

CHEAD 2026 - 2030

Strategic Plan

Mission Statement

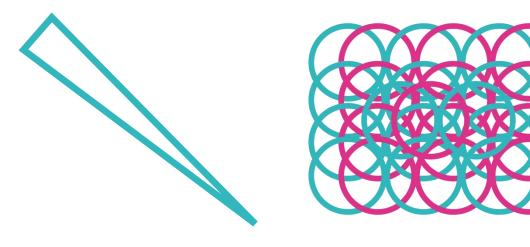


To advance the development of all arts disciplines* in higher education and beyond, advocating for arts standing and stature, value, impact and engagement in the wider world

CHEAD 2026 - 2030

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all

arts disciplines*

CHEAD represents all arts disciplines and trans/interdisciplinary creative education including Fine Art, Graphics, Design, Creative Media, Digital Arts, Fashion, Textiles, Photography, Film, Games, Animation, Communications, Cultural studies, Drama, Dance, Illustration, Moving image, Visual arts, Expressive Arts, Industrial Design, Product Design, Craft, Jewellery, Glass, Drawing, Sculpture, Creative Technologies

Values:

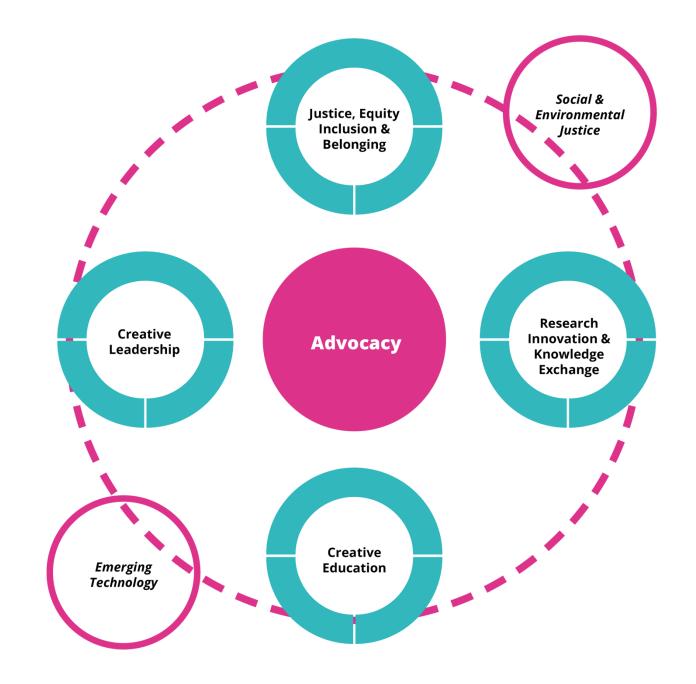
Community, Collaboration, Connecting and Championing.

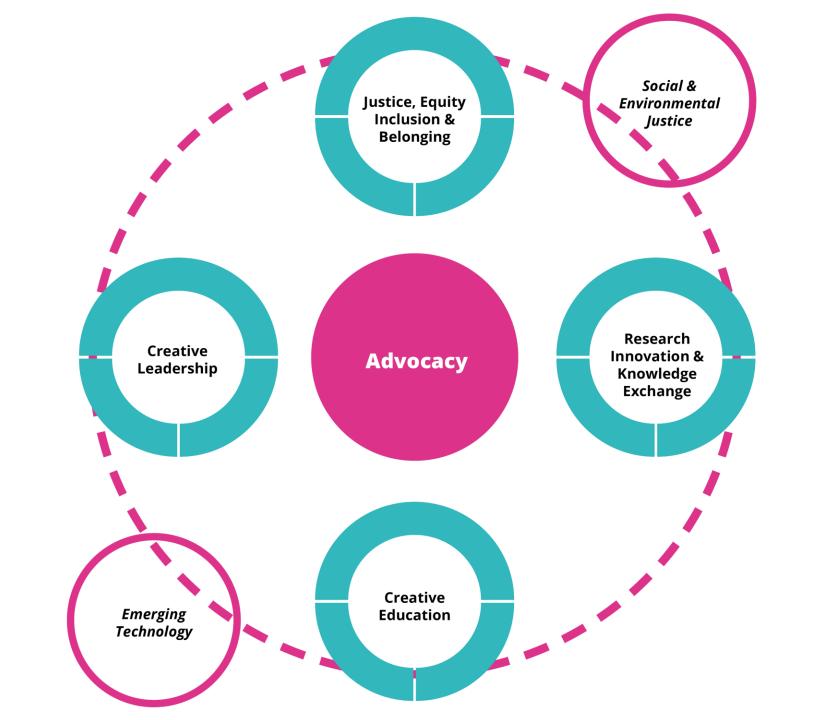
Our EDI statements:

Distinction, Trust, and Activism. Justice, Equity, Inclusion and Belonging (JEIB) Policy.

