice that exists in this area. On being approached by a creative designer who needed help with prototyping pioneering designs, the University was able to use its *Product Design Lab* to communicate the concept to various manufacturers, before its *Fabric Print and Design Bureau* and the University's links with the *East London Inventors Club* added a professional image to the concept and created a number of licensing leads. Finally, the network of specialists at the University helped identify a suitable manufacturing company.

www.knowledgedock.com



London's creative sector is a major driver of its growth. The creative sector is the second biggest sector in London

Teaming with success

The merger of Thames Valley University with the Reading College and School of Arts and Design has created a university that is genuinely both a further education (FE) and HE institution, with equal commitment given to both strands. This unique cross-regional merger also allows the University to encourage and enable progression within and between FE and HE, especially encouraging students from the former school of arts and design to acquire qualifications at a degree level.

The enlarged university is ideally placed to meet other challenges that the government has presented to FE and HE in key policy pronouncements such as –'The Future of Higher Education', 'Success for All' and 'Learning to Succeed'. It is also an important milestone in the development of post-16 provision in the UK.

A helping hand

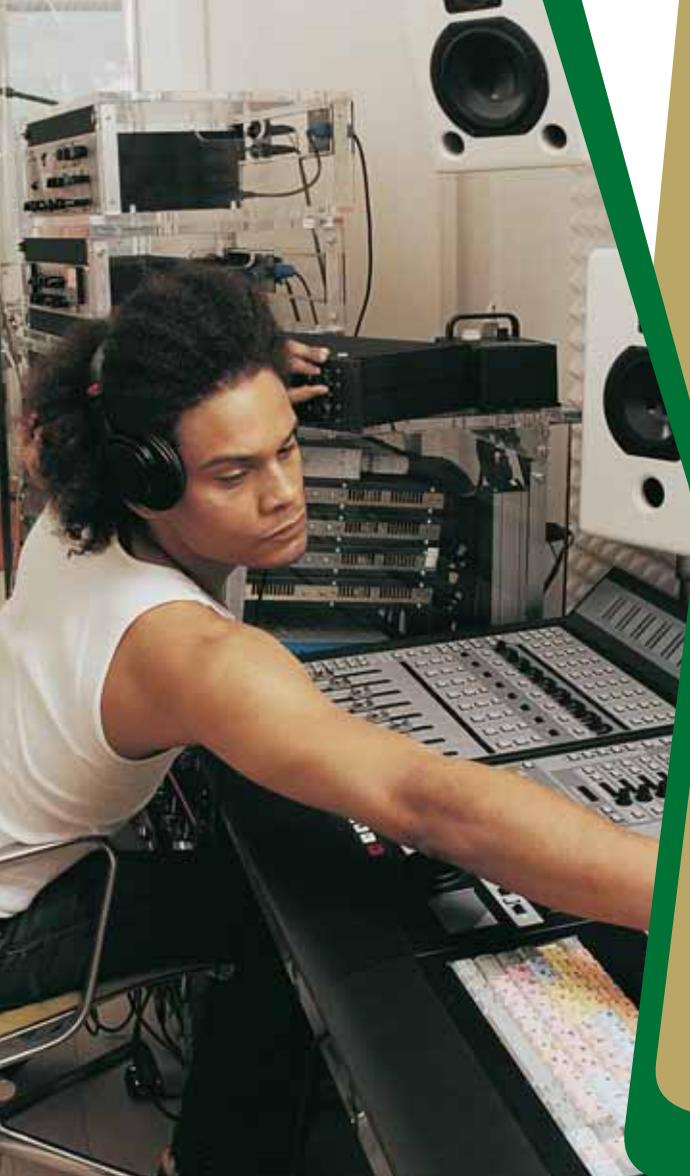
"Apprenticeships are one of the best ways we can fill our skills gaps". So said Charles Clarke, whilst Secretary of State for Education and Skills, when he launched a new Government initiative in 2003/4. In fact, apprenticeships have always been a way of learning for London's creative industries; it's one reason why the skills pool in London's creative sector is so vibrant. In fact, London is one of the most skilled and well-trained creative centres in the world.

To cite just one example, Central School of Speech and Drama students are helping to meet the national demand for specialist skills in theatre, film and broadcast media by undertaking apprenticeships with creative businesses of all sizes to experience life and the professional world. Organisations as diverse as the BBC, Walt Disney, Cameron Mackintosh, the National Theatre, Royal Court and Theatre Rites all benefit from such innovative skills exchanges.

