

Conference programme

2022

Creative

MADE

North East

Welcome to the Creative Fuse Conference 2022



Personal note of welcome from Jonathan Sapsed

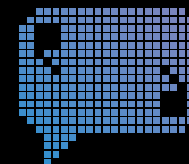
—
Principal Investigator,
Creative Fuse North East

Welcome and thanks for joining us! We in the team are excited to see so many faces together that we could only meet on screens for so long.

We were keen to hold this conference across both Tees Valley and the North East to showcase all the diverse work of Creative Fuse North East in its many locations and networks. The programme is packed with speakers, data, creativity as well as entrepreneurship with our pop-up retailers and exhibitors.

We hope and believe that this will be a creative 'happening' that will stimulate your ideas, help connect with old and new friends, and make you feel at home.

See full programme on website



About Creative Fuse North East

Creative Fuse North East brings together expertise from the region's five universities to support the vibrant, dynamic, and fast-growing Creative, Cultural, Digital and IT sectors.

With AHRC and European Regional Development Funding, specialists from the universities work with and support industry, cultural organisations, creative practitioners and freelancers, social enterprises, and the public sector, identifying how creative firms and complement and add value to each other; and sharing best practice and encouraging innovative ways of working.

This helps to ensure that the regional economy is more resilient and grows faster, whilst helping to create more and better jobs for the North East and Tees Valley. The creative economy is recognised as having a transformative impact on the region's broader economy and employment base, and catalyses and contributes to the value and importance of an innovative economy and places that flourish.

9:30 – 10:00 **Registration, Tea, Coffee & Biscuits** 

10:00 – 10:15 **Welcome**

Professor Craig Gaskell Pro Vice-Chancellor
(Enterprise & Knowledge Exchange), Teesside University

Charlie Kemp, Head of Creative Place,
Tees Valley Combined Authority

10:15 – 11:40 **Presentations**

Crypt **Creative Places, the Urban, the Rural & Levelling-Up**

This session shows how 'microclusters' of creative people and businesses are living and working outside of the established urban centres, and how the Levelling-Up agenda may be impacting creativity in differing places.

With **Jonathan Sapsed** Creative Fuse North East

Jorge Velez-Ospina Creative Industries Policy and Evidence Centre

Katy Shaw AHRC and Northumbria University

Professor Bruce Tether Creative Industries Policy and Evidence Centre

Old Fire Station **Evaluation in the Cultural & Creative Sectors**

In this first session we will outline case studies and leading research into evaluation and evaluation methodologies; we will follow this up with a hands-on interactive play session to demonstrate some of our evaluation techniques.

With **Ladan Cockshut** Creative Fuse North East

Mariann Hardey Creative Fuse North East

11:40 – 11:55 **Comfort Break**

Tea and coffee in the exhibition space & Crypt 

11:55 – 12:55 **Workshops & Presentations**

Crypt **Equality, Diversity & Inclusion**

Gender (in)equality in the creative sector: More women than men study creative subjects, yet the UK's creative and design workforce for this multi-billion industry is hugely male dominated. This workshop will consider women's entrepreneurship in the global context and unpack recent research and recommendations for Europe and the UK. (For all genders.)

Hosted by Creative Fuse Tees Valley and led by Create North as part of BoldlyGrow, an ambitious new growth programme for audacious women creatives.

With **Wendy Parvin** Creative Fuse Tees Valley, Teesside University

Jane Shaw Create North

Kate Gorman Create North

Old Fire Station **Evaluation in the Cultural & Creative Sectors**

Serious play in the form of the Durham CFNE Team's evaluation workshop – play format.

With **Ladan Cockshut** Creative Fuse North East


Mariann Hardey Creative Fuse North East

Court Room **Creative Places, the Urban, the Rural & Levelling-Up**

The Tees Valley Creative Economy Survey: Understanding freelancers and business owners in the Tees Valley area – their priorities and what resources, support, and representation they need to thrive in the creative economy.

With **Dominic Smith** Counterculture

Survey by Counterculture Partnership LLP working with Creative Fuse Tees Valley, Tees Valley Combined Authority, and other partners.

12:55 – 14:00 **Lunch – Served in the Crypt** 

Why not take it with you to the exhibition area?

14:00 – 15:30 Round-Table & Presentations

Crypt **Equality, Diversity & Inclusion**

Natural Futures Roundtable: A discussion of creativity in nature recovery, and its importance for the creative and digital sector. The speakers reflect on Natural Futures pilot projects that widen access and inclusivity, and the importance of understanding environmental and other challenges to EDI through evidence-based and theoretical frameworks, inclusive curation and engagement methods, and inter-disciplinary collaboration.

