

# Contribution of Higher Education to Regional Cultural Development

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# The Issue of Cultural Value

Exchange between Professor Sir Christopher Frayling, Principal of the Royal College of Art (London) and Chairman, Arts Council England, and Gordon Brown, Chancellor of the Exchequer at the opening of the RCA's Final Year Degree Show

- Gordon Brown: "You are trying to distract my interest away from the economy"
- Sir Christopher Frayling: "The arts are the economy"

# Culture and Economic Development (1)

- **The Creative Economy:** Creativity and Innovation as Drivers of Productivity / Multiplier Effect across Sectors / Integrally Linked with Science and Technology Innovation
- **Creative and Cultural Industries:** Significant and Fastest Growing Industrial Sector in UK (8% GDP) / High Profile and High Reputation (BBC to Beatles) / High Export Value (£11.5bn) / Predominantly SMEs with High Level Skills (50% Graduate) / Characterised by High Level of Self-Employment, but also Under-Capitalised and Under-Managed

# Culture and Economic Development (2)

- **"Creative Cities" (Richard Florida):** Importance of Culture-Led Economic Development / Culture-led Regeneration Happening in Cities and their Regions Across the World / "Creatives" Critical to Development as Innovative, Flexible, Highly Skilled, Entrepreneurial Individuals Driving the Knowledge Society / Creators of Cultural Identity, Critical Mass and Place-Making / Central to Quality of Life
- "Artists are the canaries down the mine of the creative economy: when artists survive in a town it is a sign that the environment is healthy. Investment will tend to go where clusters of creativity, knowledge and talent come together" (Florida)
- **Higher Education:** almost Uniquely HE Significantly Contributes to the Development of all these Aspects of Economic and Environmental Development as well

# Higher Education's Contribution To Regional Cultural Development (1)

- **Cultural "Presence"**: Universities as Cultural Hubs / Physical Manifestation ( Historic Buildings, Heritage Sites, Iconic Modern Architecture etc) / Development of Cultural Quarters / HE Cultural Venues, Programmes and Out-Reach Activities / Culturally Engaged Staff and Students
- **Cultural Diversity**: Increasing and Widening Participation in HE / International Talent Attraction and Retention (staff and student) / Contribution to the Diversification of Cultural Landscape / On-Going Experience of the Management of Diversity, Social Inclusion and Equal Opportunities/ Commitment to the "Open Society", Cultural Debate and Promotion of Social Cohesion

# Higher Education's Contribution To Regional Cultural Development (2)

- **Cultural Skills Development:** Academic Programmes Including Specialist Arts Provision / Opportunities for Inter-Disciplinarity / Work-Based Higher Level Skills Development / Academic Partnerships in Cultural Practice (eg Music CETL with the Sage Gateshead) / Shared Cultural Infrastructure (libraries, studios, theatres, galleries, museums, archives etc) / Establishing and Supporting Staff and Student Cultural Businesses
- **Cultural Research and Knowledge Transfer:** Establishing and Disseminating Cultural Value / Developing Reflective Practice / Supporting Innovation including Cultural Industries / Cultural Observatories

# Critical Success Factors (1)

- **National and Regional Policy Context and Frameworks for Action:** Fostering of Cross-Departmental and Inter-Sectoral Working / Sympathetic HE Governance Regime with Parity of Esteem for Arts Subject Funding / Commitment to Preservation of Specialist Arts Provision / Provision of "Third-Leg" Reach-Out Funding
- **Regional Cultural Development:** Promotion of Common Cultural Purpose / Alignment of Cultural Strategies / Cultural Collaboration between Equal Partners (Collective and Institutional Forums) / Structured Institutional Cross-Representation / Cultural Co-investment Strategies / Fostering Cultural Ambassadors and Entrepreneurs (honorary degrees etc)

# Critical Success Factors (2)

- **Institutional Commitment:** Culturally Engaged Senior Management / Cultural Strategies Embedded across Institutional Plans (estates to events) / Cultural Investment Plans / Parity of Esteem for the Arts Disciplines / Recognition and Reward for Staff Cultural Contribution / Fostering of Strategic External Academic Alliances and Networks (artists, venues, businesses) / Promoting Student Cultural Engagement (student union programmes, volunteering, community arts, venue audience development)
- **Engaging with the Cultural Sector:** Regional Cultural Partnerships (eg Unis4ne Culture Committee) / Mutual Accommodation to Specificity of Needs / HE Cultural Sector Support Infrastructure including Cultural Officers / Staff Development and Exchange Programmes / Student Placements, Enterprise and Entrepreneurship Programmes / Staff and Graduate Company Start-Up Support including Cultural Business Mentoring Schemes and Incubator Provision / Cultural Business Spin-outs
- **Capturing "Cultural Value":** Civic Contribution and Quality of Life Indicators / Culture-Led Economic Development and Regeneration / Identification of Cultural Metrics and Outcomes / Cultural Transformations