CULTURE AND CREATIVITY

VISIONS AND INTERPRETATIONS OF THE POSSIBLE FUTURES
INTERDISCIPLINARY COLLABORATIONS

School or Directorate name
Department name if required

Outline

Two perspectives on impact

1. Economic Impact: Arts cluster Brighton

2. Wider impact the evaluation of impact of arts and humanities in the UK REF 2014

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Fusion of Arts and Sciences to improve local economies

http://www.brightonfuse.com/wp-content/uploads/2013/10/The-Brighton-Fuse-Final-Report.pdf

The Brighton Cluster

Academics & Industry

Investigators

- Dr Jonathan Sapsed, University of Brighton
- Professor Paul Nightingale, University of Sussex

Researchers

- Juan Mateos-Garcia
- Dr Georgina Voss
- Dr Roberto Camerani
- Dr Alex Coad
- James Byford
- Professor Steven Miles

With

- Dr David Docherty, Chief Executive of the Council For Industry and Higher Education and Chief Executive the National Centre for Universities and Business
- Phil Jones (Industry Director), Wired Sussex

Contributors

Arts & Humanities Research Council

NCUB National Centre for Universities and Business

University of Brighton

University of Sussex

WiredSussex

Brighton Fuse Report

Investigation into the impact of arts education and innovation on the Brighton digital cluster

Brighton is a smallish seaside town south of London

Companies, which 'fuse' creativity with technologies, have grown almost twice as fast as other companies in the same regions

In 2013 in the UK as a whole, 'creative occupations' 'comprised 9.7% of the UK economy – more than construction, advanced manufacturing or financial services. Its workforce grew at four times the speed of the UK economy overall between 2004 and 2010.'

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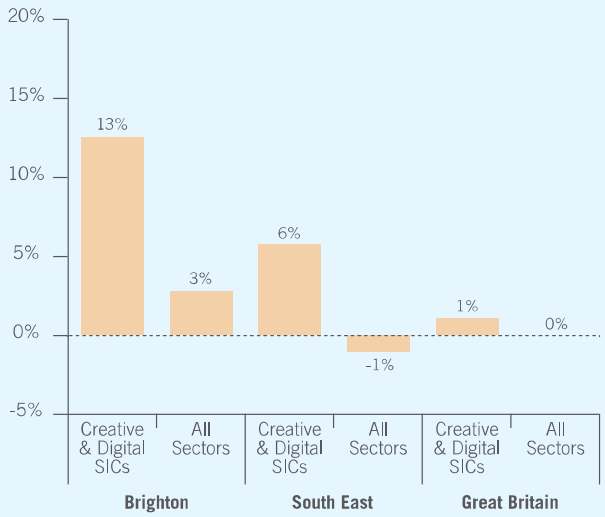
Creative and Digital Industries Growth in Brighton

Figure 1: Employee growth in creative digital SIC codes in Brighton, the South East and Great Britain (2010-2011)



Source: BRES (2013)

Table 2: Sector, sales and employment distribution

Sector	% all firms	% all sales	% all employment
Architecture and interior design	3.1%	1.4%	2.1%
Arts organisation	4.8%	1.5%	2.0%
Content	22.5%	15%	15.9%
Creative goods and crafts	4.1%	2.4%	1.8%
Design services	16.5%	6.9%	8.3%
Digital agency	13.6%	19.5%	14.9%
Digital technologies	13.4%	25.1%	27.6%
Knowledge Intensive Business Services (KIBS)	9.1%	8.0%	9.2%
Marketing services	8.7%	12.6%	12.7%
Web portals and e-commerce	2.7%	7.3%	4.6%
Other	1.4%	0.2%	0.7%
Total	100%	100%	100%

