

The contributions of Yorkshire Universities' member institutions to the 'Creative Industries'

November 2024

Background

1. In June 2023, the Executive Director of [Yorkshire Universities \(YU\)](#)¹, Dr Peter O'Brien, attended the first Northern Creative Industries Corridor (NCIC) Summit, convened by Tracy Brabin, Mayor of West Yorkshire; Tim Davies, Director-General of the BBC; and Andy Haldene, Chief Executive of the Royal Society of Arts (RSA). The Mayor of South Yorkshire, Oliver Coppard, and other senior representatives from local government, and the arts and culture sector, were also in attendance.
2. The Summit coincided with the relaunch of the Creative Industries Policy and Evidence Centre (PEC), to be co-hosted by the RSA and Newcastle University. The meeting saw the presentation of a new [PEC North of England Creative Industries Briefing](#), identifying the potential opportunity for a cross-regional creative industries super-cluster; '**A Northern Creative Corridor**', that could match the GVA and growth of creative industries in the south east of England, and could add £27bn and 500,000 jobs to the Northern creative economy. [A formal launch](#) of the NCIC, with a new Charter, took place on 14 November last year.
3. The NCIC has been working in tandem with the [UK-wide Creative Industries Sector Vision](#) to leverage the tools and insight of the UK Vision to deliver a practical plan for the Northern creative sector. The aim is to strengthen the north of England's creative industries within the UK's wider network of creative and cultural hubs. A creative cluster in the north, combining the different specialisms and strengths of universities, businesses, local and regional government, and private funders, is essential to help realise this ambition. With this in mind, Mayors and local authority Leaders met in York, on 4 September 2024, to agree a new pan-northern partnership, and to announce the establishment of '[One Creative North](#)', a ambitious programme seeking to grow the creative industries in the north of England.
4. In October 2024, the RSA published a report in partnership with the PEC and Arts Council England – [Creative Corridors: connecting clusters to unleash potential](#). This is intended to serve as a new framework for action, showing how clusters of local leaders, creative businesses, arts and cultural institutions, and networks of talent across all parts of the country, can collaborate at scale - unlocking opportunities for investment, jobs, skills provision and cultural access.

¹ Yorkshire Universities is a registered charity representing eleven universities and one specialist higher education institution in Yorkshire, with a combined student population of 212,000. Members are: Leeds Arts University; Leeds Conservatoire; Leeds Beckett University; Leeds Trinity University; Sheffield Hallam University; University of Bradford; University of Huddersfield; University of Hull; University of Leeds; University of Sheffield; University of York; and York St John University.

5. The launch of the Corridors' report follows the recent publication of the Labour Government's [Industrial Strategy Green Paper](#), which firmly positions the creative industries as one of the eight key sectors on which the UK's economic growth will be based.
6. At the start of these developments, YU was invited to be part of the coalition promoting the distinct value of Yorkshire within a pan-northern cluster. An initial task for YU was to 'map' the cultural and creative industries activities and assets of all twelve YU member institutions. This report, based on information provided directly by YU members, as well as evidence gathered through desk-based research, undertaken by the YU Executive Team, is the culmination of this exercise. It provides an illustration, at the point of collection at the start of 2024, and it does not seek to present a quantitative or qualitative assessment. A copy of the report was shared with the RSA and PEC team. YU is committed to working with the PEC and RSA, and partners in the north of England, to ensure that the role and contributions of YU member institutions feature at the heart of plans to increase the scale and impact of the creative industries – reflecting YU member capabilities in research, innovation, knowledge exchange, business support, civic engagement, skills, and graduate employability support.

