Inaugural Workshop: Monday 3 April, 3:00 - 5:30 pm
Graduate Centre, 2nd Floor, Room: GC204

Exploring future collaborative research with the creative economy

Background: In November 2016, the Arts and Humanities Research Council, in partnership with the Knowledge Transfer Network (KTN), ran three workshops to help it develop its next Creative Economy research programme. Building on the success of its 4-year, £16m Knowledge Exchange Hubs programme, the AHRC invited a range of creative organisations. Researchers, and knowledge exchange professionals to three workshops, to help co-design a new research initiative. Workshops were held in Glasgow, Manchester, and London.

The AHRC has recently appointed a Creative Economy Champion (Professor Andrew Chitty). The text announcing his appointment described this role as: ‘working to foster new and exciting partnerships between academics and the rapidly growing creative industry, which is worth £8.4 billion to the UK economy ... emphasising the importance of arts and humanities research in generating impact across the sector, ranging from micro-businesses to large corporations. ... it’s not just what we think of as the core creative industries but the value that creative, design, and content skills add to other sectors like health, manufacturing, and education.’ AHRC website

The next set of opportunities that will be funded by the AHRC to undertake research collaboratively between arts and humanities research and the creative economy are likely to be ‘challenge-led’ and to stress the need for significant impact. A position paper discussed at the three strategy workshops mentioned above noted that the AHRC is ‘looking to build on the positive outcomes of previous investments to create a platform for a large-scale intervention which has the objective of delivering measurable economic impact on the UK creative and cultural industries over the short, medium and long terms.’

This workshop will explore:

1. The key ‘challenges’ that currently face the creative economy, particularly in London.
2. The relation between these and the ‘industrial strategy’ currently being developed within the Department for Business, Energy, and Industrial Strategy (BEIS) -- which has responsibility for UK science and innovation.
3. The research capacity across QMUL and its research partners that would allow for the development of important co-created research initiatives that addresses these challenges.
4. The significance of QMUL’s location in London, and specifically in East London, for future work with creative economy businesses and entrepreneurs.