Level of Fusion

Figure 4: Fusion overall and by sector

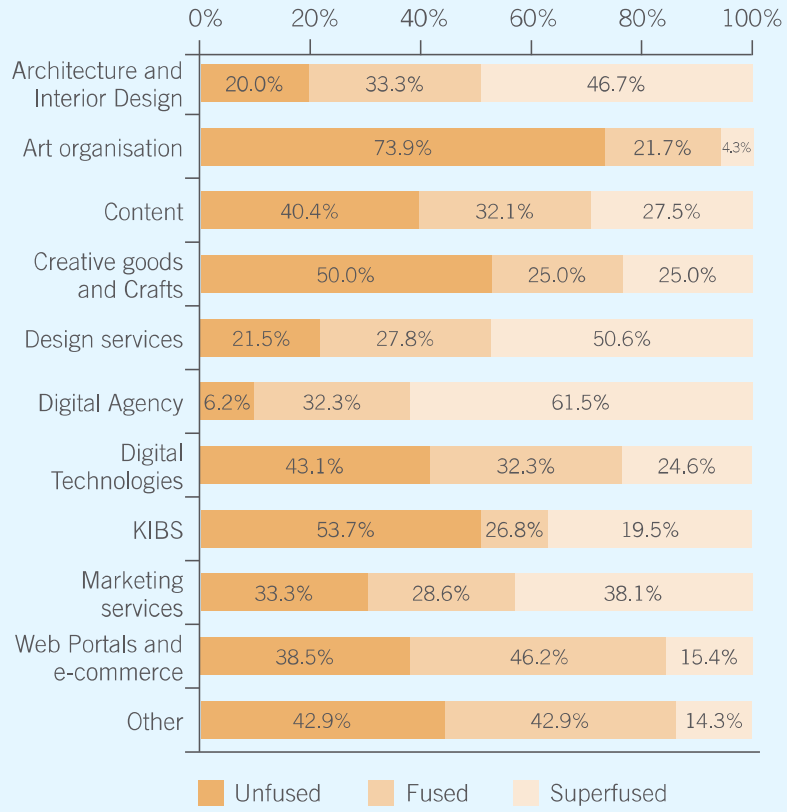
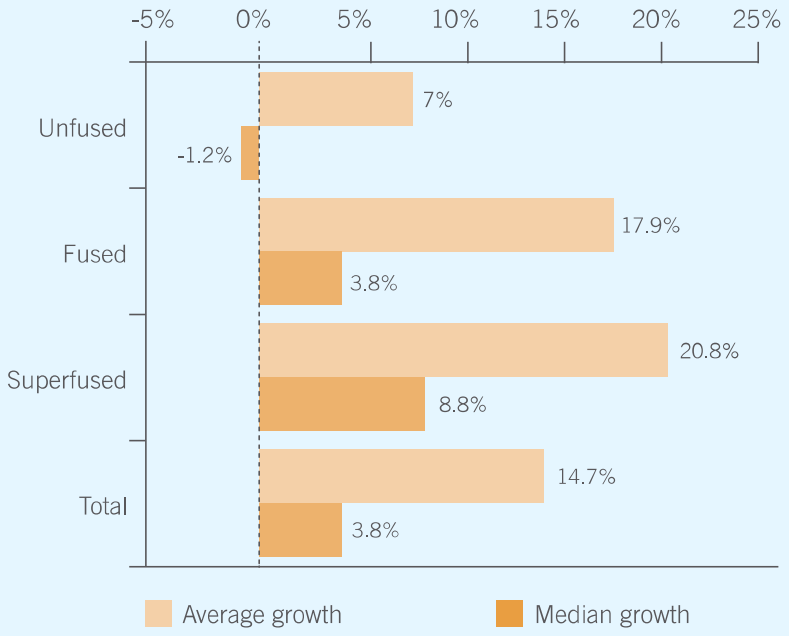


Figure 5: Growth rates by fusion



Barriers for Growth

Most Brighton entrepreneurs are arts and humanities graduates.

