



CHEAD Conference 2017

Global Connections Through Arts, Design and Media - Brexit and Beyond

Creative Arts, Design and Media have always been fields with strong international approaches to research and practice. It makes sense that they should be one of the driving forces in thinking through and making new global connections in the context of Brexit and beyond.

This conference aims to bring together international partners and potential partners including from India, China and across Europe, to share perspectives on the challenges from their own standpoint and work together to identify new opportunities for links and collaborations.

Its aim will be to engage policymakers and innovative individuals from arts and creative businesses so that the problems they are confronting are integrated into the debates together with awareness of contrasting concerns across different national and regional contexts.

Main themes will include:

- the changed global market and how to be successful within it
- creative sectors in higher education as drivers in forging new global connections
- maintaining internationalisation in higher education
- sustaining European networks and pre-Brexit imperatives

Creative Industries and ADM HE in EU and Global Markets

The European creative sector represents 6.8 % of European GDP (approximately €860 billion) and 6.5% of European employment (approximately 14 million). The top five markets of France, Germany, Italy, Spain and the UK represent over 70% of the creative sector in Europe. [L. Benzoni, TERA Consultants and P. Hardouin, [*The Economic Contribution of the Creative Industries to the EU in terms of GDP and Jobs*](#), 2014] The UK creative sector punches above its weight both in Europe and in global markets. The UK's creative industries are now worth a record £84.1 billion to the UK economy and

grew by 8.9 per cent in 2014 - almost double UK economy as a whole. [DCMS, [Creative industries worth almost £10 million an hour to economy](#), 2016]. In 2014 there were 1.9 million jobs in Creative Occupations, a 6.4 per cent increase since 2013 and 13.7 per cent higher than 2011. These increases compare with a 2.1 per cent increase in the total number of jobs in the wider UK economy between 2013 and 2014. [DCMS, [Creative Industries: Focus on Employment](#), 2015]

Exports of services from the Creative Industries accounted for 8.7 per cent of total exports of services for the UK in 2013. Europe was the continent in receipt of the majority of exports of service from the UK Creative Industries in 2013, with £10.1bn or 56.4 per cent of the total exports of services by UK Creative Industries. America was next with 28.9 per cent of total exports of services for UK Creative industries (£5.2bn). These were followed by Asia (10.3%), Australia (2.0%) and Africa (1.9%). [DCMS, [Creative Industries: Focus on Exports](#), 2015] The creative sector has also been key in facilitating the successful transition to a digital economy in Europe and plays an important role in making the UK so attractive to businesses, skilled workers, and visitors [Benzoni, 2014].

However, over the past decade, the global creative sector is becoming increasingly competitive:

The World bank [...] cites design as an engine of the "new value chains" in the face of global competition that drives existing commodity profit margins to zero. Design is core to economic growth policies in Britain, China, and India. [Irani, Lilly, Silberman, M. Six, "Stories We Tell About Labor: Turkopticon and the Trouble with "Design"", Proceedings of Special Interest Group in Human Computer Interaction, 2016]

Countries across the world are making substantial investment in the creative industries and their supporting infrastructure, and global competition is accelerating. This investment ranges from the use of tax breaks and other fiscal incentives, such as those used to support the games industries in Canada and France, to the massive direct investment in new media cities and clusters in Asia and the Middle East. [Creating Prosperity: the role of higher education in driving the UK's creative economy, Universities UK, 2010]

The nature of the creative sector is also undergoing seismic changes in the move to

what Hartley et al [2015] term 'microproductivity' - the creative productivity of whole populations in driving rapid innovation in emerging, data-driven, interactive technologies [John Hartley, Wen Wen, Henry Siling Li, *Creative Economy & Culture*, Sage, 2015]. The nature of work, itself, is also predicted to continue to change at an accelerated rate with the emergence of 'microwork' or 'clickwork' further fragmenting global labour relations within the design sector. [Lilly Irani, M. Six Silberman, "From critical design to critical infrastructure: lessons from turkopticon", *Interactions*, Volume 21 Issue 4, 2014 Pp: 32-35; Jerry Kaplan, *Humans Need Not Apply: A Guide to Wealth and Work in the Age of Artificial Intelligence*, Yale UP, 2015]

Brexit -- Opportunities and Challenges

Given that Europe accounts for 56.4% of UK creative industries exports, the loss of 'services passport' concomitant with curtailing freedom of movement will deal a severe blow to the UK creative sector. In addition, we have already entered a period of uncertainty and loss of prestige for UK creative industries and ADM HE:

- Negative impact on 'Brand UK' which relies heavily on Britain's diverse, global cultural identity and perception that the UK design industry will be more difficult to work with and less globally integrated
- Negative impact on incoming corporate investment and falling off EU and public-sector tenders
- Negative impact on the flow of talent into the creative industries – both technical and creative – as UK secondary cultural education is squeezed out by EBacc and EU recruitment becomes more difficult.
- Uncertainty regarding issues such as freedom of movement, tax arrangements, regulatory frameworks such as IP, etc
- Fall in number of visa applications [[THES: Number of Visa Applications for UK Study falls](#); [THES, Brexit Hits Student Recruitment](#)]

CHEAD 2017 - A Vision for ADM HE in a Global Context

CHEAD sees a leadership role for ADM HE in facilitating these historic transitions -- beyond digital to AI and beyond the UK in Europe to the UK in a more global context.

The event will include international roundtables including virtual participation focusing on the broad challenges for continued internationalisation in higher education posed by Brexit as well as those specific to arts, design and media.

The structure of the conference will be along forum lines recognizing the need for wide debate and visioning in a new historical situation without precedent.