



Developing Entrepreneurship for the Creative Industries

# Making the case for Public Investment: A summary of recommendations



# What needs to be done

## NATIONAL POLICY FRAMEWORK

**THE ISSUE:** *There is currently no coherent national policy that addresses entrepreneurship for the Creative Industries for the 46,000 graduates from creative subjects annually and this has led to short-term, non-sustainable interventions and a gap in leadership.*

**Recommendation:** That a cross-departmental Government Working Group be set up to work with key stakeholders including NCGE, Council for Higher Education in Art and Design, Standing Conference of Principals and the Sector Skills Councils to identify gaps and opportunities and develop a long-term strategy for investment and development. In addition, improved partnership activity between the RDAs and HE providers will help to encourage innovative developments that address regional requirements.

**Result:** Setting the context for sustainable development to boost the profile of the sector and encourage innovation.

## INNOVATIVE CURRICULUM INVESTMENT

**THE ISSUE:** *A lack of incentives for higher education to focus on innovative curriculum development. Long term HE policy and funding strategies do not promote development of 'home-grown' entrepreneurial talent.*

**Recommendation:** That appropriate incentives and rewards are introduced to pump-prime and support the developments necessary to increase the scope and scale of learning opportunities, for example, through funded student numbers. A Creative Capital Infrastructure Fund would enable institutions to provide industry standard specialist facilities and equipment to aid the transition from creative graduates to creative practitioners.

**Result:** Increased opportunities for entrepreneurial learning and improved links with the Creative Industries sector plus a national community of interest to act as champions for this development within the sector.

## INVESTIGATE THE BEST MODELS

**THE ISSUE:** *There is a growing body of good practice and five emergent approaches that provide for the development of graduate entrepreneurship have been identified, yet these are neither well-documented nor well understood in terms of their scale and scope, value, impact and transferability. Their 'reach' is not clear.*

**Recommendation:** That a thorough evaluation of these five models be undertaken along with collation and dissemination of case studies and exemplars that will provide appropriate evidence to help to inform future curriculum developments as well as providing information and guidance about effective approaches for delivering and assessing entrepreneurial learning.

**Result:** Development of a robust evidence base and understanding of what approaches work best and in which contexts to underpin future development.

## NATIONAL ENTERPRISE PROGRAMME

**THE ISSUE:** *Opportunities that exist for developing graduate entrepreneurship for the creative industries are provided on a piecemeal basis by individual organisations and not within the context of sustained national development of capability.*

**Recommendation:** That a national enterprise programme be established to bring together the activities and expertise of different agencies, institutions and initiatives creating critical mass. NCGE would have a key role in co-ordinating the programme and developing networks of mentors, entrepreneurs and ideas.

**Result:** Significant increase in the scale and scope of support available nationally for graduate entrepreneurs and coherence to the existing fragmented landscape of support.

The DCMS Entrepreneurship Task Group, chaired by Dr Marilyn Wedgwood of Manchester Metropolitan University, has built a substantial evidence base which is summarised and presented in the advocacy papers:

### **The Role of Higher and Further Education**

#### **Making the Case for Public Investment**

The key recommendations of the Task Group are summarised in this booklet.

The DCMS is seeking to develop closer links with HE, Government Departments, and agencies including NCGE, HE Academy, SSCs, employers, and to identify Creative Industry Champions and political influencers who will take these arguments forward.

#### **For further information, contact:**

Gaynor Richards  
Higher and Further Education Development Manager  
Department for Culture, Media and Sport  
Manchester Metropolitan University  
Regional Office  
Ormond Building  
All Saints  
Manchester, M15 6BX

Tel: 0161 247 4625

Email: [g.richards@mmu.ac.uk](mailto:g.richards@mmu.ac.uk) or visit [www.cep.culture.gov.uk](http://www.cep.culture.gov.uk)

Front cover image courtesy of Arts Council England,  
South West. Silver bangles made by Cornish artist  
Stephanie Johnson. Photo: Simon Burt/Apex