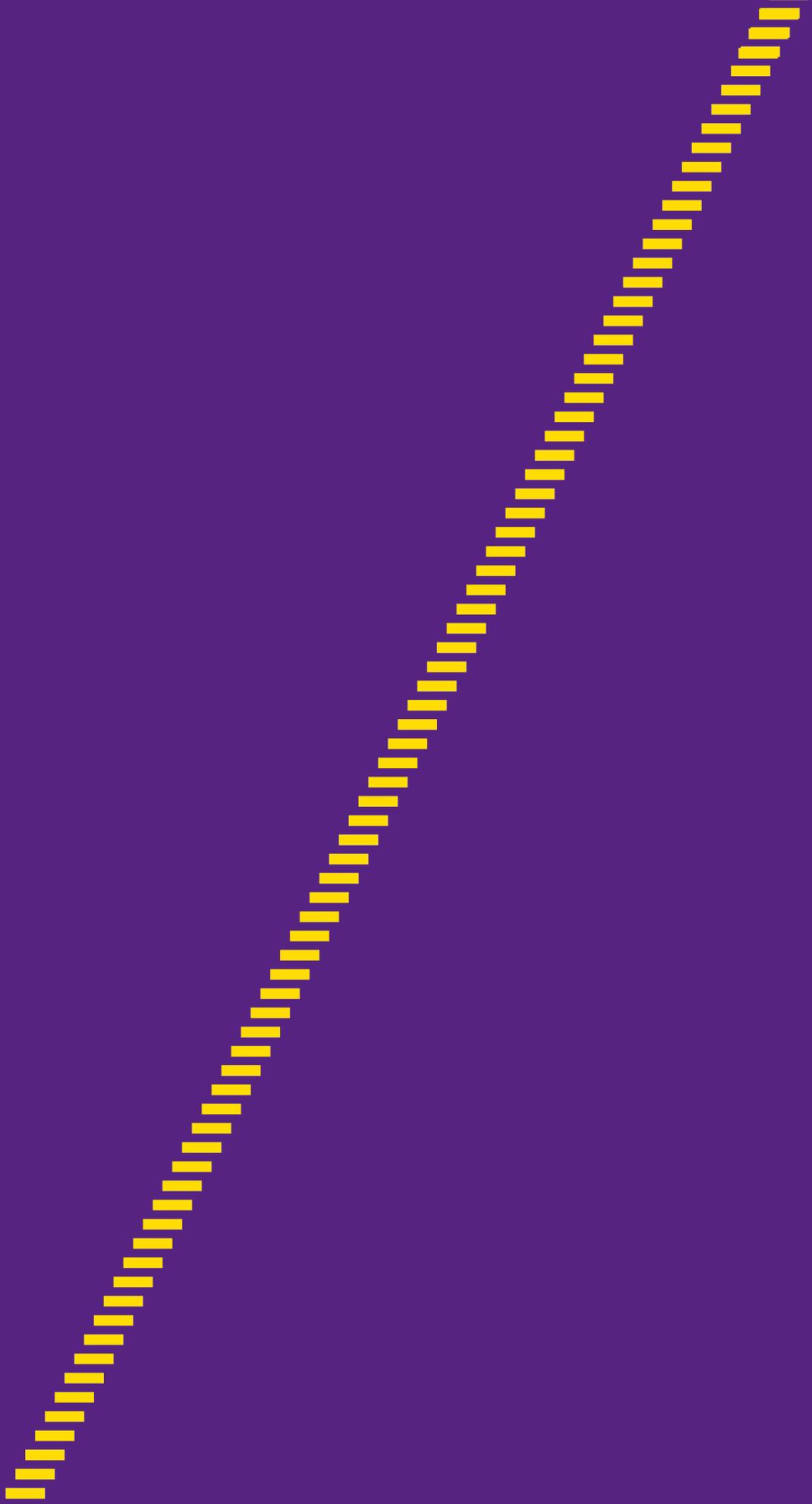


CREATIVES

FUTURES



Welcome to Arts University Bournemouth for our first in-person event for teachers and advisors since 2019!

