

Realising Art and Design Research in Policy Making Decisions

Policy Design Workshop: Embedding Art and Design Research Methods in UK Policymaking

#CHEADRA

18TH JANUARY 2022, 13:00-15:00

https://policyconnect-org-uk.zoom.us/meeting/register/tZckfu-oqzwwG9M1bLieBITmHiJh8fTpJ_9t

Notes for Attendees

Logistics

- The event will be recorded by Policy Connect for transcribing the discussion
- The event will lead to a trifold report which will be published by Policy Connect
- We will not be under Chatham House rules, but could you let Policy Connect (Floriane) know if there is something you have said that you would not like to be attributed to you
- For Social Media please use #CHEADRA and tag the account @IndTechInnov_PC

Breakout Session

- You'll be invited to join a breakout room, each session will be facilitated by a Policy Connect or CHEAD member of staff who will be organising and rearranging the discussions on mural.

Plenary

- Please use the raise hand function if you would like to contribute and remain on mute until Barry calls on you to speak.

Agenda

13:00	Online arrivals
13:00 – 13:05	Opening Remarks – Barry Sheerman MP
13:05 – 13:10	Introduction and focus for the session – Sally Wade, CHEAD
13:10 – 13:15	Call to Action – Professor Naren Barfield, Royal College of Art
13:15 – 14:00	Interactive Policy Design Session – Facilitated by CHEAD and Policy Connect
14:00 – 14:05	Comfort break
14:05 – 14:50	Roundtable Discussion – Chaired by Barry Sheerman MP
14:50 – 14:55	Next steps – Floriane Fidegnon, Policy Connect & Sandra Booth, CHEAD
14:55 – 15:00	Closing Remarks – Barry Sheerman MP
15:00	Event close

This event will be recorded in order for the Policy connect team to create a dedicated write up.

Roundtable Overview

The final roundtable in the CHEAD APDIG Realising Art and Design research in policy making will be a policy design session. Building on the superb takeaways from roundtables one and two, this session breaks down

the key questions we want to answer and invites attendees to actively participate and share their expertise on this area. Ultimately, the outputs from this session will be recommendations and suggestions for delivery that government and parliament can endorse, creating a roadmap endorsed by a wide representation of the sector. Both CHEAD and APDIG will continue to build on this work in other aspects of their respective programmes.

The Policy Design sessions will use [Mural](#) as a collaboration tool. Each breakout will have a member of Policy connect or CHEAD facilitating the discussion. This will not require sign-in or additional software.

Questions for Discussion

In breakout rooms, we will ask attendees to consider the following questions:

1. *How can Art and Design be better connected to Government strategy, policy frameworks and funding mechanisms at a cross departmental level?*
2. *How can Art and Design be fully utilised to reimagine community led place-based decision making?*
3. *How can Art and Design redefine value creation and drive future thinking and innovation strategy?*

Key takeaways from the first roundtable

Professor Sally Wade, Chair of CHEAD, started off her speech by drawing attention to the CHEAD-APDIG partnership on this three-part roundtable series, making note of the importance of the collaborative effort to promote this important discussion.

Director of the Manchester School of Arts, Professor Martyn Evans, discussed the importance of engaging the public in design and its impact on society, specifically mentioning that we must target the “naysayers” and targeting media to gain recognition of design as a “strategic resource that can have a huge impact” and its importance being realised in policymaking decisions.

Third speaker, **Ian Thomas, Head of Evidence - Arts at British Council** introduced the work of British Council, drawing attention to their Crafting Futures programme while bringing in examples of how they intend to learn from international case studies. Ian also made note of what we can learn from our European neighbours and how the UK should move forward.

Our final speaker, **Professor Chris Speed, Chair of Design Informatics at Edinburgh University** introduced several thought provoking points on data and the world around us, while focusing his speech on the importance of impact and what he wants to see from it.