Figure 13: Respondent subject of study

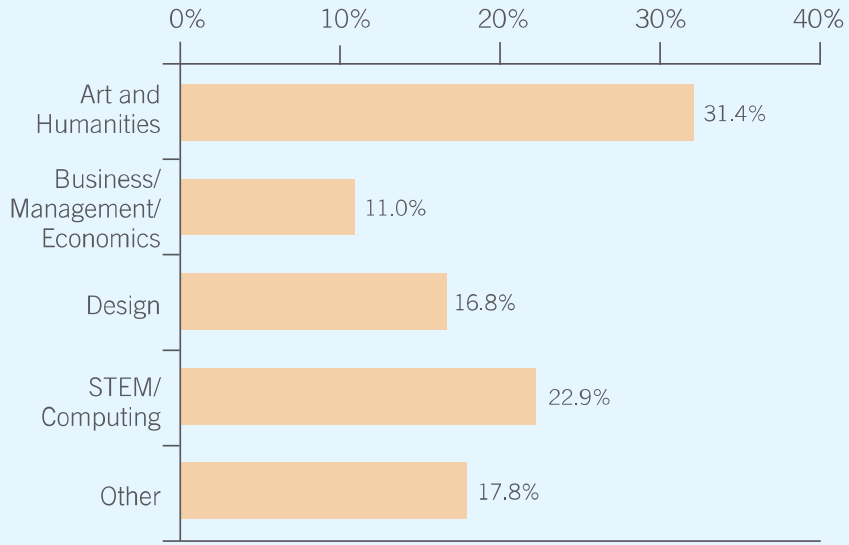


Figure 23: Classification of barriers to growth into factors

	Factors		
Barriers	**Money**	**Mastery**	**Market**
Difficulties in accessing external finanice	✔		
The current economic climate	✔		
Not enough revenues to reinvest in growing the business	✔		
Gaps in the skills in our business		✔	
Lack of management skills in our business		✔	
Exessive workload		✔	
Too much competition in our markets			✔
Lack of visibility and profile			✔
Lack of bargaining power with clients or suppliers			✔

Impact in the REF

Dual Research funding in the UK

RCUK

Research Councils offer grants to distribute money to universities. The competitions are about £3 bn is available each year (AHRC, BBSRC, EPSRC, ESRC, MRC, NERC, STFC)

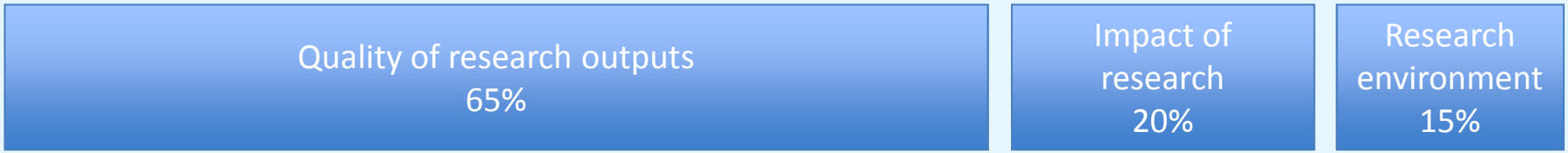
REF

Public money distributed to universities (about £1.6 bn per year) via a once-every-seven-years competition

Allocation of research funds

For the first time in REF 2014 research impact was included as part of the assessment process

Impact is defined as '*any effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia*'



c£200m pa year of QR funding will depend on the impact assessment

Slide by Jonathan Grant

More detailed issues

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Civil society	Influencing the form and content of associations between people or groups to illuminate and challenge cultural values and social assumptions.
Cultural life	Creating and interpreting cultural capital in all of its forms to enrich and expand the lives, imaginations and sensibilities of individuals and groups.
Economic prosperity	Applying and transferring the insights and knowledge gained from research to create wealth in the manufacturing, service, creative and cultural sectors.
Education	Influencing the form or the content of the education of any age group in any part of the world where they extend significantly beyond the submitting HEI.
Policy making	Influencing policy debate and practice through informed interventions relating to any aspect of human or animal well-being or the environment.
Public discourse	Extending the range and improving the quality of evidence, argument and expression to enhance public understanding of the major issues and challenges faced by individuals and society.
Public services	Contributing to the development and delivery of public services or legislation to support the welfare, education, understanding or empowerment of diverse individuals and groups in society, including the disadvantaged or marginalised.

With the Kings Policy Institute: Analysis of the cases studies to inform research policy

