



Entrepreneurship in the Creative Industries

Can you help us with our research?

The Subject Centre for Art Design Media (ADM-HEA) is undertaking a research project in association with professional organisations and subject associations in the creative industries with the aim of supporting and enhancing the development of entrepreneurial skills in the Art, Design and Media sectors. Outcomes of the research will feed into the policy agenda relating to Higher Education, entrepreneurialism and the creative industries and will inform the practices of Higher Education Institutions.

The project is led and principally funded by the Art, Design, Media Subject Centre of the Higher Education Academy (ADM-HEA) and the National Endowment for Science, Technology and the Arts (NESTA). The Council for Higher Education in Art and Design (CHEAD) is a key partner, and other associated organisations include the Council for Industry and Higher Education (CIHE), the Design Council, The National Council for Graduate Entrepreneurship (NGCE), the Standing Conference of Principals (SCOP) and Universities UK (UUK).

The project aims to establish verifiable evidence about the entrepreneurialism of art, design and media graduates and what current support and funding is available from higher education institutions and in the public domain to support creative entrepreneurs. It seeks to assess and demonstrate best practice in supporting creative entrepreneurs, to identify barriers to generating successful creative entrepreneurs and to develop and demonstrate strategies to overcome these barriers. The project will identify potential toolkits and resources for graduates, HE professionals and business supporting agencies to enhance entrepreneurial potential and commercialisation of creative ideas.

A key part of the research is to form a coherent picture of current practices for entrepreneurship education with art, design and media courses in the UK. We have undertaken some student focus groups and we have designed a questionnaire to be completed by colleagues teaching on art, design and media courses. The questionnaire is on-line can be found by following the links from <http://www.brighton.ac.uk/adm-hea/html/news/news-FCIReQuest.htm>

The questionnaire is aimed at discovering the range, depth and type of facilities, services, teaching, learning and assessment that supports graduates in becoming more entrepreneurial. We aim to demonstrate that there is extensive innovation and good practice in this area and discover ways in which this might be enhanced. Data and findings based on the questionnaire will also guide us in the design of future events for teachers and students aimed developing and enhancing good practice in this area of education for the arts, design and media.

Finally, the research project will be developing strategies and recommendations helping secure greater commitment and support for creative entrepreneurs from HEIs, RDAs and other potential support agencies. It aims to have a direct influence on the formation of policy agendas concerning the development of entrepreneurship within industry and education.

We would like to encourage all our colleagues involved in the design and delivery of courses in art, design and media to complete the questionnaire. Any questions can be directed to the Subject Centre Manager at d.clews@brighton.ac.uk, or by phone: 01273 643908.

All respondents to the questionnaire will receive advance notice of events related to this project, a copy of the final report and a CD ROM with the background data informing the research findings and the report recommendations