Following on from the speaker presentations, Chair **Barry Sheerman MP** opened up the floor for a general discussion with input from the audience. Themes discussed spanned across:

- UN SDGs and pathways to a sustainable future
- Engaging at a local level with communities
- Working collectively and knowledge exchange and comparison with other countries, such as Mexico
- The importance of incorporating design education within school early on and thinking about what this new curriculum could look like
- Better understanding how further education can be adapted

See the full summary of the roundtable on our website here - <https://www.policyconnect.org.uk/news/how-can-we-use-our-arts-and-design-expertise-and-evidence-base>.

Key takeaways from the second roundtable

Speaker and **Professor David McGravie – Vice Chair of CHEAD** spoke on the collaboration between APDIG and CHEAD and the importance of this series of roundtables to bring forth a discussion on how to extend the support for Arts and Design. He highlighted that the creative industries have the right problem-solving skills needed to tackle the increasing number of UK challenges, including the health crisis, climate crisis, social issues and digital transformation. What is needed now is for parliament and government to support artists and the industry to properly develop these solutions.

Dr Rhiannon Jones, Artist Researcher at Derby University and thought leader in Social and Design innovation, introduced her research SHED which uses pop up innovation and arts hubs across the country to engage, inspire and cultivate ideas and dialogue and get people more engaged in arts while speaking on the need to inspire decision makers by creating a bridge between the camps.

Dr Catherine Baker, Associate Professor at Birmingham School of Art introduced an interdisciplinary case study showing how creative metaphors can be applied to a health context in a study on adolescent scoliosis, bringing up an important discussion on imperfections, nature and self-image.

Dr Kirk Woolford, Principal Research Fellow in Creative Technologies at Anglia Ruskin University and pioneer in the field of Immersive Media, elaborated on how much of what we see in today's society has been defined by artists, drawing on the example of science fiction influencing companies such as Meta, and how government needs to step up support and funding for individual artists to continue the chain of innovation.

Chair **Shiza Naveed, Policy Manager for the APDIG**, then opened up to a discussion for attendees. Themes discussed include:

- Examples of good practice within this area, such as the Big Idea – aiming to bridge the gap between industry and education where a lot of knowledge locked in industry that is used to help young creatives apply to the global context using innovative methodologies used by industry, which are broken down into accessible information that is used within projects across different areas, including mental health, equality, housing crisis, climate change, healthcare
- Understanding the nuances between art practice and design research
- Inter and Intra discipline communication and how we understand interdisciplinary practices
- The success of funds such as the Knowledge Transfer Partnerships fund from the AHRC that provide the opportunity to put a design expert into a non-design sector to embed design changes
- Understanding how we may replicate the conditions that we have seen across successful projects whilst still maintaining a localised focus

Background

The APDIG is conducting a short programme by Policy Connect and the Council for Higher Education in Art and Design (CHEAD) as part of the 'Realising Art and Design Research in Policy Making Decisions' series.

The series of three will follow the following three themes:

1. The enhanced and strategic use of current Art and Design evidence base in policy decisions, such as through REF Impact case studies
2. The use of arts research methodologies within policy design

3. Amplifying and integrating the role of Art and Design research across wider UK challenges, such as climate change, digital transformation, health, etc.

While the first and second roundtables will explore Art and Design evidence base and also apply it to wider UK challenges respectively, the final event be a policy workshop that will directly explore Art and Design research methodologies within the context of policy design. These events will result in two summarised briefings and a final policy briefing outlining recommendations from the discussions.

The value of the creative, design, and innovation industries is still not fully appreciated in policy. Current policy does not accurately draw up examples of existing practice, recommended best practice from experts, and overall existing evidence within Art and Design. As a result, the creative subjects have been deemed not 'strategically important' as current evidence is not being fully realised by policymakers¹.

The obstacles faced by Art and Design in gaining recognition are complex, and these must be overcome to reposition the sector at the heart of decision making. The pressures faced by the pandemic have also intensified some of these barriers, and the value of Arts and Design is continually being overlooked and set aside, as seen with the OfS 50% cut to Arts and Design higher education funding². There are numerous case studies and examples of good practice available that can show what changes policymakers can make to existing frameworks. Equally, there are areas that require more discussion to create clear recommendations for government to take forward. For us to tackle the challenges we are facing today within the sector and also those issues beyond, such as the climate, health, social issues, and emerging technologies with conviction, we have to ensure that we do so in a way that is efficient, makes use of the evidence and research at hand, and ensures that this critical sector is properly valued.

