

The Future of Creative Higher Education Post-Brexit

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CHEAD is the representative body for the art, design, creative media, and related disciplines in higher education:

- Intelligence: research, briefings, policy labs
- Lobbying on behalf of our members
- Developing leadership and strategy, shaping creative Higher Education culture

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Creativity and 'Soft Power'

- The UK's creativity is a key factor in our 'soft power'
- UK creative HE and industries not only contribute to the economy directly but indirectly by making the UK such an attractive place to live and work
- The UK's position as an innovation leader in the EU is a major draw for overseas students and staff

Instrumentalising Creativity?

- Creative education should not become 'instrumentalised'
- We should seek to understand the role of creative education in society, for communities, for democracy, public health and wellbeing, urban life and regional growth
- The experience of individuals should be placed back at the heart of ideas about cultural value

Creative HE in the economy

- research that supports innovation in the creative economy
- new models for interacting with creative businesses
- hubs for innovation at the heart of regional creative clusters
- the development of talent and high-level skills for the creative economy
- provision of high-quality CPD to the creative industries

- [UUK, 2011 <https://is.gd/m3FLC8>]

Globally competitive

- UK produces 33% of the world's humanities research (compared to USA 37%) but 10% of the world's science (compared with 25% for the USA)
- UK is one of the top destinations for overseas study. Last year, the value generated by arts and humanities overseas students was £3.6bn
- The UK is currently one of the top 5 destination countries for Erasmus+

Brexit: Student recruitment

- The UK now has one of the least competitive post study work policies in the English-speaking developed world
- There has been a 60 per cent drop in the number of Indian students studying in UK since 2012
- Figures from June 2016 show a UK 5-10% fall this year following the referendum and its campaign

Staff recruitment/retention

- 28% of academic staff come from outside the UK
- Delay in clarifying status of EU staff and students may lead to a 'brain drain' and loss of infrastructure
- Challenging context of increasing global competition for student and staff recruitment
- Immigration rules may have even stronger impact on recruitment than Brexit itself

Research & Innovation

- The United Kingdom is a leading innovator within the EU
- Creative research is growing
- The long-term benefit of a £1 investment in arts and humanities research is £15-20
- EU funding is 14.2% of all UK research income
- Funding that offers researchers mobility and encourages collaborations multiplies impact

HE & Research Bill

- Opens UK HE to global competition
- Removes barriers to degree awarding powers
- May restrict academic autonomy
- Merging innovation and research structures
- New metric evaluation systems – fees linked to graduate earnings
- Splitting regulation of teaching and research
- Expected 'contraction' of the sector

Brexit – Key risks:

In an increasingly competitive global market:

- Damage to 'soft power' and global edge of UK creative industries
- Harder to recruit talented international staff and students
- Exclusion from the Erasmus programme
- More challenging post-study pathways
- Loss of EU arts, research, structural and regional funding for arts and innovation

Key opportunities:

The number of international students globally is expected to grow – but so is competition. To take advantage of this growth our creative HE needs to:

- Communicate a welcoming environment for international students
- Explore new technologies to better target and deliver learning
- Map innovation funding to identify EU creative, innovation and structural funding streams that should be replaced by the UK
- Re-join Erasmus+ as fully-funded member
- Develop a competitive visa system

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