Drivers:

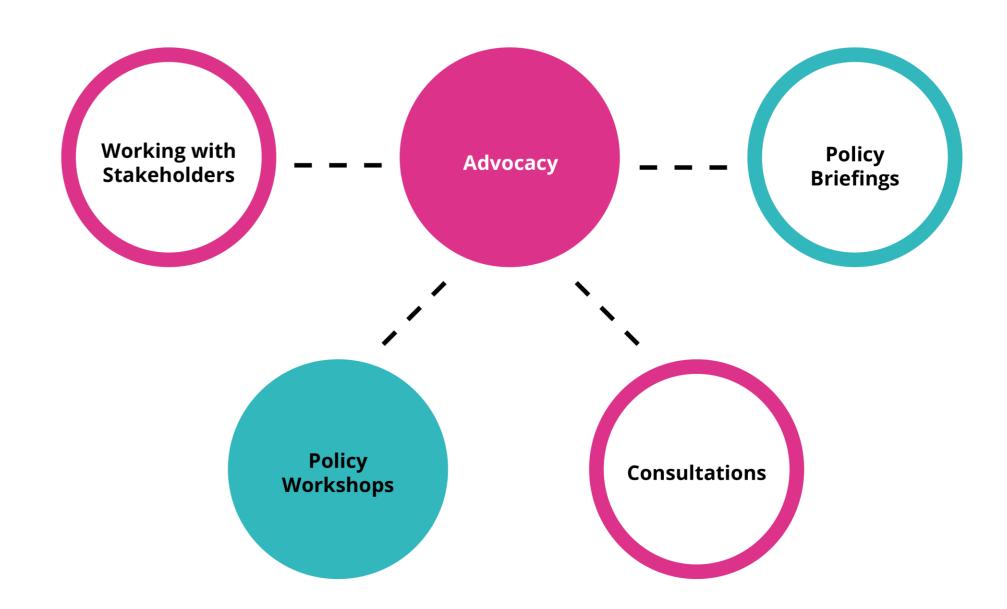
Members, students, people and planet, emerging technology, and creative disciplinary perspectives.







Advocacy



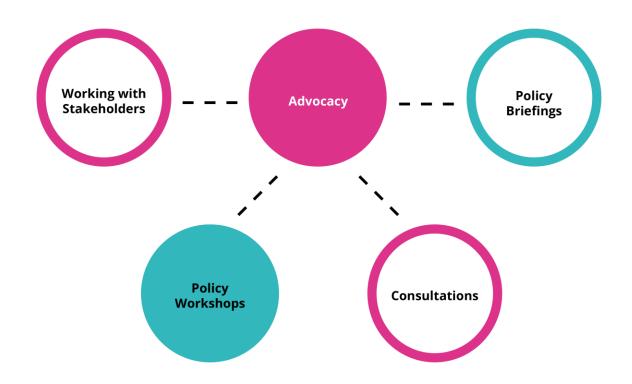
Advocacy

Delivery: Director of Policy, Board of Trustees and Stakeholders.

Anticipate, inform, influence and initiate wider policy at regional, national and international level through established relationships with government, partners and other sector bodies championing art and design education.

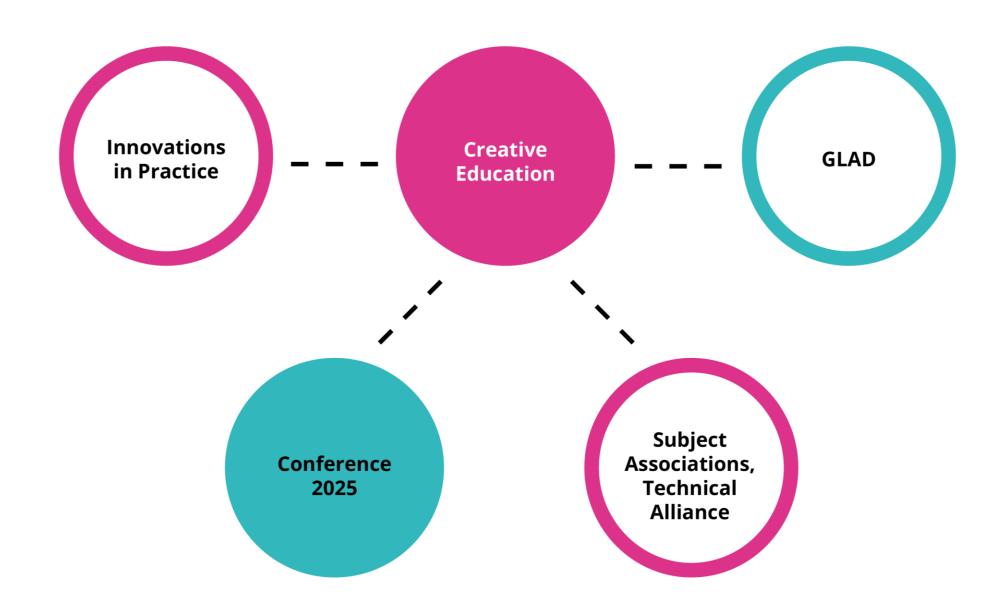
Connecting policy insight and sector intelligence for members, and advocating for the value and agency of art, design, creative media and related disciplines in higher education and our role in enhancing cultural, economic, environmental and societal justice and impact.