Key Contributors

Professor Sally Wade is Pro Vice Chancellor and Dean for the Faculty of Arts Humanities and Social Sciences at Anglia Ruskin University. She has a long-standing career in art and design, and previously served as Director of the Sheffield Institute of Arts at Sheffield Hallam University. She also serves as Chair of the Council for Higher Education in Art and Design (CHEAD), advocating at a national level, providing opportunities for building research capacity and supporting students. In addition, she sits on the executive for the national Group for Learning in Art and Design (GLAD), promoting innovative practice in creative pedagogy in practice-led arts, design and media education.

Professor Naren Barfield

Professor Naren Barfield is Deputy Vice Chancellor and Provost at the Royal College of Art. He has held a number of senior leadership positions in UK higher education and has contributed to the strategic development, support, leadership and assessment of research, knowledge exchange, innovation, and postgraduate research and taught programmes across the arts and humanities, both nationally and internationally. Internationally, Professor Barfield has been appointed to the Working Group on Models for the Assessment of Higher Art Education Institutions by the European League of Institutes of the Arts (2018), and is an advisor and assessor on research in China, Hong Kong, Australia and New Zealand, and has led international partnership agreements with universities in China, Japan, Singapore and the US.

¹ <https://www.officeforstudents.org.uk/media/8610a7a4-0ae3-47d3-9129-f234e086c43c/consultation-on-funding-for-ay2021-22-finalforweb.pdf>

² <https://www.officeforstudents.org.uk/news-blog-and-events/press-and-media/of-s-confirms-funding-reforms/>

Barry Sheerman MP is the Labour and Co-operative Member of Parliament for Huddersfield and served since being first elected in 1979. From 1983 to 1988 he was the Labour spokesperson on education and employment; for Home Affairs (as Shadow Deputy Home Secretary) from 1988 to 1992; and for Disabled People's Rights from 1992 to 1994. Between 2001 and 2010, Barry was Chair of the House of Commons Education and Skills Select Committee. A former Chair of both the House of Commons Select Committee for Children, Schools and Families and the Education and Skills Committee, he is co-chair of the APDIG and a member of the Design Commission. He is a long-running campaigner for greater use of design thinking in public policy formation.

About APDIG

The All-Party Parliamentary Design and Innovation Group (APDIG) is a cross-party coalition of Parliamentarians as well as art and design sector organisations that work to: critique existing government decision-making, help the sector better engage with the policy process, as well as develop new policy ideas that improve the sector.

About Policy Connect

Policy Connect is a cross-party think tank with five main policy pillars which are: Education & Skills; Industry, Technology & Innovation; Sustainability; Health; and Assistive & Accessible Technology.

We specialise in supporting parliamentary groups, forums and commissions for which Policy Connect provides the secretariat and delivers impactful policy research and event programmes. Our collaboration with parliamentarians through these groups allows us to influence public policy in Westminster and Whitehall. We are a social enterprise and are funded by a combination of regular annual membership subscriptions and time-limited sponsorships.

We are proud to be a Disability Confident and London Living Wage employer, and a member of Social Enterprise UK.

About CHEAD

CHEAD is the representative body for the art and design higher education sector (HE A&D). Its mission is to contribute to the development of the A&D community, its standing and stature as well as its engagement with the outside world. CHEAD provides leadership and an inclusive, cohesive body for and on behalf of HE A&D in the UK, advancing knowledge and understanding in the sector and promoting the sector's interests to others. CHEAD members include all types of higher education institutions (small-specialist, Russell Group, post-92 University, public as well as privately funded, etc.). CHEAD shares with its members the objective of enhancing the student experience of HE in Art and Design and respects the independent and diverse approaches adopted by members in this regard. Correspondingly, CHEAD representatives, in carrying out the business of the organisation, place the wider interests of the sector first.

