Creative Industries ✕ Clusters Programme

Biannual Symposium

20th—21st October 2020, Virtual

UKRI — Arts and Humanities Research Council
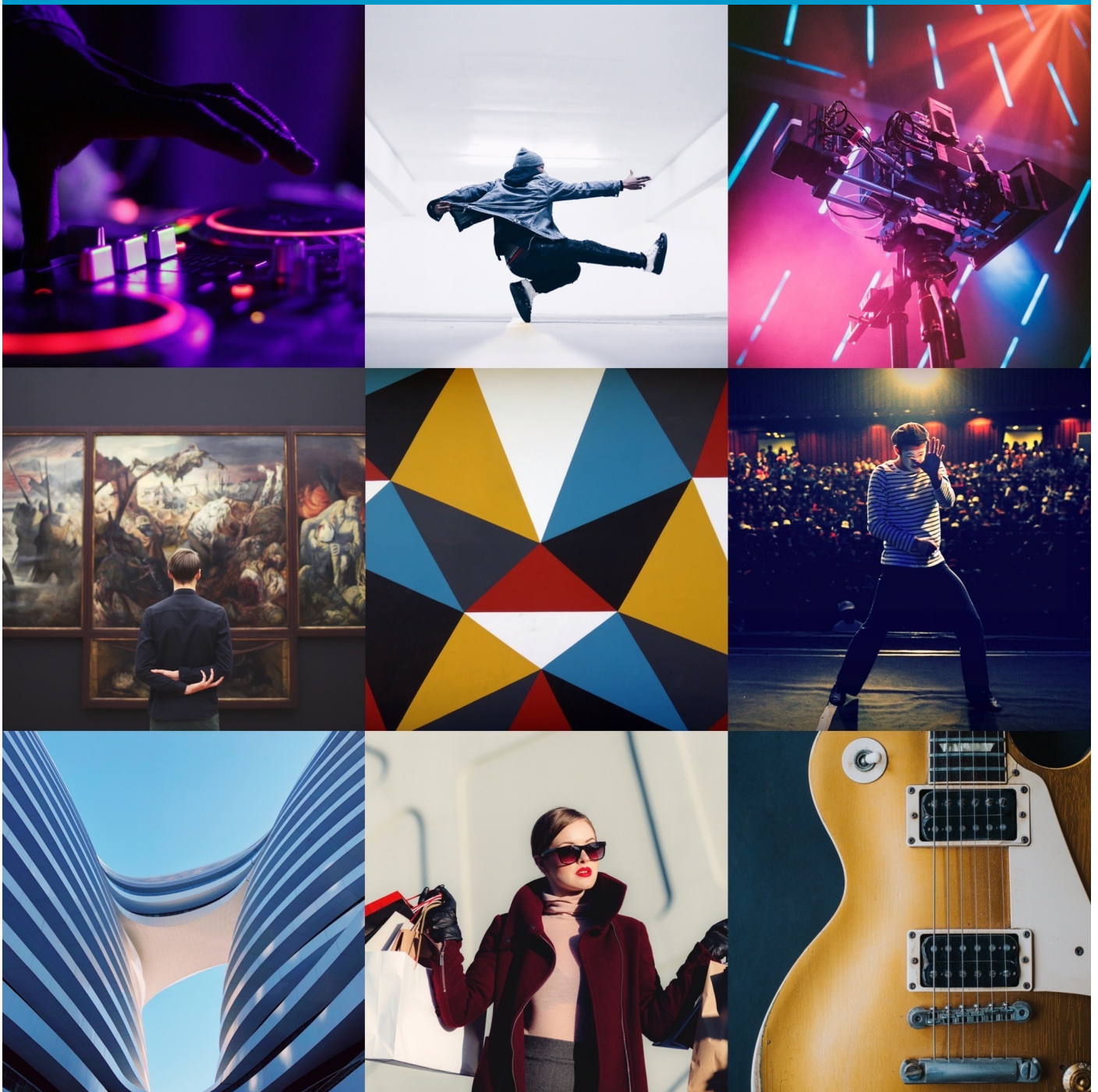
Tuesday 20th October

09.15—09.30	**Welcome from AHRC from Sam McGregor & team**
09.30—10.00	**Update from Challenge Director Andrew Chitty**
10.00—10.30	**Update from the Policy and Evidence Centre**

Introduction by Professor Bruce Tether, Director of Research followed by a deep dive on the micro clusters element of Creative Radar by Josh Siebel.

