

**Policy  
Review**

# 6th National Conference Supporting Creative Industries

## New routes into arts and culture

Thursday 30th June 2011, Westminster Studio, London SW1

Supported by:



**creative  
& cultural  
skills**



Speakers include:

**Professor Geoffrey Crossick**

Vice-Chancellor,  
University of London

**Fintan Donohue**

Principal, North Hertfordshire  
College; AoC Skills Champion,  
Creative and Cultural Industries

**Hasan Bakhshi**

Director, Creative Industries,  
NESTA's Policy & Research Unit

**Catherine Large**

Joint Chief Executive Officer,  
Creative & Cultural Skills

**Keith Evans**

Managing Director,  
The Creative Industries  
Development Agency

**Iain Brinkley**

Director, Socio-Economic  
Programmes,  
The Work Foundation



Live and on-demand on [policyreview.tv](http://policyreview.tv)

The Coalition Government continues to recognise the crucial importance of creative industries to the UK economy at a time when other sectors are in decline.

However with higher tuition fees and reduced government funding, there are concerns for the future for creative subjects at degree level. Meanwhile a focus on apprenticeships and vocational learning may open up new routes. What is clear is that as funding changes, all institutions need to find new and innovative funding streams to sustain the sector.


This conference, now in its 6th year, is the annual gathering of industry representatives, central and local government, and all those involved in the delivery of creative education from FE and HE providers, to discuss the skills and attributes that are really valued. Expert speakers will review the pipeline of talent, explore new routes, and look at the opportunities for collaboration between education providers and creative industries.

For more information please visit:

[www.neilstewartassociates.com/se254](http://www.neilstewartassociates.com/se254)

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 **Policy Review** TV

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satellite conference**

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or visit the website



# Agenda (subject to change)

09:00 Registration, refreshments and exhibition

## Session One:

 Available on policyreview.tv

### Setting the scene

- 10:00 Welcome and introduction  
**Catherine Large**, Joint Chief Executive Officer, Creative & Cultural Skills
- 10:15 Creativity and entrepreneurship as strategic drivers for transformation  
**Fintan Donohue**, Principal, North Hertfordshire College; AoC Skills Champion, Creative and Cultural Industries
- 10:30 *Creating Prosperity – the value of UK higher education to the creative economy*  
**Professor Geoffrey Crossick**, Vice-Chancellor, University of London
- 10:45 The creative sector – its role in the UK's recovery  
**Iain Brinkley**, Director of Socio-Economic Programmes, The Work Foundation
- 11:00 Questions and discussion
- 11:30 Refreshments, networking and exhibition

## Session Two:

 Available on policyreview.tv

### Industry sector collaboration

- 12:00 National Skills Academy  
**Pauline Tambling**, Joint Chief Executive Officer, Creative & Cultural Skills; Managing Director, National Skills Academy for Creative & Cultural
- 12:15 Measuring the value of local creative clusters  
**Hasan Bakhshi**, Director, Creative Industries, NESTA's Policy & Research Unit
- 12:30 Panel discussion: working effectively with industry to meet the skills needs  
**Professor Stuart Bartholomew**, Principal, Arts University College, Bournemouth; Chair, ukadia  
**Keith Evans**, Managing Director, The Creative Industries Development Agency  
**Joanne Warburton**, Senior Business Development Manager, National Apprenticeship Service (NAS)
- 13:00 Buffet lunch, networking and exhibition

 Available on policyreview.tv

## Session Three:

### Building the pipeline into industry

- 14:00 Introduction from session chair  
**Dale Bassett**, Research Director, Reform
- 14:10 Shaping the system so the creative economy thrives  
**Catherine Large**, Joint Chief Executive Officer, Creative & Cultural Skills
- 14:30 Enhancing the pipeline of talent  
**Laura Gander-Howe**, Director, Learning and Skills Strategy, Arts Council England
- 15:10 Refreshments, networking and exhibition

## Session Four:

### Key issues seminars

15:40 Delegates should choose to attend one seminar from the list below. Seminars are designed to be interactive and participatory in nature. Places are allocated on a first-come, first-served basis and are subject to maximum capacities.

- 1** Working with employers to develop effective apprenticeship routes  
**Linda Stokes**, Employer Services Manager, National Apprenticeship Service (NAS)
- 2** Alumni development – making the most of networks for students  
*Check website for speaker updates*
- 3** The National School of Furniture - all through provision  
**Dr Alison Shreeve**, National Teaching Fellow; Head of School, Design Craft and Visual Arts, Buckinghamshire New University  
**Chris Hyde**, Head, National School of Furniture: Oxford Rycotewood Furniture Centre

16:30 Close of conference

## Sponsorship and Exhibition Opportunities

This conference will attract a diverse audience of top level decision-makers and key policy professionals, from both the public and the private sector. Sponsoring or exhibiting at this event will ensure your organisation leadership positioning amongst this key target audience.