All aboard

Bursting with cultural and iconic landmarks, London attracts over 27 million tourists¹⁷ each year who add around £15 billion to the London economy¹⁸. The Cutty Sark, one of four world heritage sites in London, attracting over 17.5 million visitors since it opened,¹⁹ is a fundamental tourist attraction for London. Restoration of the Cutty Sark is a project of regional and international significance and the University of Greenwich, as an important organisation in the local community, is an active partner helping to restore the ship to its former splendour.

New computer models of the Cutty Sark, which may help save the endangered Victorian tea clipper, are to be designed by the University's *School of Computing Mathematical Sciences*. Backed by the Department of Trade and Industry's Knowledge Transfer Partnerships project, the University intends to develop expertise that can be used on similar heritage projects in the UK and around the world.



Stretching the boundaries

The London HE cluster does not simply bring benefits to the London region. Many of the core outputs from our HEIs – such as skilled graduates or innovative business solutions – flow out of the capital and have impacts across the UK as a whole. There are countless examples across all sectors, including the creative industries.

The Royal College of Music is home to an innovative musical ensemble called The Elastic Band. Currently sponsored by Barclays, the band comprises one player on each instrument of the orchestra, essentially creating a 'pocket orchestra'. The Band presents tailor-made workshops to schools across the UK offering young people the chance to see and work with real instruments, often for the first time in their lives. Many children are enthused to take up an instrument after experiencing *The Elastic Band*, sowing the seeds for future generations.

Creating business

Creativity extends well beyond paintbrushes, leotards, storyboards and stencils – business skills are just as important in driving London's creative sector. City University has been setting the agenda for business-focused education and training for the creative industries for thirty years, from its introduction of Britain's first qualification in arts administration in 1974, to the new, commercially-focused MA in Creative Writing launched in 2004.

In those three decades, more than 4,000 City students have completed courses in cultural management, music, journalism and publishing, and more than 70% have gone on to be employed in fields directly related to their field of study. The stream of business-minded creative talent shows no sign of abating. Current students of City's creative writing course are each expected to complete a novel, play or film script during their two years of study as well as attending lectures by agents, publishers and other industry professionals.

London is home to the largest community of artists in Europe²⁰

All the world's a stage

With annual attendances of c. 22 million at performances of music, theatre and dance²² the capital's cultural scene continues to reach wider audiences. This audience is becoming wider still at *Stagework*, where the internet is used to make the processes by which plays are produced open and accessible to students, teachers and the general public.

Directed by Roehampton University and based at the National Theatre, *Stagework* identifies productions to showcase on its website, where students and teachers can find new learning and teaching materials, containing a range of materials including video streaming of rehearsals and performance; interviews with actors, directors and designers; together with a complete view of the productions, the people and the process.

www.cultureonline.gov.uk

En-quire within

Understanding and evaluating current activity helps keep London at the forefront of the global creative sector. Research at London's HEIs can help reveal how the capital's creative sector operates. The Institute of Education, University of London, is a partner in *En-quire*, an exciting national action-research programme that aims to explore, assess and articulate the special learning benefits to young people working with contemporary art.

The programme, funded jointly by the Department of Culture, Media and Sport and the Department for Education and Skills, will support the provision of effective gallery education and contribute to policy, resources and good practice in the sector. The Institute will direct the research in East London at galleries including the Whitechapel, Chisenhale, Space, the Triangle and Bow Arts Trust.

A woman with short blonde hair, wearing a dark jacket, is standing in a brightly lit space. Behind her is a large, stylized, light-colored 'X' logo that is part of a larger graphic design. The background is slightly blurred, suggesting an indoor setting like a gallery or office.

London is the UK's creative capital, with 30 per cent of jobs in the UK creative sector as a whole²¹

London has over 200 museums and galleries, including 16 national museums, 10 National Trusts and 10 English Heritage sites²³

Pressing issues

Each year the London Book Fair attracts 24,000 industry professionals²⁴, making it one of the world's foremost book fairs. But as we explore the electronic age, HE is under constant pressure to adapt to change and remain at the cutting edge of technology. St Mary's College is taking this principle forward, utilising new media to create the new press, *Officina Arbuteana Nova* (named after the original 18th Century press on the site), where students work can be published on CD-Rom. This medium provides an excellent platform for students' work and has served to inspire their writing.

It is clear that London's creativity is infectious as the success of *Officina Arbuteana Nova* has led to demands from writers from outside the College to publish their work on CD-Rom. It is envisaged that students will benefit from taking an active part in the publication process, learning new skills such as editing, layout and design that will equip them with much needed vocational skills for London's burgeoning creative industries.

