

CHEAD

(Council for Higher Education in Art & Design)

Review of the Year 2008/09

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The Council for Higher Education in Art & Design (CHEAD)

CHEAD is the association of 75 educational institutions with degree or postgraduate provision in art and design, represented by their most senior academic concerned with art and design. CHEAD is a long standing Association, which brings together senior figures in UK Art, Design and Media education.

CHEAD's specific aims are:

- To provide a forum for debate and exchange of information for senior managers
- To inform, influence and initiate policy in higher education in art and design at national and other levels
- On matters of policy relating to higher education in art and design to consult government, quality assurance and funding bodies for higher education in the UK
- To work closely with major arts organisations, e.g. the Arts Council, England and the Design Council, through the CHEAD/Links Group
- To provide a forum and co-operate with the various subject associations (e.g. National Association for Fine Art Education, the Association of Fashion/Textiles Courses, Design Education Association).

CHEAD has an Executive Committee of elected officers and members, which meets 6 times a year. Council (the full membership) meets three times a year, including a two/three day residential conference each Spring at various venues throughout the UK and elsewhere in Europe. Business meetings are held in London in November and May and are followed by CHEAD Forum, with guest speakers on key agenda issues.

Key Achievements 2008/09

- The joint-organisation of the seminar, The Future of the Craft of Making, together with the Crafts Council, Art Design & Media Higher Education Academy Subject Centre (ADM HEA) and the National Arts Learning Network (NALN), and the publication of the seminar report.
- The organisation of the Annual Conference in Berlin, *Berlin Unplugged – or Reconnected?*, which examined current national and international developments affecting HE A&D.
- The submission of art and design report for the AHRC / CHEAD initiative, *The Nature of Scholarly Infrastructure in Practice-led Research in the Creative and Performing Arts*
- The continued representation on the A&D Working Group that formed part of the Delivery Partnership Steering to implement reforms of the HE admissions process.
- The commissioning of a major review of research on widening participation in HE A&D, together with ADM HEA, NALN and the Arts Council England (ACE).
- The formation of a network of HEI galleries.
- The continued representation on the Steering and Management Groups of the flagship project, *Creative Graduates – Creative Futures*
- The financial contribution to the ADM HEA's project fund, *Stepping Out*. *Stepping Out's* objective was to examine, articulate and enhance the engagements between art, design and media departments, students and academics and creative and cultural enterprises.
- The continued positive engagement with key bodies in the sector, such as Arts Council England, Crafts Council, Design Council, and the consequent representation in initiatives organised by these bodies, e.g. Design Skills Alliance and the Visual Arts Blueprint.
- Continued membership on various steering and advisory groups related to A&D and HE A&D policy, such as the 14-19 Creative and Media Diploma Higher Education Advisory Group.

Strategic Focus and Activities

During 2008/09 CHEAD continued to build on the work from the previous year, in order to develop on its position as a key representative body for the sector, to offer analysis of current policy developments affecting the sector, and to provide a network of exchange for our members and related organisations. As always, we aim to achieve our objectives through a range of activities, which comprise seminars, conferences, projects, research and the nurturing of strategic links with key bodies in the sector.

CHEAD's role and reputation is reflected in the range and number of bodies and organisations to which we have been invited to contribute, which include:

- Member of the Management Advisory Group of the ADM HEA
- Member of the ADM HEA Art & Design Reference Group
- Member of the CCSkills / ACE Visual Arts Blueprint Advisory Group
- Member of the Higher Education Advisory Group that supports the Delivery Partnership Steering Group of the Skillset 14–19 Creative & Media Diploma
- Members on the Art & Design Working Group of the Delivery Partnership Steering Group on HE admissions reform.
- Member of the Design Skills Alliance

The majority of our activities were grouped in the following strategic areas: student life cycle, minority specialism subjects, leadership development and partnerships & networks.

Above this, the CHEAD Annual Conference offered an opportunity for delegates to reflect on the implications for our sector of current developments in the global economy. This analysis will continue to inform CHEAD strategy in the next period.

The year ended with the election of our new Chair. After three successful years, in which she has led the professionalization of CHEAD and rendered it a more flexible and open organisation, Professor Frances Corner has now passed the baton to Emma Hunt, Dean of the School of Art, Design and Architecture at the University of Huddersfield. We would like to thank Frances for the immense work she has done for CHEAD and now look forward to continuing our journey with Emma.

We do hope that our members and related organisations continue to feel that our efforts provide a valuable service, as we look forward to working with them in 2009/10.

On a sombre note, while we have been working hard to achieve CHEAD's objectives, our activities have been placed in a stark perspective by the tragic death of Dave Keskeys, our Hon Treasurer and Dean of Faculty of Art & Design, University of Northampton. Dave had been a popular and prominent member of our CHEAD Executive Committee, and his loss has affected us very deeply.

