Conference Convenor Pack

Council for Higher Education in Art and Design

What is CHEAD?

The Council for Higher Education in Art and Design (CHEAD) is the representative body for the art, design, creative media, and related disciplines in higher education. CHEAD is registered as a Charitable Incorporated Organisation with the Registered Charity Number 1174589.

A voice for Higher Education Art & Design

CHEAD provides leadership and an inclusive, cohesive body for and on behalf of higher education in the UK, advancing knowledge and understanding in the sector and promoting the sector's interests to others.

Subject coverage

CHEAD focuses on art and design subjects; these subjects relate closely to other subjects – for example: media, performing arts, architecture, and art and design history – CHEAD welcomes interaction with and between these subjects.

Mission

To advance the development of the art and design community in higher education and beyond, its standing and stature as well as its engagement with the outside world.

CHEAD connects research, practice, policy and people to harness creative and cultural resources to shape social change.

Vision

CHEAD provides a voice for and on behalf of higher education art and design and related disciplines in the UK, advancing knowledge and understanding in the sector and promoting the sector's interests to others.

Recognised as the leading representative, influential and authoritative body for art and design in the higher education sector.

The membership organisation of choice, attaining a positive and trusted reputation with all partners and stakeholders, welcoming a wider context and diversity of perspectives for discussion and development whilst offering unique value to our growing membership.

A leading advocacy platform for the positive role of art and design higher education, widely consulted with by policymakers and practitioners in the creative industries and wider creative economy.

Recognised as the leading representative, influential and authoritative body for art and design in the higher education sector

Our Board of Trustees

Professor Richard Sawdon Smith
Norwich University of the Arts
Professor Richard Sawdon Smith is an internationally exhibiting and award-winning photographer. He is Professor of Fine Art and Programme Director for Fine Art and Photography at Norwich University of the Arts.

Professor Juliette MacDonald
Edinburgh College of Art
Juliette MacDonald is ECA Director of Faculty and Director. Juliette received her PhD from the University of St Andrews in 2003. She holds the Chair for Craft History and Theory at the University of Edinburgh. In 2020 she received the Hongqiao Friendship Award, in recognition of her role as an envoy for transnational education in Shanghai.

Photo credit: istock

Roger Bateman
Sheffield Hallam University
Roger is the Head of the Department of Art & Design at Sheffield Hallam University. Roger is a member of the Department of Art & Design Leadership Team, a member of the Art, Design and Media Research Centre where his main research interests lie in design for sustainability and social innovation.

Louise O'Boyle
Ulster University
Louise is Associate Dean (Academic Quality & Student Experience) in the Faculty of Arts, Humanities & Social Sciences. She was formerly Head of Belfast School of Art, is a Senior Fellow of the Higher Education Academy (2014); ; Chair of the Group for Learning in Art and Design in Higher Education (GLADHE); and a full member of Centre for Higher Education and Research Practice, Ulster University.

Dr Sian Vaughan
Birmingham City University
Sian is Director of Research for Art, Architecture and Design (UoA32) and Reader in Research Practice at Birmingham City University (BCU). Originally an art historian, during a higher education career spanning more than two decades, I have worked in a variety of roles: research assistant, undergraduate teaching,

Professor Paul Springer
University of the Arts London
Paul is Dean of Academic Strategy at the University of the Arts London. He is a Professor of Communication and is a writer, speaker and consultant on digital marketing.

CHEAD Annual Conference

The CHEAD Annual Conference is a popular, member networking event, offering a platform for CHEAD member representatives to come together around a live sector theme for debate and discussion.

Each year the conference is hosted by a different member institution that works closely with CHEAD Trustees and Director to organise the conference around an agreed theme. The annual conference aims to bring together speakers, contributors and facilitators to engage with debates relevant to the art and design HE community.

Photo credit: Laure Divisia

CHEAD works towards furthering national dialogues on creative education and warmly welcomes proposals from member institutions that support and engage in art and design higher education. Proposals for the 2025 conference should be based on current themes or perspectives on the challenges currently faced by our members

In addition to bringing your institution to the attention of the art and design higher education community, this exciting event can also offer an opportunity for delegates to visit your facilities and places of local interest.