About CHEAD RA

The CHEAD Research Alliance Policy Sub Group was set up in March 2021 in response to an ambition to create clear policy positions in relation to art & design research. For too long, we believe art and design research has been a 'missing voice' in policy making, research funding bodies priorities and government

departments. Art and Design Research impacts on all aspects of the economy, society, health and wellbeing and the environment as evidenced in REF Impact Case Studies since 2014 and next to be released REF 2021 results.

Our overarching ambition is to raise the profile of CHEAD and APDIG as key stakeholders in policy making through the lens of the creative disciplines and specifically art & design research. We have evidence of the value of art and design research but are aware there is a lack of understanding around the existence of this evidence and a lack of adoption of the findings and the methods. The roundtable series seeks to address this and elevate the sectors voice in order to influence stakeholders and policy makers and to drive better policy outcomes including:

- Publish a series of Policy Research reports to illustrate the diversity, value and impact and impact of art and design research.
- Challenge stakeholders and policy makers to re-evaluate the contribution of art and design research within the wider research ecosystem and the multiple ways in which it contributes to the knowledge base, innovation and economic activity.
- Drive up levels of adoption of art and design research methodologies, practices and usage of the existing evidence base.

Attendees

This event is open to all APDIG members. Attendees include:

Full Name	Organization	Job Title
Barry Sheerman MP	House of Commons	MP
Bernard Hay	Design Council	Programme Lead: Design
Floriane Fidegnon	Policy Connect	Head of Industry, Technology and Innovation
Diana Beech	London Higher	Chief Executive Officer
Naren Barfield	Royal College of Art	Deputy Vice-Chancellor and Provost
Kieren Reed	UCL, Slade School of Fine Art	Director
Phil Healey	University of Hertfordshire	Dean, School of Creative Arts
SALLY WADE	Anglia Ruskin University	PVC & Dean of Faculty
Rhiannon Jones	University of Derby	Associate Professor (Civic)
Rachel Cooper	Lancaster University	Distinguished Professor
Simon Willmoth	Norwich University of the Arts	Professor of Research Management
Sandra Booth	CHEAD	Director of Policy
Damian Sutton	Coventry University	Professor of Photography Theory and Culture
Lara Salinas	University of the Arts London	Senior Research Fellow

Naomi Jacobs	Lancaster University	Lecturer in Design Policy and Futures Thinking
David McGravie	University of Derby	Interim PVC Dean
Roger Mckinley	YVAN	Research, Learning, and Evidence Lead
Tony Ryan	Design and Technology Association	CEO
Eve Lugg	Policy Connect	Policy Manager, Data
Kirk Woolford	Anglia Ruskin University	Associate Professor of Creative Technologies
Zuby Ahmed	Birmingham City University	Associate Professor of Games Design and Enterprise & Employability
Anna Maloney	CHEAD	Director of Membership and Operations
Lucy Kimbell	UAL	Director, Social Design Institute
Roger Bateman	Sheffield Hallam University	Head of Art & Design
Vanessa Wilson	University Alliance	CEO
Louise Mullagh	Lancaster University	Senior Research Associate
Natascha Engel	Policy Connect	Chief Executive
Chris Speed	University of Edinburgh	Chair Design Informatics
Louise O'Boyle	Ulster University	Head of Belfast School of Art
David Swann	Sheffield Hallam University	Professor in Design
David Cotterrell	Sheffield Hallam University	Director of Research Institute
Paula Orrell	Contemporary Visual Arts Network England	Director
Kim Mackenzie-Doyle	The Big Idea	CEO
Dr Rod Adams	Northumbria University	Deputy Head of Design
Paul Gough	Arts University Bournemouth	Vice-Chancellor

Contact Details

For further details, please contact Floriane Fidegnon, Head of Industry, Technology and Innovation at Floriane.fidegnon@policyconnect.org.uk or Shiza Naveed, Policy Manager for design at Shiza.naveed@policyconnect.org.uk