The Creative Industries and Higher Education in Yorkshire

7. Research, published by PEC, has shown that 131,000 people work in the creative industries in Yorkshire (and the Humber), and that the sector is worth 2.4% of GVA in the region.² Previous studies have found that over half of Yorkshire's creative industries employment is found in Leeds (33%), Sheffield (12%), and Bradford (11%).³
8. Yorkshire's creative industries have access to a talent pool supported by universities and other HEIs who produce graduates who then go on to work in the sector; whilst postgraduate students and staff undertake research about, with, and for, the creative industries. Many academics are also creative practitioners who produce art; writing, music, and other cultural products; and universities operate museums, galleries, archives, and music venues.⁴
9. West Yorkshire is said to have the [fastest growing creative sector outside of London](#). The West Yorkshire Combined Authority (WYCA) has published a [showcase illustrating the value of the creative industries to West Yorkshire](#). [WYCA's Culture, Heritage and Sport Committee](#) has had two nominated university representatives: [Professor Dave Russell](#), Pro-Vice-Chancellor Education, Leeds Arts University, and [Professor Ben Walmsley](#), Professor of Cultural Engagement in the School of Performance and Cultural Industries, and Director of the national Centre for Cultural Value, University of Leeds. The YU Executive Team provides advice and briefings to both representatives in advance of, and following, Committee meetings, and shares information from the Committee across YU's West Yorkshire members. This channel takes place primarily through YU's West Yorkshire Economic Development Group, which led YU's input into the 2022 [West Yorkshire Culture Framework](#).

² Siepel, J., Ramirez-Guerra, A., and Rathi. S. (2023) [Geographies of Creativity](#), Creative Industries Policy and Evidence Centre, Newcastle University.

³ Swords, J. and Townsend, P. (2019) [Mapping the Scale and Scope of the Creative Industries in Yorkshire and the Humber](#), Research Report, University of York.

⁴ Ibid.

10. YU member institutions contribute regularly, and provide wide-ranging support, to many local or region-wide cultural events and festivals, within and across Yorkshire.

Examples include:

- [Leeds Conservatoire](#) has worked in partnership with the [Leeds Business Improvement District \(BID\)](#) to provide performances across Leeds after Covid-19 lockdown restrictions were lifted.
- Kirklees hosted the [Year of Music in 2023](#), and the [University of Huddersfield](#) contributed expertise in contemporary music and film. This major year-long festival of events is expected to be a catalyst for new regeneration and renaissance activity in Huddersfield town centre (linked to the town's masterplan).
- The [University of Huddersfield's Cultures of Place Festival](#) programme, and co-hosted conference, 'Culture is Ordinary', are collaborations between Kirklees Council and the University of Huddersfield, contributing directly towards the development of a new place-based Cultural Strategy for Kirklees. Other similar examples include: [Huddersfield Contemporary Music Festival](#); the [Woven Festival](#); and Huddersfield Pride.
- [University of Bradford](#) staff and students are integral to the [Bradford UK City of Culture 2025](#) programme, building on the University's unique role in supporting culture and heritage in the city. The University of Bradford is also involved in supporting the [Bradford Literature Festival](#), one of the top three largest literature festivals in the UK.
- There was wide-ranging university support for [LEEDS 2023](#) – including the hosting of events and activities. Principal Education Partners included [Leeds Beckett University](#) and the [University of Leeds](#) who led the higher education strand of the LEEDS 2023 programme, sharing skills and expertise, and engaging students and staff in creative collaborations as the artistic programme is developed and delivered. Leeds Beckett University also hosts a wide ranging [cultural programme](#), which includes the prestigious [INSIDE/OUT lecture series](#), bringing world renowned international creatives to Leeds. All 71 lectures, to date, are available in full online. Leeds Beckett has strong relationships with Leeds festivals, including the [Compass Festival of Live Art](#) and more recently [Transform International](#) performance festival, offering wide-ranging collaborative opportunities for students, and profiling the most experimental performances from across the world in the University's theatres.
- Communities at the University of Leeds were included in a calendar of cultural and scientific events, during 2023, including, the University's [Be Curious Festival](#); [Leeds Festival of Science](#); [Leeds International Concert Series](#); and [Yorkshire Sculpture International](#), coordinated with partners across Leeds.
- The [University of Hull](#) has been a funding partner for Hull's [Freedom Festival](#): one of region's largest international arts festivals. Contributions from the University include the Wilberforce Institute's co-curation of 'Freedom Talks' and the 'Sirens Transformations audio-visual experience.
- The University of Hull has also sponsored [Humber Street Sesh](#): a festival 'for the people, by the people'. 'Providing a platform for emerging musicians, artists and creatives across the region and beyond.'
- [Sheffield Hallam University](#) works with and sponsors [Docfest](#), one of the world's most significant documentary festivals, where students get placements, work on project briefs in programming, and support the festival through everything from film reviewing to film production.
- The [University of Sheffield](#), via its [Off the Shelf Festival of Words](#), helped to deliver funding for Sheffield writers. Off the Shelf is the third largest literary festival, with an audience of 80,000.