Connect with Policy Stakeholders and All-Party Parliamentary Groups. Move us from policy takers to policy makers. Our model – Engage, Inform, Influence.



Learning & Teaching: Creative Education

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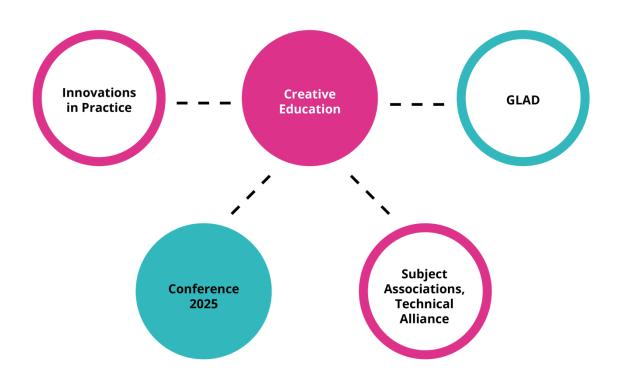
Strategic alliance with GLAD, Subject Associations, Technical Alliance. Annual Conference, Innovations in Practice, Creative Education Manifesto.

Support, inform, influence and enhance the quality and profile of art, design, creative media and related disciplines in higher education, including through a strengthened industry and pipeline focus.

Continuously enhance and expand art and design and related interdisciplinary curricula, practice, provision and pedagogies with a focus on inclusion, creative, disruptive innovative practice, sustainability, social good and excellence. By 2030 Embed Skills for Planet Blueprint.

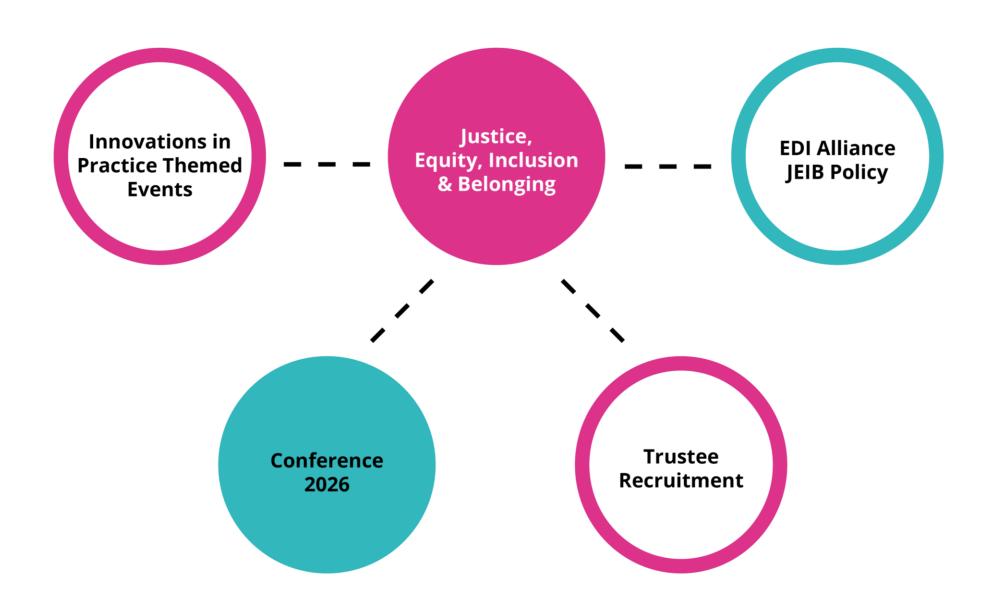
2025 Curriculum and Assessment Review, QAA Subject Benchmark Statements, Design for Planet, Green Skills Blueprint, Innovations in Practice.