Photo credit: Laure Divisia

Recent conferences

Recent CHEAD Annual Conferences have been hosted in the following locations with the following themes

2008 Belfast Art, Design and Technology 2009 Berlin Berlin Unplugged – or Reconnected?
2010 Liverpool Points of Departure, New Engagements
2011 Edinburgh New Forms, New Forces
2012 York CHEAD's Big Debate - Views from the Outside Looking In
2013 London Engage 2014 Manchester Space
2015 Brighton Communicating Insights
2016 Bath Art School – Location – Agency
2017 Edinburgh Global Connections Through Arts, Design and Media – Brexit and Beyond
2018 Cardiff Creative ecologies and sustainable industries
2019 Sheffield Unbounded: The Agency of Art and Design
2020 Cancelled The Challenge of Change: The value of creative education supporting inclusion and diversity
2021 Virtual The Challenge of Normal: Living with Change
2022 Newcastle The Civic Agenda: Art and Design Engaged
2023 Kingston Upon Thames Creative Graduates: What is the Future Now
2024: Dundee: Unlocked: Creativity and Culture for Positive Change

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The Annual Conference is an important event bringing together members to hear from national and international speakers, participate in workshops and network

Photo credit: Deneil Harrison

Photo credit: Laure Divisia

Photo credit: istock

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Guidelines

Dates
The CHEAD Annual Conference must be held mid-week in the third week of March, comprising an afternoon session, an evening networking event followed by a full day conference programme and an optional third day morning session.

Venue
The CHEAD Annual Conference venue should accommodate between eighty and one hundred delegates. This includes CHEAD main member representatives, partners, speakers and facilitators. At least four break out rooms should also be available to provide breakout sessions during the day.

Convenors should also propose a venue to host a CHEAD networking event at the end of the main conference day.

Conference conveners are not limited to the facilities of their own institution in hosting the Conference; collaborations with/or other venues may be more suitable/sizeable. It is important that the institution/venue where the Conference will take place is willing to act as a host to the CHEAD Annual Conference.

Finance and Budgets
CHEAD underwrites the CHEAD Annual Conference aligned against an overall envelope of around £20 - 25k depending on location and requirements. The following is an income and expenditure example:

Income:
£4,500 in additional paid places income
£700 sponsorship

Expenditure:
• Venue hire: £0 - £2,200
• Technical hire and support: £0 - £1,000
• Annual Dinner & Catering: £5,000 - £10,000
• Speakers Fees: £0 - £5,000
• Other expenditure: £2,150
• Speaker, facilitator and staff travel: £1,800
• Printed materials: £400

Organisational support
Convenors must identify in their proposal an individual at their institution who will be responsible for the event organisation and liaising with CHEAD.

Added value
Convenors should identify in their application what added value they can bring to the Annual Conference, be it workshop facilitators, conference welcome action etc.

Proposals

Proposals must include:
- A short description of the suggested theme and its relevance to CHEAD members (500 words)
- A provisional programme, including scope for local visits or tours, and potential keynote speakers
- Information regarding potential venue/s, and any institutional support offered
- A detailed budget itemising all expenditure elements

Application and assessment process

All applications will be evaluated by members of the Board of Trustees of CHEAD. The Board of Trustees is committed to principles of equity, integrity and confidentiality in the treatments of all applications applying to host the Annual Conference.

Applicants should complete the proposal form provided via the website and return it to the CHEAD Director of Membership and Operations, Anna Maloney via anna@chead.ac.uk by Thursday 29th February 2024 for consideration by the CHEAD's Board of Trustees.

The successful institution will be announced at the Annual Conference on Wednesday 20th March 2024.

Please complete an application form here.

Any questions or queries regarding the application process can be addressed to the Council for Higher Education in Art and Designs Director of Membership and Operations, Anna Maloney: anna@chead.ac.uk

Photo credit: Laure Divisia

This exciting event brings your institution to the attention of the art and design higher education community