- In 2020 and 2022, the University of Sheffield ran [Festival of the Mind](#), a flagship festival where researchers collaborate with the city's cultural and creative industries to bring research to life in exciting, innovative ways.
- The [York Festival of Ideas](#), launched in 2011, is a partnership between the [University of York](#), York Theatre Royal, York Museums Trust, the National Centre for Early Music, and the Joseph Rowntree Foundation. The Festival has enhanced York's reputation as a city brimming full of ideas and innovation. It also illustrates the University's long-standing commitment to being a university for public good. Through the Festival, the University of York has been able to demonstrate the major contribution of education and civic engagement to the economic, social and cultural development of York and Yorkshire. The York Festival of Ideas now attracts audiences of over 40,000, and it works with more than 100 local and national organisations. The City of York is also a UNESCO City of Media Arts.

Teaching and Education

11. There is a wide range of undergraduate and postgraduate education courses run by YU member institutions, related to the creative industries. Examples include:
 - Undergraduate Degrees: acting and performance, creative writing, digital media production, English, Film Studies, Filmmaking, Film and TV production, Game art, Game design and development, Architecture, Landscape and Interior Design, History, Journalism, public relations and media, multimedia journalism, sports journalism.
 - Postgraduate Degrees (MA): arts and cultural management, creative writing, digital media management, filmmaking, Gamer art, global communication and media, immersive arts, international journalism, multimedia journalism, public relations, sports journalism.
 - Undergraduate (with or without Foundation Year and Sandwich options): Animation, Fashion Design, Fashion Management & Communication, Fine Art, Graphic Design, Illustration, Interior Architecture & Design, Photography and Product Design.
 - Apprenticeships: Architecture, Packaging Professional, Creative Digital Design Professional, Digital User Experience (UX) Professional.
 - Postgraduate: Architecture, Spatial Practices, Landscape and Urban Design, Design (including Animation, Fashion, Graphics, Illustration, Interaction, Interior, Packaging & Product), Design for Health, Design for Performance Sports, Jewellery & Metalwork and Fine Art & Design MPhil, PhD and a Professional Doctorate in Creative Arts.
12. In addition, Leeds Conservatoire sees conservatoire-level education and training in Yorkshire generating significant benefits in relation to wider health improvements, wellbeing, raising aspirations, and driving cultural-led economic growth. The Conservatoire employs over 300 freelance musicians, performers and facilitators who travel to Leeds from across the UK, and from overseas, to work with local students. These artists have become part of the cultural eco-system of Leeds, performing and utilising their artistic and creative skills within the region.

HE Assets and Activities

13. Universities in Yorkshire have an established and renowned reputation in teaching and research in the creative industries, and they have multiple connections with businesses, communities and organisations. Universities have invested in state-of-the-art facilities

for teaching and public events. New capital investments in the region include, the [York St John University Creative Centre](#), the [Barbara Hepworth Building, at the University of Huddersfield](#), and [Leeds School of Arts](#) or [Leeds Beckett University's School of Film, Music and Performing Arts](#). Universities in Yorkshire have ground-breaking expertise in film, music and music / audio technologies, in communication and electronic engineering technologies such as 5 and 6G / next generation television innovations, which could be further utilised as catalyst for substantial economic benefits to the region.