11.00—11.30	**Directors Group**

Andrew Chitty & Sam McGregor meet the Cluster Directors.

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11.00—12.00	**Co-Investigators Group**

This sessions aims to establish an information sharing and learning network for CICP Co-investigators focused on four themes: Administration; R&D; IP & legal; Networking and Engagement.

11.00—12.00	**Programme Managers Group**

Following on from their first self-organised meeting in September, this is a chance for

Programme Managers and other administrative colleagues working on CICP to meet.

11.00—12.00	**Researchers Network**

This session will discuss the establishment of a Clusters/PEC run Researchers Network Forum. There will be an opportunity to delve deeper in to the Researchers Network Overview, previously circulated, and presentation of the Business of Fashion, Textiles & Technology researchers survey.
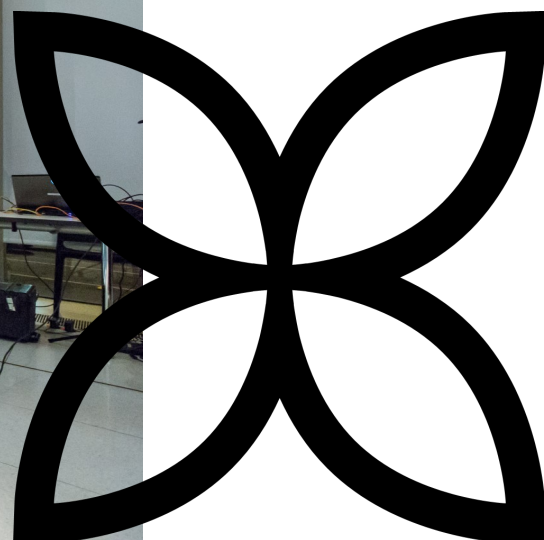
13.00— 14.00   **Communications Working Group**

This session provides a round-up of CICP communications and engagement activities, including opportunities at this year's BEYOND conference. There will an opportunity for a communications update from each clusters, plus the chance to share ideas.

13.00—14.30   **Monitoring & Evaluation Working Group**

This is the regular quarterly session taking place for members of the Monitoring & Evaluation Working Group. A detailed agenda will be shared with the group nearer the event.
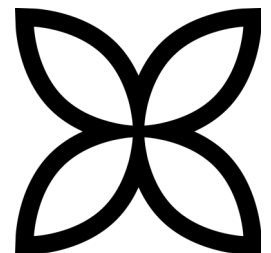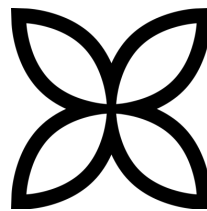
15.00—16.00

Where does all your data go?

In response to several inquiries, this session will address how we use the information you provide, where it is utilised and why it is valuable to the wider strategic work happening across UKRI and beyond. We would encourage everyone to participate, as we will deliver an overview of the programme's progress and its impacts so far as well as demonstrate how we are using this data to inform our future planning - particularly our input into the Government's Comprehensive Spending Review.

16.00—17.00   **Professor Christopher Smith**

Professor Christopher Smith will introduce himself as the new Executive Chair of AHRC. There will be a live Q&A and questions will be invited in advance.

09.30—11.00

Not Your Tick-box! – negotiating the complex intersections between disability, creativity and academia'.