<http://www.smuc.ac.uk/creativewriting/index.html>

Pure genius

No other city offers such a diverse and yet interconnected cluster of world-class HE institutions and cultural facilities as London. This kind of symbiotic relationship cannot easily be created; it is the result of hundreds of years of collaboration and excellence. Why does London host so many international events? Because as the gateway to the world, London can.

A case in point is the International Violin Festival, founded by Lord Menuhin in 1984. In 2004 the festival was held in London for the first time, in association with the Royal Academy of Music. The *Genius of the Violin* made use of London's countless benefits including collaborations with the London Symphony Orchestra, BBC Radio Three, the Wigmore Hall, the Jewish Music Institute, the British Violin Making Association and many more. Over 20,000 people from all over the world attended the festival's concerts, competitions, master classes and workshops.

www.geniusoftheviolin.org

A galaxy of stars

London is home to some of the world's finest and most historic film studios and has been the location for some of the most memorable films ever made. London's HEIs continue to supply some of the most talented and experienced film specialists in the industry.

For example, students at the Wimbledon School of Art were recently provided with an unparalleled opportunity for work based learning on the set of *A Hitchhiker's Guide to the Galaxy* film shot at Pinewood studios. Students were commissioned by *Jim Henson's Creature Shop* to develop, design, manufacture and perform a series of sci-fi 'creature' costumes for the film. Such successful initiatives encourage film makers from across the globe to come to the capital illustrating why the London film industry generates c. £736 million per annum²⁵.

The creative sector is predicted to grow at twice the average rate for the economy

Building the future

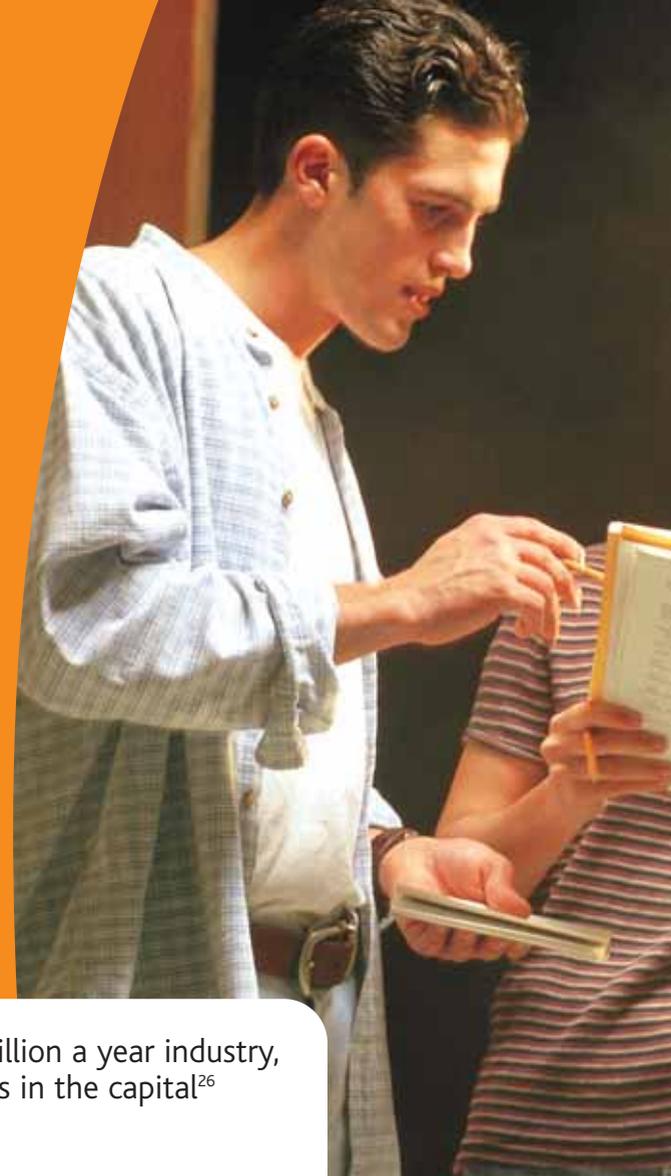
The capital is the oldest city in the UK, home for over 2000 years to state-of-the-art architecture from Roman amphitheatres, to the majesty of Wren's St Paul's Cathedral to the bold lines of 'The Gherkin', winner of the Royal Institute of British Architects (RIBA) Stirling Prize. London South Bank University, in partnership with Imperial College and the Royal College of Art, is helping to keep London at the forefront of the world's architectural design through the *Advanced Built Environments* research project.

Utilising recent technological advances, the project is transforming the way we think about buildings of the future. New forms of intelligent, self-aware architecture will be able to anticipate the needs of their users with structures that can move and change according to climatic, functional and cultural requirements. Such cutting edge research is re-defining the intersection between science, culture and art.

