

AHRC Knowledge Exchange Hubs for the Creative Economy

**Town Meeting, London
Tuesday 15th March 2011**



**Arts & Humanities
Research Council**

Programme

AHRC Presentations (30 minutes)

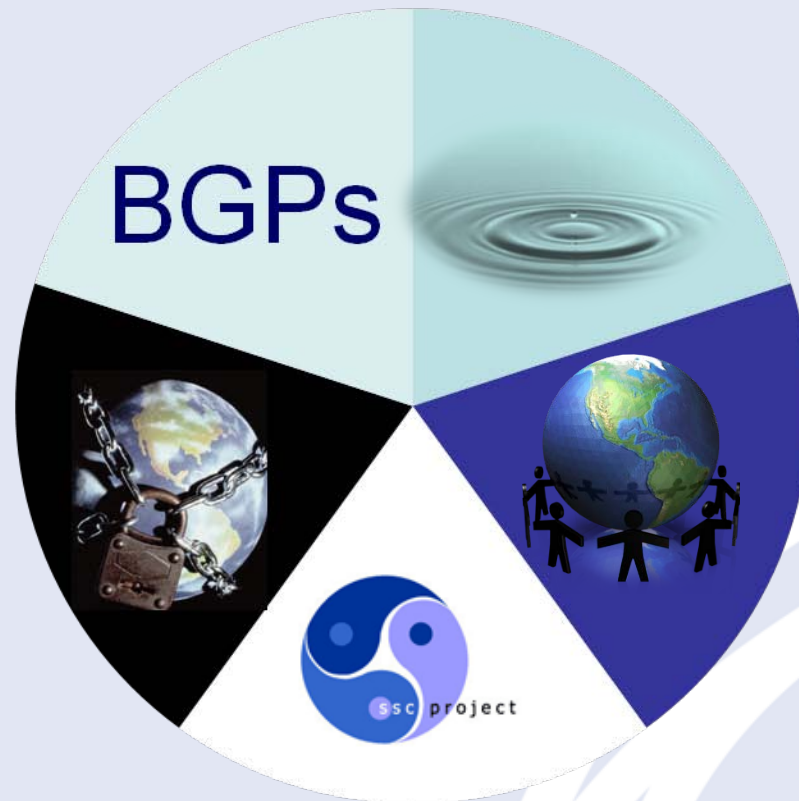
- Welcome and Opening Comments
- Strategic Context :
AHRC's Delivery Plan Priorities
Creative Economy Strategy
- AHRC KE Hubs for the Creative Economy
Aims
Funding
Application Process

Question and Answer (1 hour)

Networking/surgery sessions (1.5 hours)

- An opportunity to make connections with other attendees and/or to talk in smaller groups to key AHRC staff

AHRC Strategy and Delivery Plan: The Creative Economy



Professor Shearer West
Director of Research

Funding Context 2011-15: SR 2010

- 20 Dec 2010: allocations announced for each of the 7 RCs
- SR period 2011-15: £11 billion total for RCs
- AHRC: £99.9m in Yr 1, £98.4m p.a. Yrs 2-4 = approx 3% cut p.a.
- BIS covers both sides of dual support (HEFCE, RCs, BA etc)
- Need to agree efficiency measures and complementarity, rather than duplication, with QR and British Academy



Strategic Priorities 2011-15

Arts & Humanities Research Council
Delivery Plan 2011-2015



- Advancing UK's world-leading reputation for research
- Strengthening value and impact of arts and humanities research
- Enhancing the role of arts and humanities in cross-disciplinary support for research on societal challenges
- Building capacity through further strategic consolidation of postgraduate funding, including support for both endangered areas and key skills

Strategic Priorities 2011-15

Arts & Humanities Research Council
Delivery Plan 2011-2015



- Providing opportunities for researchers to work outside HE and outside the UK throughout their research careers
- Through more strategic targeting of partnerships and greater brokerage activities, developing the capacity of A&H research to:
 - influence public policy
 - have an impact internationally
 - have greater profile with public
 - engage with the creative economy

Delivery Plan: Changes + new opportunities

<http://www.ahrc.ac.uk/About/Policy/Documents/DeliveryPlan2011.pdf>

Arts & Humanities Research Council
Delivery Plan 2011-2015



- New strategic themes
- Responsive mode – more highlighted calls
- **Longer and larger awards, incl introduction of KE hubs in Creative Economy**
- BGP phase 2—greater concentration, focus
- Fellowship scheme – develop further to focus on leadership development
- Embedded international collaborations, incl people flow
- Greater efficiency and demand management