Dr Tanvir Bush will talk about her journey from documentary film-maker to sensory photographer, writer and now Research Fellow on the D4D Project (Disability and Community: Dis/enfranchisement, Dis/engagement, Dis/parity and Dissent www.d4d.org.uk). She will explore the impact that coping with a degenerative eye condition (R.P.—retinitis pigmentosa) has had on her creativity, political engagement and self-awareness. By examining some of the ableist tropes she has had to wean herself from and by finding how integral a supportive and activist disabled community can be, she hopes to open a discussion into ableism versus activism in the Academy and why, post Covid 19, we need a new paradigm for inclusive research.
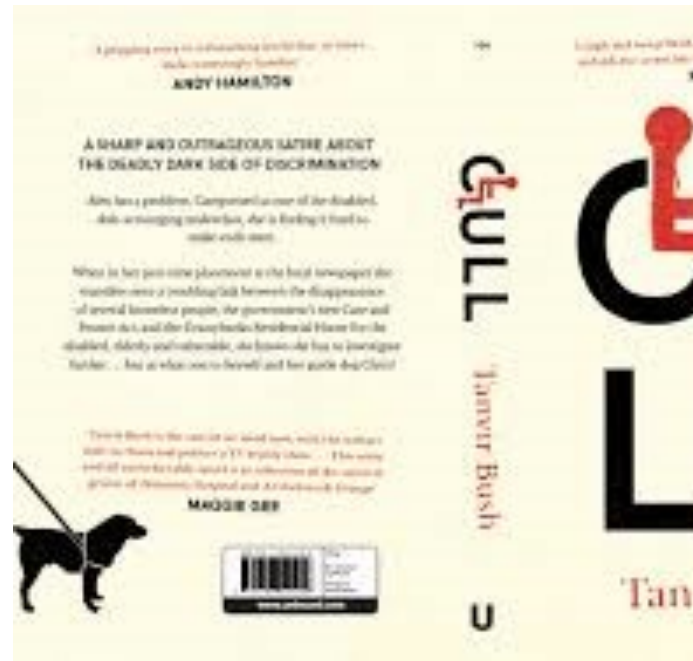
11.30—12.30

Design: danger and opportunity in the 3D aspects of health in our times

Professor Dilys Williams will introduce sustainability as something we do, not something we have. By exploring sustainability as not residing in an object, material or process, but embodying the actions and relationships that make up rich possibilities for culture to harmonise with nature, plenitude becomes re-framed. In the context of the three-fold crisis of health at personal, societal and planetary levels, three-fold aspects of transformation are proposed to evidence an expanded and expansive role for designers. It is argued, however, that the impact of design in economic, social, cultural and ecological terms depends on our intentions, which in turn, depend on how we perceive the world.

13.30—14.30   Future Leadership Fellows

This session presents an introduction to the UKRI's Future Leaders Fellowship scheme and will specifically explore businesses can benefit.

For further information about the Future Leaders Fellowship scheme please visit UKRI's website: https://www.ukr funding/funding-opportunities/future-leaders-fellowships/find-out-more-about-future-leaders-fellowships/

If you have any questions ahead of the session, please email them to Researcher.Development@ahrc.ukri.org

15.00—16.00

Creativity and Covid-19: Experiments in Immersive Theatre

Future Screens Northern Ireland has been leading the NI regional response to Covid-19 working alongside the Minister for Communities and other Departments to develop cutting edge solutions through the creative industries. Since lockdown on March 16th activity within Future Screens NI has increased by 228%. This illustrates the deft manner in which the Cluster has responded to Covid-19, releasing much needed resources to stimulate research, development and innovation.

Join Professor Paul Moore and Zoe Seaton from Big Telly Theatre Company to explore the impact of strategic partnerships that have emerged since lockdown. Find out how Big Telly and partners experiment in immersive theatre has unlocked a new genre of theatre and revenue stream in response to Covid-19. The worlds of theatre, art, illusion and technology converge in Big Telly's productions and collide when theatre steps directly into the living rooms of the audience. Big Telly have utilised AI to allow audiences to choose their own adventure including using gaming technology to compete in Zoom.
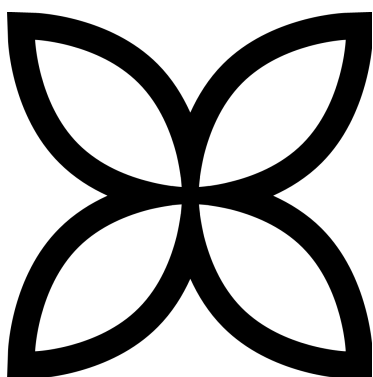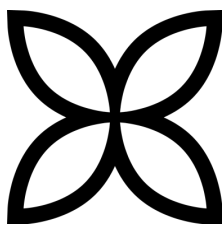
16.30—17.15

Reflections and Closing Remarks

Reflections and Closing Remarks from Challenge Director, Professor Andrew Chitty and the team.

Biographies

Professor Andrew Chitty

Challenge Director Audience of the Future and Creative Industries Clusters Programme, AHRC Creativity Economy Champion

These two UKRI delivered projects are central to the UK Governments Creative Industries Sector Deal and form an unprecedented £120m investment in research and innovation for the Creative Industries.

