



HEAD Trust Project

Higher Education Art and Design Trust
(HEAD) formed in 1987

Supported a variety of sector wide initiatives

Currently five trustees - wide experience -
senior positions within ADM

Despite the increasing scale and importance of the creative industries, their contribution to the national economy, and the popularity and demand for courses, the ADM educational sector does not have a strong external profile

Our perception for sometime has been that communication, particularly with those outside of the sector and within the immediate subject circles, seems difficult and the visibility of the sector is poor

Limited resources remaining - HEAD Trust Project to:

- help raise ADM profile and build confidence
- underpin greater advocacy
- support the sector in gathering and sharing the evidence

Meeting convened in April 2015 - representatives from Art, Design and Media based subject associations and other relevant organisations, from which came a number of clear messages:

Discussions shared our view that ADM

- continues to attract high numbers of students
- provides great support to the creative industries
- despite scale and importance does not enjoy a high profile

Communication within and across the sector

- importantly to wider public audiences
- in need of improvement

Need to identify messages relevant to each audience

- critical to decide how messages can best be articulated and disseminated

Concern that information/data is very dispersed

- needs bringing together/interpreting

Do we know enough about our own sector to argue the case?

Schools audience in need of clear and up to date messages

- information no longer coming through Foundation courses
- many staff in schools lack current information about ADM HE

Attention drawn to lack of connections and/or barriers between various levels of education

- many teachers in schools feel 'beleaguered'
- unsure about current expectations of HE

Few professional development opportunities mean teachers

- not keeping up with the changing HE landscape
- danger of giving potential students out dated information and experiences

Many teachers self-fund their own professional development

- all need and deserve greater support

Re-establishing connections between Higher Education, Further Education and schools is of paramount importance

Two key themes emerged:

'1. Communication – the need to create a digital platform that can accommodate a variety of articulate voices speaking to, for and about our subject and directed at very particular audiences (subject associations/organisations, CPD, teachers, applicants, parents, research, advocacy, industry open access journal etc.).

2. Review – October 1960 saw the publication of the first Coldstream report resulting in the complete restructuring of Art (and Design) education. Since then, and in particular for the last twenty five years, there has been unprecedented change. From the comments made today it is apparent that a review driven and managed by the subject specialists is overdue.'

Further meeting in October 2015 and February 2016 at Woburn House

Representatives from

CHEAD

GLAD

GuildHE

NSEAD

UKADIA

and HEAD

All agreed to share in fulfilling a data and information gathering proposal made by GLAD:

- Numbers taking art and design subjects in compulsory sector and the GCSE/A level offer. (NSEAD);
- Numbers in training and in work as school based art and design teachers. (NSEAD);
- Size and shape of the art and design higher education sector, including past trends and future projections (number of courses, FE/HE, new subjects). (GLAD);
- Trends in UCAS admissions for various sub disciplines in art and design (demographic: entry profiles, gender, growth). (GLAD);
- Creative Industries financial contribution to the economy – Economic Impact Study with BIS. (GuildHE and UKADIA with BIS);
- Graduate Employability trends in creative sector and related sectors. (CHEAD);
- Size and shape of postgraduate sector. (GLAD).

Next stage

- * Information accessible to all
- * Interpreting and using the information
- * Speaking with one voice – lobbying – making the case
- * Glossary of acronyms!
- * Government Green Paper on Higher Education
- * Government proposals Ebac and Academisation of all schools