2025 Conference Theme Creative Technologies and Al. 2026 Conference Theme/Sector Priorities: Navigating Change.



Equity, Diversity & Inclusivity

Equity, Diversity & Inclusivity



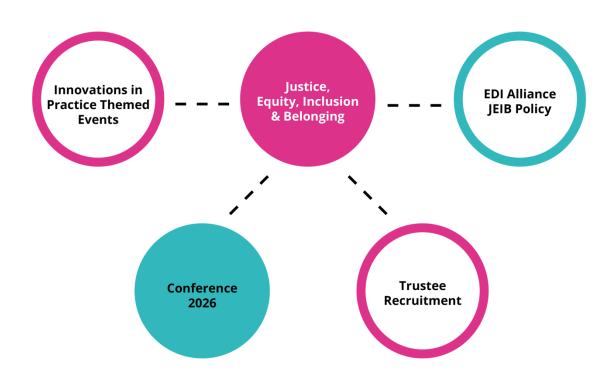
Equity, Diversity & Inclusivity

EDI Alliance, Trustee Lead. Partnership with FACE (and others).

Foreground and integrate justice, equity, inclusion and belonging (JEIB Policy) as key drivers for deep and constructive change through all our connecting organisational policies, practices and programmes

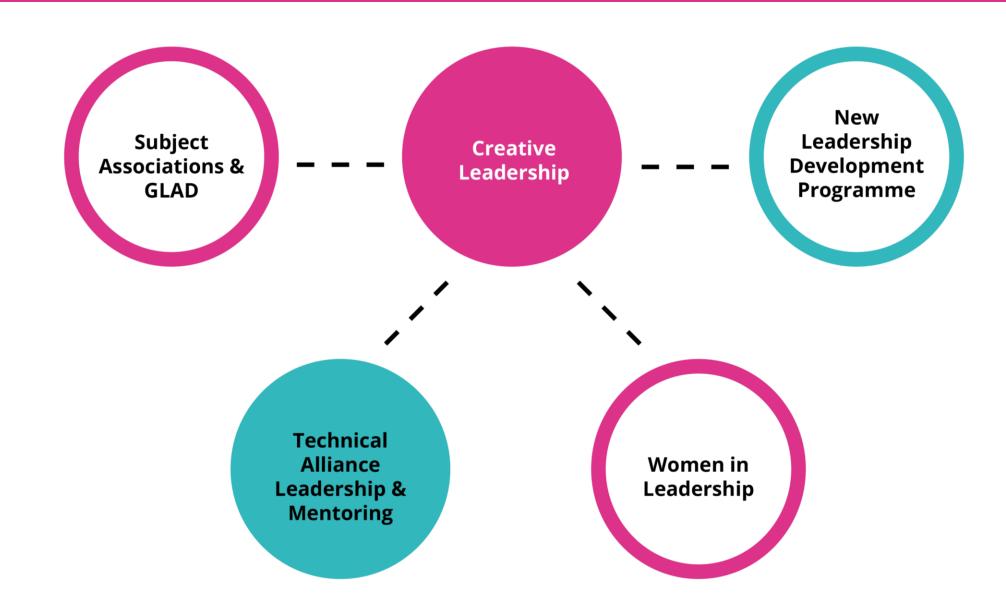
Improve belonging, accessibility, recruitment, representation, allyship, engagement and inclusion at all levels including students.

2025 - 2030 Embed EDI Statements, Inclusivity Statement, Equitable Narratives and our new JEIB policy - We advocate for the power of art & design to transform humanity for the better and we are committed to challenging all narratives that work against this.



Creative Leadership

Creative Leadership



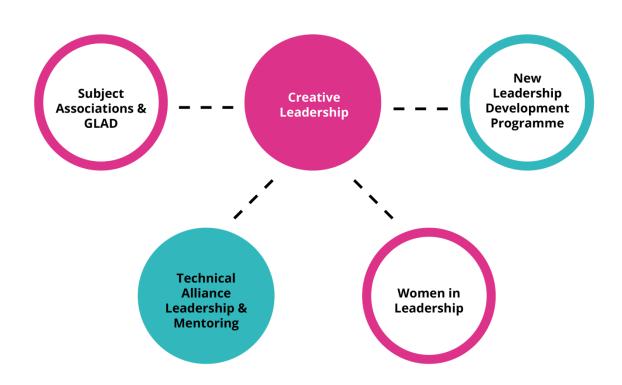
Creative Leadership

Board of Trustees and Directors and Leadership Development Programme

Foster a culture of inclusive, resilient, and progressive creative leadership and staff development.