Definition of Creative Economy

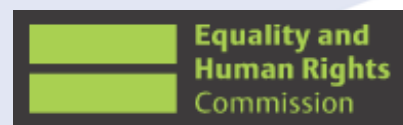


- Cultural promotion and preservation
- Creative activities
- Creative communications (e.g. advertising, branding etc)
- Creative interfaces (creative interactions with businesses/creative entrepreneurship)



Connected Communities: Creative Economy Research Workshop and Follow-on Projects

- Genealogies of place: connecting with the past through story and technology
- Community media-spheres and the creative citizen
- Connecting communities in the city: role of cultural intermediaries
- The Art of Regeneration
- Understanding everyday participation

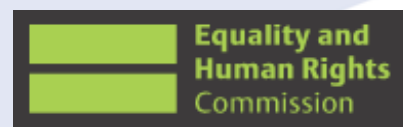


department for culture, media and sport



Connected Communities: Creative Economy Research Workshop and Follow-on Projects

- Role of complexity in creative economies
- Creative participation in planning and housing
- Harnessing creative clusters to civil society and the digital economy

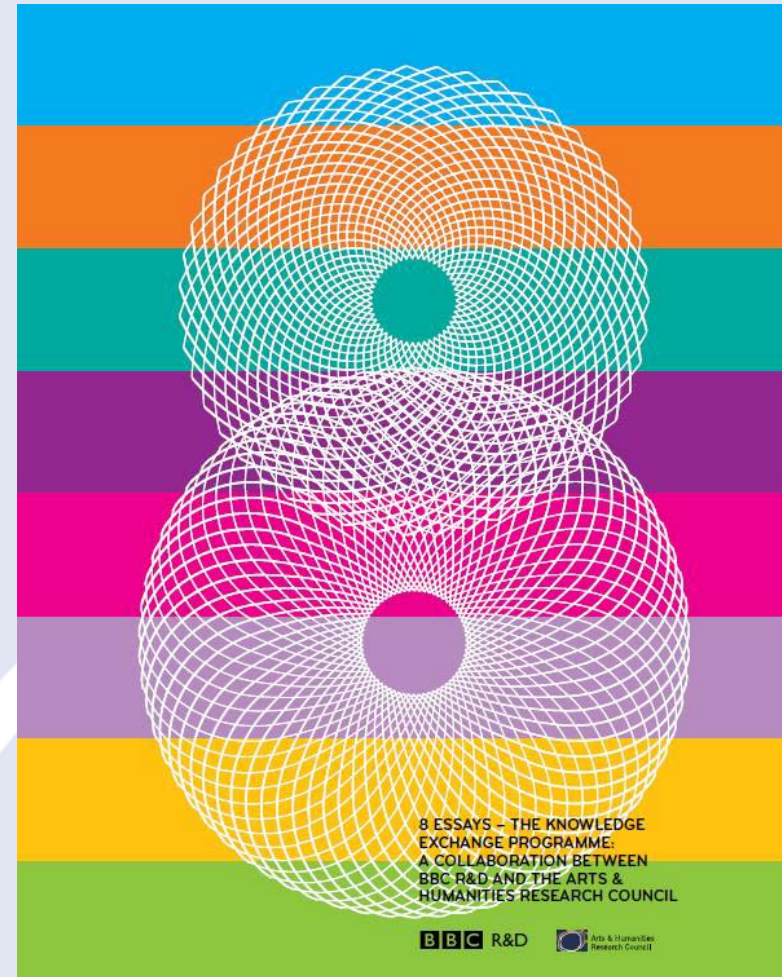


department for culture, media and sport



Centre for Copyright, Intellectual Property and Business Models

- Collaboration with EPSRC, ESRC, Technology Strategy Board, NESTA and the Intellectual Property Office
- £5 million commitment from funders
- Call for Expressions of Interest will be launched shortly



Digital Economy: Cross-Council Programme

AHRC involvement in Media City, Salford

Digital Economy hubs and doctoral training centres



Other AHRC Activities with Creative Economy Relevance

AHRC leading cross-council engagement with creative economy
'Beyond Text' Programme'

Humanities in the European Research Area 'Creativity and
Innovation' Programme



AHRC Corporate Partnerships

- BBC Knowledge Exchange Programme and New Generation Researchers
- BT Digital Knowledge Exchange Programme
- Researchers working extensively with Cultural Sector and AHRC engagements with Independent Research Organisations
- Museums and Galleries Programme and follow on funding