With three decades of experience across the creative industries, Professor Chitty's career began in television, where he focussed on the cultural impact of science and technology before founding his first company, Illumina Digital. A multi award-winning digital production company that developed transformational services for clients across the creative economy - from the National Theatre to the devolved administrations, museums and galleries to the NHS. With Illumina he won 4 BAFTAs, including two for technical innovation and led Illumina from start-up to exit. He has subsequently founded a digital health provider, taking the company to initial investment, and acted as a consultant and board advisor to growing businesses in the creative and healthcare sector.

Andrew is Professor of Creative Industries at Loughborough University London, a former Vice Chair of the IP producers' trade body PACT, a board member of Creative Skillset, and a founding director of Creative England. Andrew has also worked across policy and regulation as a ministerial advisor within DCMS and BERR (as was) and as a non-executive at OFCOM — the media and telecoms regulator. Andrew trained originally as a neuroscientist before being seduced into media.

Dr Josh Siepel

PEC Work strand Lead for Creative Clusters and Innovation

Josh Siepel is Senior Lecturer at the Science Policy Research Unit (SPRU) at the University of Sussex Business School. He is leading on the PEC's work on Creative Clusters and Innovation and its work on Access to Finance. His research links together policy-relevant issues involving: creative industries, skills, innovation, entrepreneurship and finance. His recent academic research includes work on the long term impact of skills and skills combinations on a firm's performance, the design of policy tools to support access to finance for SMEs, and the economics of firm growth. His policy work includes the Fusion Effect report for Nesta, the Highly Innovative Firms report for BIS, and the Thin Markets report for BVCA/Nesta, in addition to numerous evaluations of national and regional policies. He has a BS in genetics from Texas A&M University and an MSc and DPhil from the University of Sussex, where he was a Marshall Scholar.

PEC Research Director

Bruce Tether is Professor of Innovation Management and Strategy at the Alliance Manchester Business School (AMBS) within the University of Manchester. He is also a research associate at the Centre for Business Research at the University of Cambridge, and was previously Professor of Design and Innovation at Imperial College Business School. Between 2013 and 2016 he led an eleven partner European Framework 7 consortium – Cre8tv.eu that examined creativity and innovation in Europe.

Professor Bruce Tether

An economic geographer turned business and management scholar specialising in innovation, Bruce has an strong interest in creativity – particularly through design – and the growth and competitiveness of the creative industries – especially the primarily business-to-business sectors of architecture, advertising and design consulting. His research interests include: how design activities and investments contribute to innovation and competitiveness; how creative professional service firms compete and prosper, and understanding the unequal distribution of creative activities

Nicola is the Programme Manager for Creative Informatics and leads the delivery team. Nicola works closely with academic and research colleagues engaging with creative industry organisations across the cluster.

Previously, Nicola managed innovative digital projects and undertook business development activities at EDINA.

Since 2014 Nicola has been Co-investigator (PI: Louise Connelly) on the Managing Your Digital Footprint research and co-tutor of the Digital Footprint MOOC, research that she has published and disseminated through Edinburgh Fringe performances.

Nicola Osborne

Professor Christopher Smith is the Executive Chair of the Arts and Humanities Research Council (AHRC). He has been Professor of Ancient History at the University of St Andrews since 2002, and he was also Dean of Arts (2002-2006), Dean of Graduate Studies (2006-2009), and Vice-Principal (2007-2009), before being seconded as Director of the British School at Rome, the UK's leading humanities and creative arts research institute overseas, from 2009 to 2017.

Professor Christopher Smith

From 2017 to 2020 he was a Leverhulme Trust Major Research Fellow, with a project on The Roman Kings: A Study in Power. He held visiting positions in: Erfurt, Princeton, Otago, Pavia, Milan, Siena, Aarhus and Paris Panthéon-Sorbonne.

Professor Smith's research explores constitutionalism and state formation with a particular emphasis on the development of Rome as a political and social community, using archaeological, historical and anthropological approaches. He is the author/editor of over 20 books from textual editions to museum studies. He is a Fellow of the Society of Antiquaries Scotland, the Royal Historical Society, the Society of Antiquaries of London, the Royal Society of Arts and a Member of the Academia Europaea.