14. Leeds Conservatoire supports students and graduates to gain professional experience in performing through the [Leeds Conservatoire Agency](#), working with clients from across the region and beyond. The institution undertakes a diverse range of work to support the transferable skills of graduates, and it delivers activities highlighting the value of music across the economy, and the important role of the [Creatives Across Sector](#) initiative. As a member of the [Luminate Education Group](#), Leeds Conservatoire joins its fellow Group members in imparting specialist musical and arts contributions to the cultural and creative industries offer in Leeds. The Luminate Group was a Gold Partner of LEEDS 2023.
15. [Leeds Arts University](#) is the only specialist arts university based in the north of England, and it has invested heavily in state-of-the art facilities. In 2019, it extended its Blenheim Walk campus to feature a 230-seat performance auditorium, industry standard film and photography studios and specialist arts research and reference library. The University was a Gold Partner of LEEDS 2023. [Creative Networks](#) is also Leeds Arts University's major professional events programme, and it is one of the largest networks of its kind in the region. The Network presents new opportunities for creative industries professionals to meet, and to hear from industry leading speakers.
16. The University of Bradford hosts the [UNESCO City of Film Office](#); Bradford Literature Festival; and Digital Media Working Academy. In the first six months of 2022, as UNESCO City of Film, there was more demand for film locations in Bradford than in [2021 as a whole](#). 2022 was the busiest summer since 2012. Credits include season five of Netflix's The Crown, the Channel 4 series Ackley Bridge, BBC's Happy Valley, and ITV's factual drama, The Hunt for Raoul Moat.
17. Supporting and contributing to the cultural sector is a key priority for the University of Bradford. Across the University, a wealth of experience and expertise is being mobilised and deployed as the University takes forward its role as a key partner of the City of Culture programme. On campus, [Theatre In The Mill](#) hosts a diverse schedule of events and activities, and it is creating work at the intersection between representation and technology. Theatre In The Mill was awarded £367,000 of Arts Council for England funding, from 2023 to 2026, to transmit stories, histories and ideas through performances, installations, and interactive encounters that reflect the challenging times and the messy world today. It is supporting socially responsible arts and performance, and it is creating spaces that represent the diversity and narrative of people in the City of Bradford and the wider region. The organisation piloted a festival in March 2023, leading up to the Theatre's 50th anniversary, and Bradford's award as City of Culture.
18. The University of Bradford is the lead partner in the [Bradford Producing Hub](#), a local trailblazer designed to unlock creative potential. The University led a hub for the UK's Being Human Festival, in November 2022, focused on the BBC centenary that [highlighted](#) the way the BBC has had an impact on popular culture and everyday life, and looks at the future technology and development of broadcasting.