Christoph Raatz
Executive Secretary

Student life cycle

Art & Design Working Group (ADWG)

Three members of our CHEAD Executive Committee were also part of the ADWG that advised the Delivery Partnership Steering Group on the reforms to the A&D admissions process. The changes have been put in place for one year in the first instance, and we shall keep members updated on any further progress.

Research on Widening Participation in Higher Education Art & Design

CHEAD, together with ACE, ADM HEA and NALN, has commissioned a review of existing research on WP in HE A&, in order to evaluate the range and quality of the research and, in this way, to maximise its impact. Dr. Dipti Bhagat and Dr. Peter O'Neill, both London Metropolitan University and Design History Society, are the project researchers. The research is due to conclude in late Autumn '09, with a target date for publication in summer / autumn 2010.

Skillset 14–19 Creative & Media Diploma

In addition to the above, CHEAD is a member of the Member of the Higher Education Advisory Group (HEAG) that supports the Delivery Partnership Steering Group of the Skillset 14–19 Creative & Media Diploma. The HEAG is made up of representatives from individual institutions, networks and Subject Centres relevant to the creative and media sectors. Its purpose is to provide the mechanism by which HE can collectively engage with the ongoing development of the Creative and Media Diploma and related policy issues.

Minority specialism subjects

The key concern has been to ensure the continued provision of minority specialism subjects in the UK and, specifically, at CHEAD member institutions. Challenges to the future of craft education are broad and need to be addressed at various levels, ranging from schools to higher education and beyond. To this end, CHEAD, together with the National Arts Learning Network (NALN) and the Crafts Council, organised a seminar, *Materials & Processes – the Future of the Craft of Making*, which was held at the British Museum, 25 October 2008, and attended by 82 delegates. The seminar report is published on the CHEAD website.

The seminar produced the following recommendations to be followed up by key organisations, such as CHEAD:

1. To articulate the many values of the crafts (to individuals and society) and to promote those values in a variety of ways that will be convincing to key stakeholders outside the crafts and to the general public.
2. To raise aspirations and increase the diversity of school children who have the opportunity to study the crafts.
3. To continue to enable further and higher education students to attain high-level craft making skills and to develop appropriate business skills, so as to support their progress to employment.
4. To advocate an increase in the provision of support for craft makers as they seek to establish financially sustainable businesses that can exploit potential markets in the UK and internationally.

5. To work in partnership to determine and take actions that champion and sustain the crafts in the United Kingdom.

CHEAD will continue to work with the Crafts Council and other key bodies to address these recommendations.

Leadership development

CHEAD members are reporting difficulties in filling vacant senior level posts. Although a systematic study of the problem is needed, CHEAD is of the view that it is equally as important to take urgent steps to develop greater leadership capacity in the system. This challenge has grown in significance in light of the changing context within which our members operate. Within its own organisation CHEAD is encouraging emerging leaders to be more involved in higher-level CHEAD operation, but this is not in itself sufficient. CHEAD now wishes to offer a subject specific, structured leadership development programme for the art and design HE sector. The inaugural seminar will now be held in January 2010.

The two main foci of this programme will be leadership in HE A&D The Art of Persuasion and Management in Turbulent Times.

We hope that this seminar will be a successful one and that we will be able to expand its coverage to other levels within HEIs.

Partnerships & networks

Much of CHEAD's strength derives from its ability to facilitate networks and to work in partnership with other key bodies across the sector.

HEI Galleries Network

CHEAD has been aware that there are many excellent institutional galleries with a wide variety of environments, resources, curatorial policies and partners, all of which are producing exhibitions and other projects which benefit their local constituencies, but which do not always tour widely to other venues which might benefit from them. To this end, we launched a network of HEI galleries. The inaugural meeting of the network generated an enthusiastic response. In particular, participants agreed on the following possible objectives for this network, and which we look forward to developing further in 2009/10:

- As a source of professional development
- To support / facilitate contact between galleries and external bodies (Arts Councils, etc)
- To explore the development of a national code of practice

Partnerships

In the course of 2008/09, members of the CHEAD Executive Committee have worked together with a broad range of key organisations, either in individual meetings to explore joint agendas, by running joint initiatives, as members of working groups or speakers at events organised by these bodies. These include: Arts Council England, Crafts Council, Design Council, Crafts Council, Skillset, Skilfast UK, Creative and Cultural Skills, NALN, ADM

HEA, the Group for Learning in Art & Design, Association of Principals of Specialist Colleges in Art & Design (APSCAD), UCAS, and the AHRC. For example, CHEAD is or has been a key partner in the development and implementation of the Blueprints for Design and the Visual Arts. The Blueprints form part of the Creative Blueprint, the sector skills agreement for the creative and cultural industries. They are developed by Creative & Cultural Skills in partnership with the Design Council and Arts Council England. Similarly, within higher education our Subject Associations Links Group brings together the various subject associations, such as the National Association of Fine Art Educators, the Association of Fashion and Textile Courses and others. Their shared aim is to maintain close contact and to explore possibilities for joint action in areas of mutual interest.