We're delighted to be welcoming you to campus today, for what promises to be a stimulating and important conversation about the future of creative education and jobs for the young people we support. Throughout the conference we'll explore the psychological and social barriers to engagement with creative practice in education and the wider world of work. Speakers will also be showcasing some amazing activity happening at both a local and national level, to champion creative access and inclusion.

At AUB we believe that access to creative education should be the right of every young person. Engagement with learning that allows them to explore, challenge, imagine and create must not be dictated by the school they attend, their financial circumstances, or the postcode area they live in.

Creativity is a key which may unlock the solution to some of the most important challenges we face as a human race. To be successful in navigating global pandemics, climate change, and the fourth industrial revolution we need to be innovative and collaborative. We need to connect with our communities and our environment, working with passion to meet these challenges together.

This conference brings together a group of likeminded educators with a shared commitment and purpose. To make the dream of a creative future for the young people and communities we serve a reality.

A handwritten signature in black ink, appearing to read 'Dan Cox', with a long, sweeping underline that extends to the right.

Dan Cox *Head of AUB Open Campus*

Programme

9.30-10.00	Arrival, teas and coffees
10.00-10.15	Welcome from AUB – Dan Cox, Head of AUB Open Campus
10.15-10.45	'I Can't Draw' Project – Kim Warner, Student Recruitment Manager and Dr Alex Blower Access and Participation Manager, AUB
10.45-11.15	Arts Emergency – Rose Condo, National Projects Lead, Arts Emergency
11.15-11.30	Refreshment break
11.30-12.00	Professor David O'Brien, Professor of Cultural and Creative Industries, Sheffield University
12.00-12.45	Lunch
12.45-13.25	De-mystifying the creative industries - Lee Hornsby, Senior Development and Partnerships Manger, Creative UK
13.25-14.05	Introducing 'WonderWhat' – Simon Pride Head of Recruitment and Marketing, AUB and Martin Coyne, Bond & Coyne
14.05-14.20	Refreshment break
14.20-15.10	Cultural Compact and Talent Development: the future of creative education in Bournemouth, Christchurch and Poole – Emma Kerr, Dorset Cultural Compact Manager and Dr Alex Blower, Access and Participation Manager, AUB
15.15-15.30	Closing remarks

Speakers

Professor David O'Brien

Professor of Cultural and Creative Industries
University of Sheffield



Dave O'Brien is Professor of Cultural and Creative Industries at the University of Sheffield. He is a co-investigator at the Arts and Humanities Research Council's Creative Industries Policy and Evidence Centre (AHRC PEC), and the recently completed AHRC funded Impact of Covid-19 on the Cultural Sector research project. He has published extensively on inequality in the cultural sector, including his latest book Culture is Bad for You, which is co-authored by Dr Mark Taylor and Dr Orian Brook, and the Creative Majority report on what works to support diversity in the creative industries, published by the All Party Parliamentary Group for Creative Diversity.

Emma Kerr

Cultural Compact Manager
Bournemouth Poole and Christchurch Council



Emma Kerr is a dynamic dance producer with experience of leading and delivering live events, festivals, shows, community dance programmes and projects. Passionate about access to high quality dance for all, Emma was most recently working at Pavilion Dance South West in the post of Head of Engagement. Currently, Emma is freelancing and managing a portfolio of clients from independent artists to nationally recognised dance companies.

Rose Condo

National Project Lead | Arts Emergency



Rose is the National Project Lead for Arts Emergency, an award-winning charity and network helping young people without connections flourish in further education and navigate their way into creative and cultural careers. Originally from Canada, Rose is also an award-winning poet and educator, working to cultivate wellbeing through creative writing.

Lee Hornsby

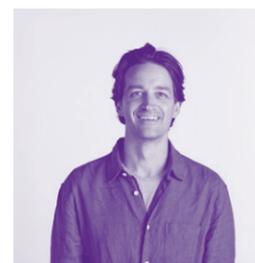
Lead Development and Partnerships Manager | Creative UK



As Lead Development & Partnerships Manager, Lee oversees Creative UK's diverse Higher Education and Further Education membership network to drive ongoing collaboration and engagement with the work the organisation do across the creative industries, careers, and education. Prior to joining Creative UK, Lee has worked in leadership and marcomms roles in the charity, HE and arts sectors, with a particular focus on young people. He also has a degree in Television Production and has worked in the industry as a runner, researcher, and editor.