19. Channel 4 has formed strong and collaborative partnerships with the Universities of Bradford and Leeds. Channel 4 is involved in the [University of Bradford's Digital Makers Programme](#), a project that has grown out of the internationally-recognised [Born in Bradford Cohort Study](#). Led by the University of Leeds's Centre for Immersive Technologies, the project empowers school leavers to develop the confidence they need to access the digital world. The University of Leeds and Channel 4 are collaborating to develop an evaluation framework for training initiatives in the film and television industries – understanding the effectiveness of outreach and training activity will be vital to making substantive headway to diversify the film and television workforce in the years ahead.
20. Journalism students at the [University of Leeds School of Media and Communication](#) are honing their broadcasting skills on a television set used by Channel 4 News presenters, thanks to the media organisation's new collaboration with the University. Channel 4 donated high-performance equipment and technology from a temporary studio in Leeds to the School of Media and Communication. Channel 4 made the offer as it launched a permanent news base in Leeds, with the daily bulletin delivered from two national newsrooms as the broadcaster expands its commitment to nations and regions coverage.
21. The [University of Leeds Cultural Institute](#) has three main aims: increase pioneering research collaborations with creative sector partners, widen cultural engagement and participation, and build the skills of students. The Institute thrives on ideas from the creative and cultural sectors, and nurtures partnerships between arts professionals, researchers and students from all disciplines. The first edition of [Creative Artistic Knowledge Exchange \(CAKE\)](#) brings together local cultural industry leaders with University of Leeds researchers in dialogue, with the aim to find out how to collaborate and help the cultural sector thrive. The Institute is investing in these organisations, creating time and space to think about how research and student engagement could impact on work with local audiences and communities.
22. The University of Leeds hosts the [Centre for Cultural Value](#), which works alongside cultural practitioners and organisations, academics, funders and policymakers (e.g. Leeds City Council, LEEDS 2023, WYCA) to shape policy and support the cultural sector to develop skills in research, evaluation and reflective practice. The Centre is building a shared understanding of the profound differences that arts, culture, heritage and screen make to people's lives and to society. A network of affiliate partners supports the Centre's mission to build a shared understanding of the differences that arts, culture and heritage make to people's lives and to society. The Centre wants cultural policy and practice to be based on rigorous research and evaluation of what works and what needs to change. Working in partnership with cultural sector practitioners, academics and policymakers, the Centre:
 - makes existing research more relevant and accessible.
 - supports the cultural sector and funders to be rigorous in their approaches to evaluation.
 - fosters an evidence-based approach to policy development.
23. The Centre for Cultural Value has led [a national research project exploring the impact of COVID-19 on the UK cultural sector](#), funded by the Arts and Humanities Research Council (AHRC) through UKRI's Covid-19 rapid rolling call.
24. [Future Fashion Factory](#) is an industry-led research and development programme run by a consortium, including the University of Leeds and the University of Huddersfield, which is delivering new creative innovation opportunities, new products, shorter product

development, and design lead times, reduced costs, and increased global industrial competitiveness and productivity. It is a 5-year, £5.4m project funded by the [Creative Industries Clusters Programme \(CICP\)](#), which is part of the UK government's Industrial Strategy.

25. [Leeds Beckett University's Leeds School of Arts](#) is a key educator of artists and creatives who enrich and transform all sectors of arts and culture. Through the expert support of academics, who are renowned regionally, nationally, and globally, Leeds School of Arts was a valuable partner of LEEDS 2023. The University plays an active role in showcasing the city's creative industries and communities. The new £85m state-of-the-art School of Arts building houses a community of 3,000 diverse creators, located at the heart of a thriving creative economy in Leeds. This new building features industry standard facilities, including a 220-seat Dolby Atmos cinema, two theatres and numerous film, performing arts and music studios for the highest quality production of a broad range of artistic and creative outputs.
26. LBU, through its Vice-Chancellor, Professor Peter Slee, also chairs the innovative [Leeds Anchors Network](#), which is a key driver of the city's inclusive growth ambitions, linked to culture and creative industries.
27. LBU's Leeds School of Arts is home to the [Leeds Arts Research Centre](#), 145 academic researchers supported by dynamic research clusters in *Interdisciplinary Arts*, *Diaspora, Exile & Migration*, *Digital Storytelling*, and *Fashion & Landscape*. LSA has increased the number of professors in the school by over 400% in the last four years. LSA's scholarly publications are numerous but include [Inscription](#), a journal of material text, recently reviewed by the Times Literary Supplement as "gold-rated" and "a shot in the arm for academic publishing".
28. Also within the Leeds School of Arts at LBU, is the Leeds School of Architecture, which takes on the challenge of redefining the role of architects and probing new capabilities of architecture in response to urgent issues of resilience, inclusivity, diversity, care, fairness and innovation confronting our relations to the environments and to one another. Associated projects include the New Wortley Community Centre, West Leeds, developed by the school's Architecture Consultancy Project Office and students, named as one of the UK's 100 best breakthroughs by MadeAtUni for its significant impact on people's everyday lives which were subsequently shortlisted for the North East RIBA Awards and made the RIBA MacEwen Award 2020 long list.
29. The [Yorkshire Film and Television School](#) is a key asset for the creative and digital economy, based at the University of Huddersfield, inspiring students to follow in the footsteps of [Sir Patrick Stewart, Emeritus Chancellor](#). The University's [Centre for Participatory Culture](#) is dedicated to the study of forms of participation, engagement, reception and content creation among non-professionals, users and audiences. It explores practices, motivations and content of participation, as well as the premises and consequences of participatory engagement. The Centre actively engages with non-academic user groups including users, enthusiasts, fans, commentators and citizen journalists, as well as media and creative industries.
30. The University of Huddersfield's [Centre for Music, Culture and Identity](#) brings together researchers investigating music and musical cultures through a variety of historical, critical and analytical methodologies. Projects run by the Centre, include 'Popular music, place and identity', and 'Gender and inclusion in music technology'. Meanwhile, the overarching ethos of the University's [Centre for Urban Design, Architecture and Sustainability \(CUDAS\)](#) is that design informs all aspects of academic research on the