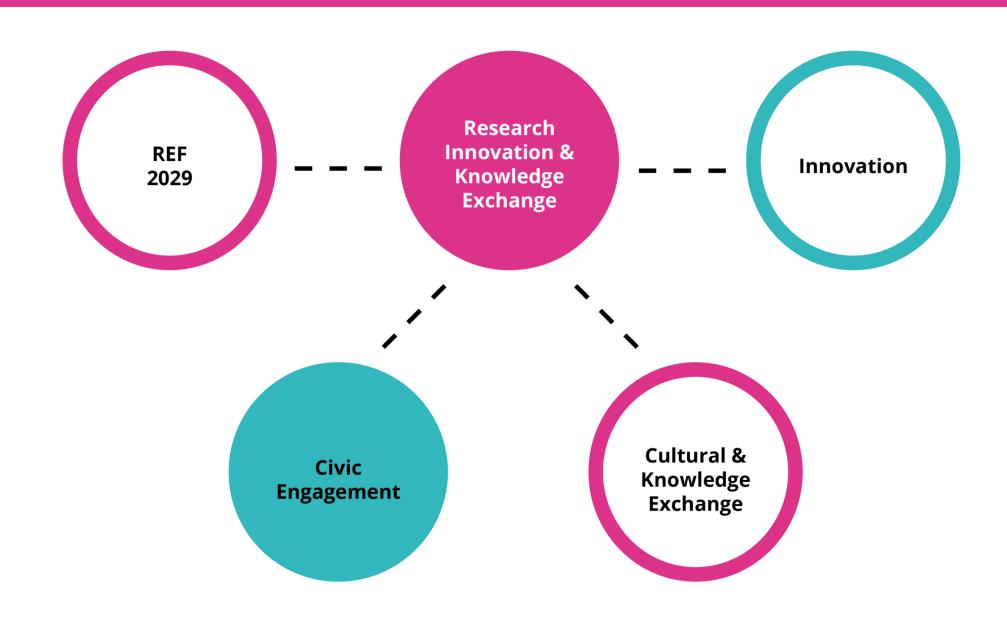
Continue to strengthen our sector leadership and governance practices through transparency and openness in all areas of our work, operating to the highest ethical standards, demonstrating impact, and seeking continuous improvement.

2025 -2030 New Creative Leadership Development Programme, Awareness, Embodiment, Practical Application, Women in Leadership, Technical Alliance Leadership Programme, Research Leadership all informed by creative perspectives, philosophies and lived experiences of the creative community.



Research
Innovation &
Knowledge
Exchange

Research Innovation & Knowledge Exchange



Research Innovation & Knowledge Exchange

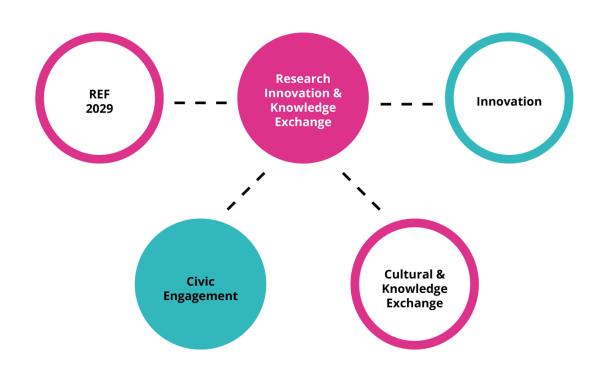
Co-opted Trustee, Research, Innovation and Knowledge Exchange Alliance, REF UoA Forum.

Championing the visibility, status and impact of art and design research, practice-based methodologies, innovation, civic and cultural engagement, and knowledge exchange of all kinds on a regional, national and international level.

Catalyse and build strategies, capacity and capabilities towards future REF and KEF cycles, and other frameworks.

2025-2030 Enhanced Cultural and KE plan, UoA REF forum, international and interdisciplinary collaborations.

2025 CHEAD and ANdAE Programme of Reciprocity. REF Advocacy piece. Exploring the role of the Civic in Art and Design event. IP and Creators Rights consultation.



Impact

Investing in skills development and career pathways to meet the needs of creative staff and students, the creative industries and beyond: Building a skilled workforce: Supporting creative talent.

Advocating for the sector: Working with government, industries, and other organisations to raise awareness and support for creative education.

Highlighting the impact of creative arts education: Recognising the positive impact of creative higher education on the economy, society, the planet and individuals.