Policy Fellowships

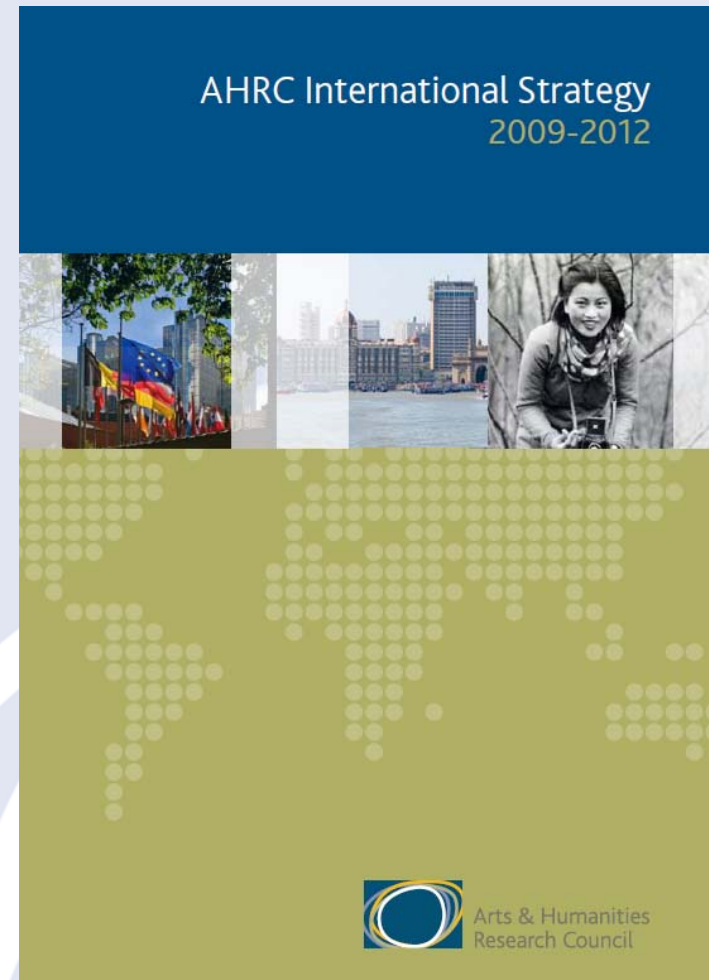


- Fellowship with the Department for Culture, Media and Sport (DCMS) on the 'Value of Culture'
- AHRC/ESRC Fellowship with Intellectual Property Office on 'Value Chains in the Creative Economy'

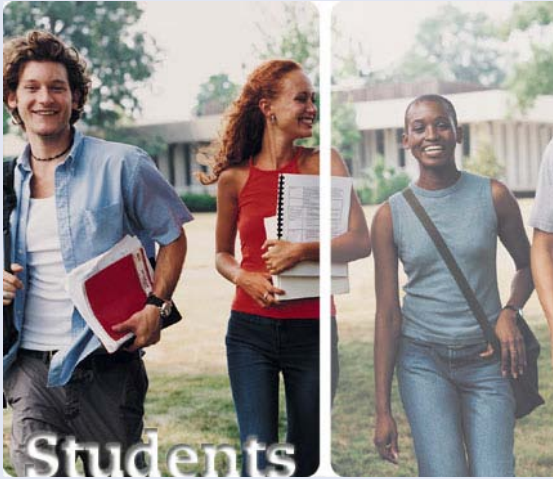


International

Discussions with US, Singapore and India on possible collaborations in the creative industries, e.g. film, animation and digital



Building capacity in people



- Continued support of collaborative doctoral awards (many in creative economy)
- Undertaking through BGP-2 to give greater support to experience outside HE



Creative Economy: Changes to Knowledge Transfer and KE hubs

- Ending small schemes (KT Fellowships, Catalysts)
- Emphasising Knowledge Exchange, rather than Knowledge Transfer
- Focusing this budget on the contribution of research to the creative economy (broadly defined)
- Encouraging other KE work through 'follow on fund' and 'pathways to impact'
- Focusing budget on a small number of longer and larger grants for Knowledge Exchange hubs

AHRC KE Hubs for the Creative Economy

**Assessment process and timetable
(www.ahrc.ac.uk)**

**Susan Amor
Head of Knowledge Exchange**

15 March 2011

Application and Assessment Process

Stage 1 - Expressions of Interest

Closing date: 27 April 2011

Selection Panel will review eligible EoI submissions against key criteria given in call document

If appropriate AHRC may discuss bids with applicants developmentally and/or encourage discussion between applicants where there are synergies

Shortlist announced: on or around **13 May 2011**

Application and Assessment Process

Stage 2 – Full application

Closing date: 7 July 2011

Shortlisted applicants from Stage 1 invited to submit a full proposal and business plan via JeS

Assessment panel which may include interview

Announcement of successful bids w/c **15 August 2011**

Earliest start date: 1 January 2012

AHRC Contacts

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Questions?