With Dr Sarah Perks Professor of Curating at the School of Arts & Creative Industries at Teesside University, UK

Host: Professor Sarah Perks Teesside University

Shahda Khan Borderlands

Esther Smith Natural England

Amy Dover Teesside University / PhD Newcastle University

Old Fire Station **Creative Industries & Internationalisation**

This session brings together research evidence on internationalisation in the creative and cultural sectors.

With Chair: Giorgio Fazio Professor of Macroeconomics, Newcastle University

Dr Sara Maioli Newcastle University Creative PEC: *'Creative firms and trade'*

Prof Bruce Tether Manchester University + Creative PEC: *'What distinguishes creative industry exporters? And does engaging in innovation, R&D and design matter?'*

Dr Jonathan Jones + Prof Giorgio Fazio Newcastle University: *'Foreign direct investment in the creative industries'*

Prof Stephen Chen Newcastle University: *'Globalisation in the Creative Industries'*

Court Room **Creative Places, the Urban, the Rural & Levelling-Up**

Practice Perspectives: creative and cultural practitioners speak to their experience. Details to be released (follow the QR code for updates).



15:30 – 15:45 Comfort Break

15:45 – 16:30 Workshops & Presentations

Crypt **Creative Places, the Urban, the Rural & Levelling-Up**

Place Labs: Where do we go from here to there?

With Claire Tymon Cofounder of Local

Old Fire Station **Equality, Diversity & Inclusion**

Women in Tech North East: the dual challenges of recruiting to the North East, and establishing a diverse and gender-balanced working environment in the tech sector. We will discuss the network's approach to inclusion from learning through to leadership, followed by workshop groups exploring EDI challenges, opportunities and solutions for North East tech. (For all genders.)

With Dr Elena Gorman UX Designer, Qrious

Rachel Pattinson Cultural Partnerships Manager, Newcastle University

16:30 – 17:00 Walk together to MIMA (2 min across the lawn).

Launch of the School of Arts and Creative Industries at MIMA, Teesside University

17:00 – 18:30 Creative Fuse: Food for Thought

MIMA foyer Join us for drinks and nibbles at MIMA along with some food for thought. Professor Sarah Perks will chair a quick fire round of 3 minute think pieces.

With Laura Sillars Director of MIMA and Dean of the School of Arts and Creative Industries, asking *'How to build a creative future'*

Jonathan Mayes Head of Partnerships at Clore Leadership: *'How cultural leadership is required for creative change'*

Toby Lloyd Chair of No Place Left Behind: The Commission into Prosperity and Community Placemaking *'the role of communities and placemaking'*

17:00 – 17:30 **Arrival & Drinks**

17:30 – 18:00 **Panel**

18:00 – 18:30 **Networking & Exhibition Tours**



08:30 – 09:00 **Registration, Tea, Coffees & Breakfast**

09:00 – 09:35 **Welcome & Keynote Speakers**

Kalam Neale Head of Education, British Esports

Alison Gwynn CEO, North East Screen

09:40 – 11:10 **Presentations**

Lecture Room 001 Creative Industries & Public Funding

Researchers, policy-makers and regional and national funders present evidence of the patterns and challenges of public funding in the creative and cultural sectors.

With Chair: Dr Salvatore Di Novo Newcastle University Business School

Prof Jonathan Sapsed (Session Chair), Newcastle University Business School

Carol Bell Creative UK/ North of Tyne Cultural and Creative Investment Programme

Graham Hitchen Creative Industries Challenge Programmes UKRI

Jo Cundall Community Foundation

Lecture Room 003 Re-Thinking Temporary, Pop-Up & 'Meanwhile' Spaces

Panel: Re-claiming the perspective of 'space-users'.

This panel aims to centre 'space-users' - the artists and creative practitioners who use (and may rely upon) meanwhile spaces, but do not participate in their running. Join artists and creative practitioners as they discuss their experiences of meanwhile and pop-up spaces, and the impact of temporary space upon their practices.

With Chair: David Butler School of Fine Art, Newcastle University

Lecture Room 002 Knowledge Exchange in the Creative Industries

A panel discussion exploring some of the conditions for creativity and interdisciplinary fusion in the creative and cultural sector.

With Dr Julie Crawshaw Northumbria University

Andrea Carter D6: Culture in Transit

Rose McMurry MA graduate in Creative and cultural management (Northumbria University) and former intern at D6: Culture in Transit

11:10 – 11:30 **Comfort Break & Exhibition & Pop-up Browsing**

11:30 – 12:30 **Workshop & Presentations**

223a (2nd floor) Knowledge Exchange in the Creative Industries 'Finding Balance & Avoiding Burnout'

A workshop on how to find balance and practice self-care so that we can practice what we preach, work more authentically and avoid burnout.

With Rachel Jones-Wild Mindful Therapies

223b (2nd floor) Re-Thinking Temporary, Pop-Up & 'Meanwhile' Spaces

The challenges and potential of meanwhile and pop-up space?