Location, location, location

HEIs in London are prime drivers of local regeneration and renewal. Nowhere is this more evident than in the Thames Gateway - formerly an industrial wasteland, now fast becoming one of Europe's biggest centres of economic development. In 2007, Ravensbourne College of Design and Communication will be moving to the Greenwich Peninsula, occupying a flag-ship, purpose-built facility specialising in digital technology.

The move is more than a simple relocation. The College will create a radical new learning landscape, where skills and experience are developed adjacent to Greenwich's publishing cluster, and where tomorrow's designers and media professionals can experiment and explore industry issues and push the boundaries of technical practice and industry convention. The College will play a major role in business development in the area with leading-edge incubation facilities as well as extensive outreach within the local community.



West end theatre is a £1 billion a year industry, generating 41,000 jobs in the capital²⁶



Endnotes

- 1 Culture and the City Working Papers, Cultural Strategy Partnership for London, 2000
- 2 Creative London Vision and Plan, Creative London, 2002
- 3 <http://www.creativelondon.org.uk/about.php>
- 4 London Cultural Capital, Greater London Authority, 2004
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- 8 London Cultural Capital, Greater London Authority, 2004
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- 12 www.visitlondon.com/uploads/6809VL-Facts_about_London.pdf
- 13 London Facts, London Development Agency, 2004
- 14 London's Creative Sector: 2004 Update, GLA Economics, 2004
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opportunities & challenges

This brochure shows clearly that London's HEIs provide a vibrant and dynamic educational and training environment for the creative industries. The ever-changing environment in and around HE in the UK and overseas presents both opportunities and challenges for London's HEIs.

Opportunities

The opportunities are immense, not least in the continued growth in overseas students and, potentially, the export of London's expertise to universities and colleges overseas. The creative industries thrive in growing economies; South and East Asia, but one area of growth, provides a large market for the educational and training skills which exist in abundance in London's institutions. London is already a global centre of the creative industries, and it has the potential to extend its reach even further.

Education for the creative sector in London is characterised by excellence, innovation and relevance, all of which needs to be celebrated, maintained and where possible enhanced. London's HEIs, both individually and in partnership, continually seek to ensure this. London's HEIs are home to a centre for internationally renowned excellence in art, design and the performing arts. In the future this unique asset needs to be better publicised and empowered to grow even stronger.



Almost half of the UK's audio visual industry works in London²⁸

Challenges

The overall challenge is not just to maintain but enhance the pre-eminent position of London's HEIs – large and small, specialist and multi-disciplinary - within the creative sector. That requires constant vigilance in order to keep course offerings up-to-date and relevant to the needs of individuals and future employers. This is greatly aided by the practice, which is universal in the creative sector but much less common in other disciplines, of employing practitioners, many of whom work on a freelance basis, dividing their time between teaching and professional practice. HEIs also seek the aid of employers in designing and validating courses. Such means contribute to the close and intense relationships and loyalties between students, alumni and employers with the many institutions which serve the creative industries in London.

Public funding for teaching in HEIs in England is for the most part distributed by the Higher Education Funding Council for England (HEFCE). The funding methodology adopted by the Council has allowed for specialist HEIs, many of which are located in London, to receive a teaching funding premium. The methodology is subject to periodic review and this premium is one of the elements taken into consideration. One such review will take place during 2005, driven in part by the impending introduction of variable tuition fees for students wishing to pursue full-time undergraduate programmes in an English institution. There is a possibility that as a result of this particular review, or at some future point, changes may be made to the premium paid to specialist institutions. Potentially, these changes could impact on the shape of the sector.

Of course, HEIs are conscious that, in an age when increased professionalism is needed in such tasks as finance, human resources, marketing or health and safety, any small institution bears heavy overhead costs. Maintaining strengths while minimising costs and enhancing efficiency presents an ongoing challenge to those institutions. For example, there may be opportunities to share costs in relation to expensive equipment or facilities, particularly as technology becomes ever more important in areas of design and manufacture, while extra efficiency may be found through new and/or extended alliances and collaboration. This brochure shows there is already considerable partnership activity taking place at every level between HEIs, and between HEIs and other partners, both inside and outside London. Looking forward, London's HEIs will doubtless explore many further options.

conclusion

It is essential for London as a world city to have a world-class group of HEIs. Already London's HEIs collectively form a national and international powerhouse for teaching, research and enterprise that bring benefits both to the capital and the UK, making it the envy throughout the globe. London's excellence in HE occurs across diverse fields – including medicine and healthcare, science and technology, business, finance and law. And, as this brochure shows, in the creative sector. In order to retain - and enhance - its acknowledged status as global leader in the creative and cultural industries, the capital will require a special and dynamic contribution from HEIs with links to the creative sector. London's HEIs, and London Higher, stand ready to meet this challenge - and to celebrate and promote the successes.