built environment, whether in the historical, cultural, theoretical or environmental contexts.

31. York St John University's Creative Centre is a regional anchor for creative industries in York and across Yorkshire, and provides a public venue for art, design, and performance in the heart of the city. The Centre was named [Building of the Year at the RIBA Yorkshire Awards 2023](#). York St John uses its strength in creative industries to engage young people in exploring the challenges and opportunities of climate adaptation. The University's Screen Research Group brings together a broad group of researchers in cinema, television, journalism, social and digital media, animation, and other screen media.
32. The University of York has led several major regional, national and global projects supporting the Digital and Creative media sector. These projects include [XR stories](#), [SIGN](#), [DC-Labs](#), Weavr and Creative Media Labs. University researchers work in partnership with leading names in the creative, cultural and heritage sectors. A wide range of [departments and research centres and groups](#) within the University of York are working in this area.
33. The [Street Life](#) project is a heritage-led renewal project and aims an historic York high street (Coney Street) back to life by working closely with the local community and multiple partners. Funded by the recent Community Renewal Fund and supported by the Higher Education Innovation Fund (HEIF), the project's activities — heritage research, a digital portal, music, and letterpress printing — will combine to offer performances, virtual experiences, and hands-on workshops.
34. The University of York was instrumental in leading a £51m proposal to the [AHRC](#) for Wakefield to become a national centre of excellence for the creative industries, alongside Wakefield Council, Screen Yorkshire, North Yorkshire LEP, Production Park, and Vodafone. [The UK Research and Innovation Infrastructure Fund's \(UKRI\) Convergent Screen Technologies and performance in Realtime \(CoSTAR\)](#) programme is being supported by £75.6 million of government funding, and £63 million of new industry investment, which will form the largest virtual production research and development network in Europe, with four labs across the UK. In June 2023, it was announced that Langthwaite Business Park (Langthwaite is already the base for [Production Park](#), a world leader in providing rehearsal and filming space for some of the world's biggest music stars will [become home to a virtual production technology for film, TV and stage](#). The UK network will include a national lab at Pinewood Studios, and a new Insight and Foresight Unit led by Goldsmiths and the British Film Institute. The Wakefield hub and the other regional hubs in Dundee and Belfast are expected to add a combined £33m to the national economy and support 423 jobs.
35. [Leeds Trinity University](#) was a Gold Partner of LEEDS 2023, opening up new opportunities for students and staff. The University supported the year-long programme, and it connected students with signature events and creative experiences all over Leeds. Leeds Trinity students were involved as volunteers or through placement opportunities to further develop their skills and networks, in line with the University's overall mission to provide a professional and career-led education. University academics, such as Dr Emilee Simmons, have [co-authored publications exploring innovative methods of, and approaches to, fundraising in the creative industries](#).
36. Research undertaken by the University of Sheffield supports the development of Sheffield and South Yorkshire as cultural destinations. The [University's Director of City and Culture, Professor Vanessa Toulmin](#), co-creates research projects that add to

South Yorkshire's vibrancy, from festivals and exhibitions to green space and regeneration initiatives. The University of Sheffield is committed to enabling local citizens to engage with research, and cultural festivals are seen as a direct way to do this. For example, between 2014 and 2020, half a million visitors to festivals convened by the University brought £1.2m into the creative economy.