To find out more about the bespoke packages on offer please contact **Marie Clark** on 020 7960 6849 or e-mail [marie.clark@neilstewartassociates.co.uk](mailto:marie.clark@neilstewartassociates.co.uk)

Register online today:

[www.neilstewartassociates.com/se254](http://www.neilstewartassociates.com/se254)

Tel: 020 7324 4330 / Fax: 020 7490 8830

All delegates receive free post-event access to filmed plenary sessions

## Purpose of the Conference

### Specifically this conference will enable you to:

- Map the pipeline of talent entering creative and cultural industries, from schools and FE to HE
- Explore new routes into industry, including creative apprenticeships, and the funding that will support them
- Understand the process and examine the opportunities arising from the Growth and Innovation Fund
- Discover the keys to successful partnerships between education and business to give employers what they want
- Discuss the current skills gaps in creative industries, and what can be done to address them in both the short and long term
- Highlight the need amongst creative practitioners for training in business management and administration, and provide guidance on the implementation of this
- Take an in-depth look at employability in the creative and cultural sectors, focusing on entrepreneurship, building portfolio careers, and the importance of IAG
- Provide an opportunity to network with others who are working to develop the skills and attributes the creative industries need

## Who should attend:

### From the Education Sector:

- Vice-Chancellors
- Associate Deans
- College Directors
- Deans of Arts, Creative and Cultural Industries
- Directors and Heads of:
  - > Advertising
  - > Crafts
  - > Creative Media
  - > Cultural Development
  - > Cultural Leadership
  - > Design
  - > Enterprise
  - > Fashion
  - > Film
  - > Music
  - > Literary Arts
  - > Performing Arts
  - > Publishing
  - > Television
  - > Visual Arts
- Curriculum Leaders
- Business Development and Business Engagement Directors from Colleges and Universities
- Corporate Directors
- Knowledge Transfer Networks
- Learning and Skills Councils
- Sector Skills Councils
- Research and Funding Councils for the Arts
- Training and CPD providers in the creative industries

### From Business and Creative Sector:

- Creative Hubs and Incubators
- Business Hubs and Incubators

- Board Members, Directors and Heads from Creative Industries, including:
  - > Advertising
  - > Architecture
  - > Crafts
  - > Cultural Heritage
  - > Design
  - > Fashion
  - > Music
  - > Literary Arts
  - > Performing Arts
  - > Visual Arts
- Creative Industries Support Services
- R&D Directors
- Small Business Services
- Centres for Enterprise and Entrepreneurship in the creative arts
- Business Links

### From Government:

- Local Authority Directors and Officers responsible for:
  - > Economic Development
  - > Culture
  - > 14-19
  - > Arts
  - > Education
- Members of Local Enterprise Partnerships with an interest in:
  - > Economic Development
  - > Creative Economy
  - > Skills
- Regional Cultural Consortia
- Government Offices for the Regions
- Central Government



## Can't attend? Time poor? Diary clash?

### Attend a regional satellite conference near you

#### Can't get away, can't afford the time or full cost? Need network feedback? Attend a regional satellite conference!

- See and hear all the speakers and interact remotely
- Receive all the back-up papers and research
- Network with your peers, benchmark your own work and make contacts for follow up
- Environmentally friendly option

Attending a satellite conference costs just **£195.00 + VAT** (£234.00). See the conference website for locations near you or complete the booking form.

#### For further information email

[jacqueline.gorman@neilstewartassociates.co.uk](mailto:jacqueline.gorman@neilstewartassociates.co.uk)

## Watch online

### Keep up to date with the policy insight you need

- Broadcast exclusively on Policy Review TV - watch the conference live or later on-demand
- Fully interactive - watch live and submit questions, just like a delegate
- Ultimate conference reporting, watch the full online presentations after the event
- Your own expert video library to keep – ideal for management and staff briefing
- Unique insight into the choices and dilemmas faced by policy makers and managers
- Find out how your peers are solving the policy challenges you face
- You save on travel, cost and time

The costs of the live broadcast and access to the video archive are:

#### Individual licences

**£99 + VAT** (£118.80)

#### Group licences

**2-3 viewers £250.00 + VAT** (£300.00)

**4-5 viewers £350.00 + VAT** (£420.00)

**6-9 viewers £495.00 + VAT** (£594.00)

**10-20 viewers £895.00 + VAT** (£1,074.00)

# 6th National Conference Supporting Creative Industries


## New routes into arts and culture


Thursday 30th June 2011, Westminster Studio, London SW1


### To Register

Please photocopy this booking form for additional delegates.