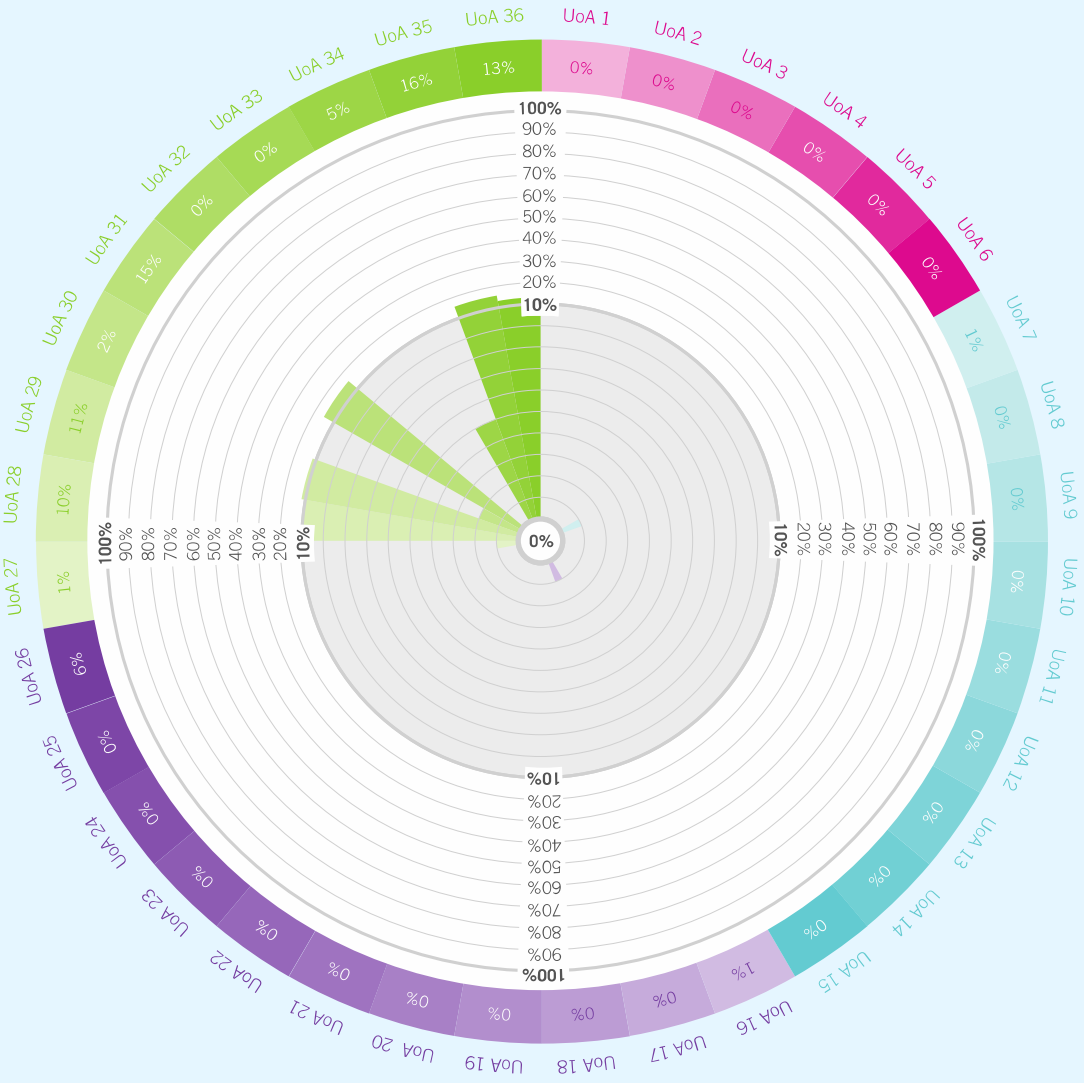
Topic modelling: identify hidden thematic structures or topics in corpus of documents

Keyword in context: identify keywords displayed within surrounding context

Information extraction: automate extraction of specific words (nouns) such as countries

Qualitative analysis: read and hand-code samples of case studies

‘Film and theatre’ impact wheel



The top nine words related to this topic were: *film theatr perform plai audienc product festiv screen director* . Please note the words have been ‘stemmed’ where the end of the word is truncated.

Jonathan Grant

n = 139 or 2% of case studies

Distribution of impact topics by UOAs

Jonathan Grant

Slides with the various impact areas

Content industries

- Film
- Media
- Museum Archives

Public engagement

- Schools and education
- Policy
- Community and Local Government
- Translation

Other

- Area Studies: Asia (China and India)
- Software (especially in history); Mobiles

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Culturally framed scenarios

Fused knowledge can develop a strong vision of future developments that is already happening

Arts and culture have a long-lasting economic and social impact

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Thanks!

Any questions: tobias.blanke@kcl.ac.uk

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