Martin Coyne

Managing Director | Bond & Coyne



Martin Coyne is the Managing Director of Bond & Coyne, a creative agency that turns knowledge into brand power. Bond & Coyne's mission is to celebrate education in all its forms, opening up knowledge and opportunity to everyone, no matter who they are. Since launching in 2004, Martin has lectured in and consulted for universities, run student awards and supported education causes.

AUB staff

Dr Alex Blower

Access and Participation Manager



As Access and Participation Manager at AUB, my role is to support the institution in meeting the targets set out in our Access and Participation Plan. This focuses on developing the mechanisms by which we support students from under-represented backgrounds to access creative subjects in Higher Education. Tackling inequality of educational opportunity is of great importance to me both personally and professionally. As such, I've worked as a researcher and professional in widening access to Higher Education for the last decade, and write regularly for publications on inequality and access to HE.

Kim Ensten

Student Recruitment Manager



Before coming to AUB I worked for Camps International, sending school groups on international expeditions that benefited the local communities. In my role as the University's Student Recruitment Manager, I support my team in building relationships with schools and colleges across the UK. I lead the development of new outreach opportunities such as the I Can't Draw project and our schools programme, alongside developing innovative means for young people to access advice and guidance about creative education and careers. Through our staff in alumni and events, the team also engages with students from application, to graduation and beyond.

Louise Whittaker

Senior Access and Participation Officer



My role involves facilitating and delivering activities for Post-16 students who are from groups that are under represented in Higher Education. I encourage students to explore their options and opportunities within creative courses at university and, through targeted interventions, support them in their journey to AUB from considering the courses available to them to making an application.

Kate Venables

Senior Access and Participation Officer



My role involves developing and delivering high intensity activities for young people and their supporters, who are under-represented in Higher Education. Developing expectations and enabling them to explore their future Higher Education options in creative subjects. I really enjoy partnership working with the community and embracing creative richness from diverse experiences, to develop new access initiatives for young people. Co-constructing activities with young people to inspire the next generation of creatives. I have a background working in various roles in the education sector, in internationally focused and further education environments. In my spare time I am a Trainee Counsellor working towards my Advanced Diploma in Integrative Counselling and volunteering to support people's mental health.



Anna Garrett

Outreach Officer

My background is in supporting young people's personal development and career aspirations. I have worked with students across the UK, predominantly in Dorset and London, and from a range of backgrounds. In my role as Outreach Officer, I work with schools and colleges nationally, to encourage student creativity and interest in the arts. I deliver a range of outreach activities, both on campus and in schools, that can be customised to suit a particular subject or age group.



Hannah Baker

Outreach Coordinator

I have previously worked as a Dance Teacher under the Imperial Society of Teachers of Dancing, teaching students aged 3-18 years and adults. For my role as an Outreach Coordinator I work closely with Schools and Colleges helping them gain access to AUB and creative opportunities, often visiting schools and inviting them to campus with a range of activities.



Simon Pride

Head of Recruitment and Marketing

I began my career in advertising, joining J Walter Thompson as a graduate trainee. After 20 odd years in agencies, mainly in London and Amsterdam, I was looking for a new challenge and a renewed sense of purpose, which I found in HE marketing. After 5 years as Head of Marcomms at Arts University Bournemouth (AUB), I spent 3 years as a Director at Harper Adams University. In 2019 I returned to AUB and am super proud that in a pandemic my team won 2021 HEIST awards for Mktg Team of the Year, a Rising Star award and our new website. A passionate believer in innovation as a driver of both impact and engagement, the AUB 2022 prospectus is being delivered exclusively on Instagram [**@aub_prospectus**](https://www.instagram.com/aub_prospectus).

Campus Map



This event will take place in the following rooms on campus:

-  **A025** Lecture Theatre | North Building | Ground Floor
-  **F005/F006** Conference Centre | Ground Floor

Wifi access

- 1 Head to your devices wireless and network settings and select **AUBGUEST**
- 2 You'll be re-directed to a page where you have to choose from two options:
Sponsored Visitors
or
Event Visitors
- 3 Choose **Event Visitors**, where you'll be prompted to enter Event code
- 4 Your Event code is **44509213**
- 5 You're all set and ready to browse!