about london higher

One in seven of London's jobs
are in the creative sector³⁰

London Higher is a membership organisation that promotes and acts as an advocate for London's higher education. We do this through publications, through the media and by lobbying local and national government. It is an 'umbrella' body and all 42 eligible universities and colleges are members. London Higher is the biggest and most varied of the regional university associations in the UK. As well as working with, and for, the institutional members, London Higher works closely with the London Development Agency, the Greater London Authority, the Association of Colleges London Region and the business sector with Barclays Bank plc and through London First.

Up to 200 arts events take place
every day in London²⁹

Member Institutions

*Birkbeck University of London**
Brunel University
Central School of Speech & Drama
City University
Conservatoire for Dance and Drama
*Courtauld Institute of Art**
*Goldsmiths College University of London**
*Imperial College London**
*Institute of Cancer Research**
*Institute of Education**
*King's College London**
Kingston University
*London Business School**
London Metropolitan University
*London School of Economics & Political Science**
*London School of Hygiene & Tropical Medicine**
London South Bank University
Middlesex University
*Queen Mary, University of London**
Ravensbourne College of Design and Communication
Roehampton University
Rose Bruford College

*Royal Academy of Music**
Royal College of Art
Royal College of Music
Royal College of Nursing Institute
*Royal Holloway University of London**
*School of Oriental and African Studies, University of London**
*School of Pharmacy**
*St George's Hospital Medical School**
St Mary's College
Thames Valley University
The Open University in London
*The Royal Veterinary College**
Trinity College of Music
*University College London**
University of East London
University of Greenwich
*University of London**
University of the Arts London
University of Westminster
Wimbledon School of Art

**Colleges of the University of London*

supporting london higher and london's creative and cultural sector

Creative London

Creative London was established to nurture the rich pool of creativity within London. The city is packed with tiny creative businesses from the jewellery makers in the East End to the design-makers in Deptford. The energy here is infectious and stimulating but it is also one of the toughest places to survive and there is far too much potential to be lost and squashed. The challenge for Creative London is to sustain that energy and ambition for the long term future of the sector in London.

The Creative London programme is part of the London Development Agency (LDA) and the programme aims to:

1. Build the infrastructure and support needed to help the sector grow. We are especially enthusiastic about developing the programme in four key areas:
 - providing access to property
 - nurturing and developing talent
 - creating enterprise initiatives
 - building showcasing projects

2. We want to showcase what we do and how we do it best to a regional, national and international audience and to promote London as a first rate creative city.
3. We need to protect and develop new and emerging talent in all creative industry sectors by building up and boosting local partnerships, creative hubs and their networks.
4. We want to attract Government and private sector investment to help this happen.
5. And we aim to fire up the creative sector and bring them together to make more combined noise.

As Helen Murray, a textile designer and winner of last year's Oxo Peugeot Design Award says 'There's just something about being in London... I can't imagine being anywhere else.'

www.creativelondon.org.uk

London Development Agency

The London Development Agency (LDA) prepares the Mayor's business plan for London by mobilising the support and resources of hundreds of partner organisations. The LDA also helps to build a thriving economy for London's people, businesses and communities, as part of this strategy, the LDA has established *Creative London*, a new initiative that will champion and support London's creative industries. Through the LDA and private and public partners, *Creative London* will work to increase employment and prosperity, and provide opportunities for Londoners to participate in one of the leading centres of the global creative economy.

29 percent of the UK's architects are based in London and 85 percent of UK fashion designers are based in London³²

London First

London First is a business campaign group supported by over 300 of the capital's major businesses and is working closely with London Higher to encourage collaboration between the higher education and business sectors.

London First is currently engaged in a variety of projects contributing towards the success of the creative sector. For example, *Creative Conversations* is a series of seminars targeted at the specific sectors of law firms, financial services and business services. It aims to promote the importance of creative industries in London and encourage larger firms to participate in this success. A similar approach is now being taken with the issue of available finance for creative businesses.

www.london-first.co.uk

Think London

Alongside such initiatives, London First's inward investment partner, Think London, has a specialist team to attract overseas creative businesses to London by promoting London as the creative capital of the world. Think London was integral to the formation of Nissan Design Europe which encouraged Nissan to establish its new design headquarters in London. The new Nissan headquarters includes a futuristic studio housing 60 international designers, modellers and support staff, many of whom in future can be recruited from London's extensive collection of world-class creative graduates.

www.thinklondon.com



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