Complete all relevant sections of this form and either:

 **Fax:** 020 7490 8830

 **Online:** [www.neilstewartassociates.com/se254](http://www.neilstewartassociates.com/se254)

 **Post:** Neil Stewart Associates Ltd, 10 Greycoat Place,  
Westminster, London SW1P 1SB

Alternatively call us on **020 7324 4330** or email us at

**customer.services@neilstewartassociates.co.uk**

### Delegate Information

se254

Brochure no.

WEB

Title (Mr/Ms/Dr/Prof/Other)

Full Name

Position

Organisation

Sector:  Health  Social Care  Central/Regional Government  Local Government  Education and Skills  Commercial  
 Non Departmental Public Body / Association or Membership Organisation  3rd Sector Organisation  Criminal Justice

Email

Address

Postcode

Tel No.

Direct Line? (Yes/No)

Fax No.

Training Manager

Email

I have read and agree to the terms and conditions below

Signature

**HOW TO PAY** Please tick the relevant box below

Invoice Please send an invoice to:

Purchase order number (if relevant)

Cheque I enclose a cheque for £ \_\_\_\_\_ made payable to Neil Stewart Associates Ltd

Credit Card We can accept the following credit cards:



Please debit: £ \_\_\_\_\_ from Mastercard/Eurocard/Visa/Maestro/Delta

Card No: \_\_\_\_\_ Expiry date of card: \_\_\_\_\_

Maestro Issue No: \_\_\_\_\_

Name (as on card): \_\_\_\_\_

Issuing Bank: \_\_\_\_\_

Cardholder's address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Signature: \_\_\_\_\_

**ADDITIONAL REQUIREMENTS** Please indicate any additional requirements below

### Delegate Rates

Please select the relevant rate from the list below

#### Full Rate -

Commercial Sector

**£599.00 + VAT** (£718.80)

#### Reduced Rate -

Universities, Colleges, Local Authorities, LEAs, Central Government  
Departments & Agencies, Non-Departmental Public Bodies, Other  
Public Sector Organisations

**£389.00 + VAT** (£466.80)

#### Supported Rate -

Voluntary Organisations, Trade Unions

**£240.00 + VAT** (£288.00)

The above fees include all day access to the event, available  
conference papers, buffet lunch and refreshments, for registered  
delegates only. Fees do not include travel costs or accommodation.  
**Shared places are not permitted.**

### Seminar Selection

You may attend one seminar in Session Four.

Places are allocated on a first-come, first-served basis. Please  
circle your choice below:

#### Session Four:

Seminar 1 2 3

### Live viewing

I am unable to attend this event in person please register me for:

Individual licence for live streaming at  
**£99.00 + VAT** (£118.80)

### Group Licences

I would like to register for a group viewing licence:

2-3 viewers **£250.00 + VAT** (£300.00)

4-5 viewers **£350.00 + VAT** (£420.00)

6-9 viewers **£495.00 + VAT** (£594.00)

10-20 viewers **£895.00 + VAT** (£1,074.00)

### Satellite conference

**£195.00 + VAT** (£234.00)

Venue to be confirmed, please check website for updates

### Terms and Conditions

This booking form constitutes a legally binding agreement. Payment must be  
received in full before the event. We are not responsible for the non-arrival  
of confirmation documents: if, by 7 days prior to the conference, you have  
not heard from us, contact us using the phone number on the brochure. All  
available conference material including documents, podcasts and in some  
case films are made available to delegates after the event therefore we do  
not accept cancellations, whole or in part. Substitutions will be accepted if  
notified in writing prior to the event, non-arrivals will be liable for the full fee.

All our conferences are recorded and the content is made available on [www.policyreview.tv](http://www.policyreview.tv). If you do not wish to be filmed, your voice recorded or your  
photograph taken please email [customer.services@neilstewartassociates.co.uk](mailto:customer.services@neilstewartassociates.co.uk)  
giving your name and the conference you will be attending.

### Data Protection

The personal information you provide will be held on a database by Neil Stewart  
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subsidiary companies can provide you with information relating to your booking and  
other services via email, direct mail, telephone or fax. If you do not want to receive  
this information please write to the Database Manager at Neil Stewart Associates.  
Your details may also be made available to other carefully selected companies.  
 Please tick here if you do not wish to receive information from third parties.

### Overseas delegates

Delegates from outside the UK who book to attend an NSA conference must  
send their remittance in time to clear funds no later than 2 weeks before a  
one day conference. Bookings from overseas delegates will be subject to the  
cancellation policy specified on the booking form.