



# CHEAD Links: Stronger Together!



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# Our Vision:

- Working closely with the HEAD Trust, Subject Associations and other partners
- Gathering and disseminating intelligence
- Finding commonalities and knitting allegiances
- Identifying key issues
- Responding as a sector

# Some current key issues

- Mapping and forecasting the complete creative pipeline
- Engaging with wider cultural policy
- REF, PAR and impact
- Transition to TEF
- Evidence-based policy and planning (metrics)
- Opening the sector to competition

# The creative pipeline

- Secondary creative education: already in crisis; NSEAD Survey, EBacc, Academisation
- HE: TEF, Metrics, HE apprenticeships; **Green Paper** opens HEIs to competition from global providers and is rapidly becoming the HE Bill (White Paper estimated 18 May)
  - **New QA system**, to be compatible with TEF; transitional arrangements – **Subject Benchmark Consultation** and proposed training for external examiners
  - **Challenge-Driven University**
  - Diversity – HE 2020 targets to double disadvantaged access unlikely to be met in established sector, concerns that 'alternative' providers will rapidly develop poor quality provision for marginal students
- Industry skills requirement horizon: (CHEAD working with NESTA, CIF and CCSkills) to explore methodologies for revised evidence base.  
**Creative Industries economic estimates consultation** : proposes 10% uplift to compensate for invisibility of micro-businesses in the cultural sector and proposes parity between productivity of creative occupations within and outside creative industries

# Cultural Policy

- AHRC **Understanding the Value of Arts & Culture**: robust methodologies for demonstrating the value of the arts and culture
- DCMS **White paper**: extols creative education but no mention of EBacc or local authority cuts
  - Diversity: four-year Cultural Citizens Programme led by ACE and HLF that would reach 70 areas with low cultural participation
  - Placemaking and regional agendas: reviews of Arts Council England, the museums sector, and the Heritage Lottery Fund

# Research

- **Lord Stern's review of the REF:** CHEAD responded to the call for evidence and will monitor closely
- **The Metric Tide:** metrics may supplement peer review but are no substitute – this view is borne out by WONKHE's **review of the consultation responses**

# General trends:

- Evidence-based approaches, decision-making informed by machine data
- Centralisation, bypassing democratic pluralism
- Transfer of assets from public bodies to private trusts

# Barriers to engagement?

- Time pressures
- Lack of information
- Limited reach beyond personal affinity networks
- Governmental 'speed-up' and flood of legislation makes it difficult to respond



# We need?

- Low-time-impact communications and collaboration structures
- Reach and information channels
- Quick feedback from the network
- Co-ordinated focus
- Sustained follow-up

# Some approaches?

- 'Lightning workshop' at the end of today's session to brainstorm the way forward
- Free Associate CHEAD Membership for Subject Associations
- Use more digital collaboration tools?

# Introducing ourselves:

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