Our objectives in our contact with these bodies are to represent the HE A&D sector in communication / policies with decision-makers and industry, to analyse the policy landscape and to ensure that the views of our members are heard.

Key projects & Events

Central to our work are a number of key projects and events. They may constitute an activity in itself or inform other CHEAD work. The report has already discussed the seminar on minority specialism subjects and the HEI gallery network. In addition, CHEAD organised or were a key partner in the following activities:

Berlin Unplugged – or Reconnected: CHEAD Annual Conference 2009

This year's conference explored the challenges currently facing the sector, both nationally and internationally. It was organised in close partnership with the Universität der Künste (UdK), Berlin. The conference explored the significance of world culture for the creative industries, education and the UK's position in an international context. A total of 66 academics and representatives from related organisations attended the conference, including from Russia and Germany. Plenary speakers included Professor Philip Esler, Chief Executive, AHRC, Lucy Orta, London College of Fashion, and the Austrian architect, Adolf Krischanitz. The conference keynote speech was given by Jude Kelly, Chief Executive, London Southbank Centre. While the broad focus on the first day was on the global context for the creative industries and HE A&D, the second day examined in more detail partnerships and links between creative & cultural industries and HE. On the third day, the focus became even more specific by examining the University of the Arts Berlin in an international context. These issues were taken forward in the various working groups, in which delegates discussed the various challenges and possible initiatives for CHEAD.

The conference was held at different venues across Berlin, giving delegates and opportunity to find out from various representatives how some of the landmark venues operated within Berlin and how they worked with the UdK. Venues included the House of World Cultures, the Hamburger Bahnhof Museum for Contemporary Art, and the Jewish Museum. Insights from the conference have and will continue to inform our strategic approach and we also hope that the report from the conference form a valuable resource for our members. The report will be published on the CHEAD website.

Creative Graduates – Creative Futures

Creative Graduates is a study of the career patterns of graduates from UK courses in art, design, crafts and media subjects, being undertaken in 2008–9, involving more than 23,000 first degree and foundation degree UK and international graduates up to six years after graduation.

The research is funded by a partnership of 26 universities and colleges and CHEAD. It is supported by the Arts Council; Design Council; Crafts Council; Skillset; and the Higher Education Academy Art, Design and Media subject centre. The Project is based at and supported by the University of the Arts London, working with staff at the Institute for Employment Studies (IES) who are undertaking the research.

Creative Graduates will provide further much-needed intelligence on the career paths of our graduates. This survey will be far beyond any statistics that are regularly available to the sector, and it will be at the core of our strategic approach in the future. The project publication will be at London's Southbank Centre in January 2010. Further details can be found at

<http://www.employment-studies.co.uk/projects/creative/creative.php>

Artists Access to Art Colleges (AA2A)

The AA2A project has received funding for another two years – years 11 and 12 – under the Arts Council England Grants for the Arts scheme. The AA2A project is a national scheme, providing visual artists and designer makers with the opportunity to undertake a period of research or to realise a project, using workshop and supporting facilities in fine art and design departments of Higher and Further Education institutions.

Research

Members were given an opportunity to discuss the Research Assessment Exercise 2008 (RAE) with Prof. Paul Gough, Chair of Sub-Panel 63, University of West of England, and members of the Panel at our Business / Forum meeting in May. The UoA63 Summary Report has identified a number of challenges to the sector, HEIs and representative bodies, in order to develop the infrastructure and to prepare it for the RAE's successor, the Research Excellence Framework (REF). To follow up on the report's recommendations will be a core priority for CHEAD in 2009/10.

Our work will heavily draw on CHEAD's engagement in the AHRC Review of Practice Led Research, which examined the nature of the scholarly infrastructure in practice-led creative and performing arts research (PLR). Under the stewardship of Anne Boddington, University of Brighton, and Ian Montgomery, CHEAD Executive and Dean of Faculty of Art, Design & Built Environment, University of Ulster, CHEAD produced the analysis of PLR in art, design and architecture. The report is published on the CHEAD website.

CHEAD Structure

The Executive Committee ensures that CHEAD operates in accordance with the objects enshrined in its constitution. Members of the Executive Committee, including the officers of Chair, Vice Chair and Treasurer, are elected by the registered representatives of CHEAD member institutions. The Executive Committee comprises the Chair, who is therefore also the Chair of CHEAD, the Vice Chair, the Honorary Treasurer, the Executive Secretary ex officio, six elected members and up to four co-opted members, plus the Chairs of the Group for Learning in Art & Design (GLAD) and the Association of Principals of Specialist Colleges (APSCAD) ex officio. The terms of appointment for officers and members of the Executive Committee is normally for three years.