There is now a great deal of interest in meanwhile, temporary and pop-up space. But what opportunities do such spaces present, and to what extent do such opportunities come at a cost? In these papers, we will explore the realities of meanwhile working; the benefits, excitement, costs and drawbacks.

With Chair: Paul Richter Newcastle University Business School

Dr Fiona Whitehurst Newcastle University Business School

Lydia Hiorns Shieldfield Art Works

Dr Rebecca Prescott Northumbria University

Lecture Room 003 Understanding the Complexity of Arts-Tech Fusion: What Have We Learned?

Find out how Creative Fuse North East and CyberNorth are using art to challenge our understanding of cyber security.

With Dr Gill Hagan-Green Creative Fuse North East

Phil Jackman Cybernorth

12:30 – 13:30 **Lunch Buffet in the Cafeteria**
Why not take it with you to the exhibition space?



13:30 – 15:00 **Workshop & Presentations**

223b (2nd floor) Re-thinking temporary, pop-up & 'meanwhile' spaces

13:30 – 14:00 Browsing in the pop-up area

14:00 – 15:00 How do we make transient meanwhile practices sustainable in the long-term, without institutional change? How might we trigger support from funds and policy associated with Levelling Up, Carbon Net Zero, or the idea of 'social return', while avoiding gentrification?

With **Chair: Dr Loes Veldpau** School of Architecture, Planning and Landscape at Newcastle University

John Seager Director of Broadoak

Kate Percival Assistant Development Manager, TOWN

Chantal Herbert Director, Founder, DJ, Audio Producer.
Sister Shack CIC – Sister Sounds

223a (2nd floor) Knowledge Exchange in the Creative Industries (Equality, Diversity & Inclusion)

Conversation Café – A moderated discussion of how Universities can improve their knowledge exchange activities with communities and groups who have historically sat on the margins.

Led by **Creative Fuse North East team** Northumbria University

Lecture Room 003 Understanding the Complexity of Arts-Tech Fusion: What have we learned?

Find out how Creative Fuse North East and CyberNorth are using art to challenge our understanding of cyber security (continued from 11.30).

With **Phil Jackman** CyberNorth

Dr Gill Hagan-Green Creative Fuse North East

Adam Hill Founder, No-Code North East

15:00 – 15:30 **Comfort Break**



15:30 – 16:30 **Presentation & Workshops**

223a (2nd floor) Make your own Emotional First Aid Kit

Make your own Emotional First Aid Kit: A workshop on how to use arts & crafts techniques to build a mental health first aid kit.

With **Olivia Gill** Survivor, Volunteer, Social entrepreneur, SariSari Handmade

223b (2nd floor) Re-thinking temporary, pop-up & 'meanwhile' spaces

Panel: Making space for collaboration – A host of voices are involved in 'meanwhile', temporary and pop-up spaces. How can we establish trust and collaboration?

With **Chair: Dr Emma Coffield** School of Arts & Cultures, Newcastle University

Dr Paul Richter Newcastle University Business School

Ed Banks Economic Development Team, Newcastle City Council

Mandy Barker Sole Founder of Sail, sailcreative.co.uk

Sarah Bird Organisational Development Worker Member, Dwellbeing

Room TBC (2nd floor) Understanding the Complexity of Arts-Tech Fusion: What have we learned?

A practical workshop with Adam Hill to demonstrate just some of what's possible with No-Code.

With **Adam Hill** Founder, No-Code North East

16:30 – 16:45 **Comfort Break**



16.45 – 17.45 **Creativity & Crises**

Lecture Room 001 We reflect on the important role of the cultural and creative industries in a crisis, revealed by the Covid pandemic, and how creative thinking and work can help address another urgent crisis in climate change.

Chair: Prof Jonathan Sapsed

Dr Salvatore Di Novo / Prof Giorgio Fazio 'Cultural consumption in the Great Lockdown'

Dr Mark Taylor Sheffield University: 'The Cultural and Creative Industries during Covid and recovery'

Catherine Johns Kielder Observatory & Southpaw

Yvonne Gale NEL, **Dr Mark Bailey** Creative Fuse North East,
Mark Adamson Creative Fuse North East: 'Creating Net Zero'.

17.45 – 18:00 **Thank you and close: from Jonathan Sapsed**



Creative Fuse North East,
Frederick Douglass Centre,
Newcastle University,
Newcastle upon Tyne,
NE4 5TG

Email: creativefuse@newcastle.ac.uk

twitter.com/CreativeFuseNE

linkedin.com/company/creative-fuse-north-east

instagram.com/creativefusene

facebook.com/creativefusene

vimeo.com/cfne

creativefusene.org.uk

In a collaboration between



Creative Fuse North East is funded by