Biographies

Dr Tanvir Bush

Tanvir Bush is an Associate Research Fellow on the **D4D Project** (Disability and Community: Dis/engaement, dis/enfranchisement, dis/parity and dissent). The D4D project explores aspects of disability and exclusion. Involving seven universities in the UK and one in the USA, as well as several community arts groups, theatres and other partners, the D4D project is part of the AHRC Connected Communities programme.

Tanvir is currently the co-chair of Bath Spa's Disabled Staff Network and Disabled Action Group and Co-chair of the **Empathy and Writing research group**, an interdisciplinary research group based within the College of Liberal Arts with both local and international members. Tanvir is also the instigator of the SenseAbility festival, a collaboration between Bath Spa University and The Pound Arts centre. Her first novel *Witch Girl* was published in 2015 by Modjaji Books, Cape Town S.A. and her second *CULL*, a dark satire on the current welfare system, was published to critical acclaim in January 2019 by Unbound.

Zoe Seaton

Zoe Seaton is the founder and artistic director of Big Telly. She is one of Northern Ireland's most respected theatre directors, and has worked extensively in the UK. In 2018, Zoe was awarded an Honorary Doctorate by the University of Ulster for her commitment to the dramatic arts in NI.

Big Telly was established in 1986 by Zoe. Since then, the company has grown to be one of Northern Ireland's longest established and respected theatre companies. The company has a long tradition of touring theatre work, and has become an expert in site responsive and participation theatre.

It has been one of the biggest employers in the performance sector in the province, and has a reach beyond its small core staff.

Big Telly is based at Flowerfield Arts Centre in Portstewart on the north coast of Northern Ireland. Big Telly began as a touring theatre company alongside producing a range of site specific work and participation projects. Big Telly work in partnership with many organisations across areas of tourism, heritage, community safety and mental health.

Big Telly Theatre have built high quality revenue generating experiences within Zoom in the context of Covid-19. What began as an experiment has created a platform for actors and creatives to get paid and deliver within in new formats and new platforms that are engaging audiences throughout the world.

Professor Dilys Williams

Professor Dilys Williams is the founder and Director of the Centre for Sustainable Fashion. Dilys' research and teaching practice draws on long-held design practices that connect fashion's relational ecological, social, economic and cultural dimensions. Engaging participatory and transformation design practices, her work shapes and contributes to the field of Fashion Design for Sustainability.

Professor Paul Moore

Professor Moore joined the University of Ulster in 1999 and has since been active in the development of the creative arts/industries policy in the University. He was head of the School of Creative Arts and Technologies from 2008 to 2017 before serving a short period as head of the School of Communication and Media. He is now Director of Future Screens NI, the AHRC funded creative industries cluster for NI, and is a Co-Director of Ulster's Creative Industries Institute (CII). He was awarded a personal chair in 2009 becoming Professor of Creative Technologies, and was awarded a Higher Education Academy National Teaching Fellowship in 2014.

Paul's research is focused on both the creative industries and the ways in which theory and practice can be brought together in training and education. He has published widely in a range of journals and his own practice is in the area of sound art. He has produced a number of commissioned gallery exhibitions in Coventry, Belfast, Lough Neagh, the Void Gallery Derry and, most recently, the National Gallery in Namibia.

Future Screens NI is a £13mn Creative Cluster that will deliver expert technical skills, opportunity and growth across film and broadcast, animation, games and immersive technologies and industries in Northern Ireland. Through the partnership, Northern Ireland's creative companies will develop strategies to collaborate, grow productivity and maximise their global potential, delivering new jobs and economic growth. Future Screens NI has invested £10.5mn in the local creative economy generating 90 R&D projects and creating 212 high level jobs.

Booking Information

The October 2020 symposium is a free, fully digital event. Tickets are available through Hop in. Please register through the following link https://hopin.to/events/cicp-oct-2020 selecting the appropriate ticket type.

For networking purposes we would like to include your contact details in the delegate book. Please indicate if you are happy to give permission for this.

Accessibility Information

Your comfort is a high priority for us during the symposium and this includes accessing content in the appropriate ways.

If you, or any of your team members, have additional access requirements for which the virtual format presents a challenge please let us know as soon as possible.

Contact Information

Please send questions in advance to the following email addresses stating in the subject line which session the question relates to.

Questions for FLF please send to:

researcher.development@ahrc.ukri.org

All other questions please send to:

creative@ahrc.ukri.org