In order to ensure continuity, it is the aim to arrange elections and terms of office of the elected officers in each year, so that only one elected officer shall stand for election. Retiring members of the Executive Committee are eligible for re-election but should not normally serve for more than two terms of appointment consecutively.

The Executive Committee has the power to co-opt a maximum of four Ordinary Members to full Committee membership to serve for a term of up to 3 years. This power is normally used to ensure that work on key issues for CHEAD can be effectively and efficiently carried out by the Executive.

CHEAD Executive 2008/09

Chair

Professor Frances Corner
Head of London College of Fashion, University of the Arts London

Vice Chair

Dr Gerard Moran
Dean of Faculty of Art & Design, De Montfort University

Interim Treasurer

Dr. Gerard Moran

Executive Secretary

Christoph Raatz

Executive

Dr. Bryony Conway
Dean of School of Art & Design, University of Wolverhampton

Dr Paul Coyle

Pro-Vice Chancellor (Learning & Teaching) and Executive Dean (Epsom and Farnham),
University College for the Creative Arts at Farnham

Martin Downie

Director, Liverpool School of Art & Design, Liverpool John Moores University

Emma Hunt
Dean of School of Art, Design and Architecture, University of Huddersfield

Professor John Last
Assistant Principal, The Arts Institute at Bournemouth & Chair, Group for Learning in Art & Design *ex officio*

Professor Andrea Liggins
Dean of Faculty of Art & Design, Swansea Metropolitan University

Chris McIntyre
Dean of Faculty of Creative and Cultural Industries, University of Hertfordshire

Professor Ian Montgomery
Dean of Faculty of Art & Design, University of Ulster

Lynne Staley–Brookes
Principal, Plymouth College of Art & Design & Chair, Association of Principals of Specialist Colleges in Art & Design *ex officio*

Professor Dianne Taylor
Pro Vice–Chancellor (Further Education and Widening Participation) and Executive Dean (Canterbury, Maidstone and Rochester), University College for the Creative Arts

Professor Maureen Wayman
Pro Vice Chancellor & Dean of Faculty of Art & Design, Manchester Metropolitan University

Executive Committee changes for 09/10:

Incoming members:

Professor Chris Bailey
Dean of Faculty of Arts & Society, Leeds Metropolitan University

Professor Ian Farren
Director, Cumbria Institute of the Arts

Professor Jim Hunter
Deputy Principal, Arts University College at Bournemouth

Outgoing members:

Professor Frances Corner
Dr. Paul Coyle
Professor Dianne Taylor

CHEAD Member Institutions 2008/09

England

Bath Spa University
Birmingham City University
University of Bolton
Arts University College at Bournemouth
Bradford College
University of Brighton
Bucks New University
Cleveland College of Art & Design
Central School of Speech and Drama
Cumbria Institute of the Arts; Cumbria University
Coventry University
University of Derby
De Montfort University
University of East London
University College Falmouth
University of Gloucestershire
Hereford College of Art
University of Hertfordshire
University of Huddersfield
Kingston University
University of Central Lancashire
Leeds College of Art & Design
University of Leeds
Leeds Metropolitan University
University of Lincoln
Liverpool John Moores University
Loughborough School of Art & Design:
Loughborough University
Manchester Metropolitan University
Middlesex University
University of Newcastle
Newcastle College
University of Northampton
Northbrook College Sussex
Northumbria University
Norwich University College of the Arts
Nottingham Trent University
Plymouth College of Art & Design
University of Portsmouth
Ravensbourne College of Design & Communication
The Royal College of Art
University of Salford
Sheffield Hallam University
The Slade School of Fine Art: University College London

Somerset College of Arts & Technology
Winchester School of Art: University of Southampton
Staffordshire University
University of Sunderland
University of Teesside
University of the Arts London:
Camberwell, Chelsea & Wimbledon College of Arts
Central Saint Martin's College of Art & Design
London College of Communication
London College of Fashion
University for the Creative Arts:
UCA at Canterbury, Maidstone and Rochester
UCA at Epsom and Farnham
University of the West of England, Bristol
University of Westminster
Wolverhampton School of Art & Design:
University of Wolverhampton
University of Worcester
York St. John University

Scotland

Duncan of Jordanstone College of Art & Design: Dundee University
The Edinburgh College of Art
The Glasgow School of Art
Gray's School of Art: The Robert Gordon University, Aberdeen
Napier University

Wales

University of Wales Institute, Cardiff
Newport School of Art & Design:
University of Wales
North Wales School of Art and Design:
Glyndŵr University
Swansea Metropolitan University

Northern Ireland

University of Ulster

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