37. One of the key themes of the University of Sheffield's [Made Together](#) programme is cultural vibrancy. The programme is a major regeneration initiative in which the University works with creative and cultural partners to showcase Sheffield as a vibrant place to live, study, work and invest. Activities include festivals and exhibitions and focus on improving the vibrancy in a range of setting from green space to the high street.
38. The University of Sheffield is an active member of the [Sheffield Culture Consortium](#), which aims to improve visibility for all cultures and communities in Sheffield, and to tackle inequality through arts and culture. The University is also a member of the [Sheffield Culture Collective](#), which has developed a 10-year strategy to position culture and creativity at the heart of Sheffield's economic and social future. The strategy identifies culture as a key component in city centre development, the visitor economy, and underpins the Strategic Economic Plan for South Yorkshire.
39. A new partnership between the University of Sheffield and Barnsley Metropolitan Borough Council, and community partners, has resulted in two projects connecting academic research with cultural programmes, where the University is the engagement partner with the Council's successful [Cultural Development Fund Round 2 project](#).
40. The [Digital Good Network](#) is an ESRC funded collaborative programme that focuses on building a research community centred around what a good digital society should look like and how best to achieve this. The Network funds research projects, fellowships and internships that explore three societal challenges that are seen as crucial to ensuring that digital technologies benefit people and societies: equity, sustainability and resilience.
41. The [Institute for Global Sustainable Development](#), at the University of Sheffield, has a core focus on the use of creative media and the digital to leverage digital technologies, data and innovation for change towards social and environmental justice in a prosperous world. Professor Dorothea Kleine and Professor Andy Dearden (Sheffield Hallam University) were instrumental in the development and promotion of Ethical Standards for ICT4D research.
42. The University's [School of East Asian Studies](#) has curated, promoted and engaged with a number of cultural festivals (Japan Now North, Japan Touring Program, Korean Film Programme), and staff work with the British Film Institute in a wider range of projects. Through a series of online events, hosted by the Sheffield Digital Festival, in coordination with Simon Cookson of [Northern Value Creators](#), the School has identified future initiatives with existing and new external partners. The work developed a focus on collaborative art making for wellbeing among migrant and diaspora communities, with a specific focus on East Asia.
43. The [Sheffield Performer and Audience Research Centre \(SPARC\)](#) works in close collaboration with arts organisations across music, dance, drama and visual art to understand the experiences of audiences and practitioners in order to promote changes, which make the arts more accessible and full of richer, and more enjoyable, experiences for the general public.

44. The [Cultural Industries Research Network \(CIRN\)](#) is a network of researchers (including research students) working on, or with, the broadly defined creative and cultural industries across the University of Sheffield. This is led by [Dr Mark Taylor](#), at the Sheffield Methods Institute, who has authored reports on the UK Games Industry, which he has delivered in partnership with [Ukie](#). He also sits on the Department for Digital, Culture, Media and Sport's College of Experts.
45. The [Culture and Creativity Research Institute \(CCRI\)](#) at Sheffield Hallam University (SHU) hosts an interdisciplinary community of established practitioners, academics, and research students. The Institute engages critically with contemporary societal and global challenges through the deployment of practice-led and culturally critical enquiries and methodologies. CCRI is the hub for research and innovation from the [Art, Design, Media Research Centre \(ADMRC\)](#), Art and Design Department, Culture and Media Department, and the Lab 4 Living Research Centre. Research in the ADMRC coalesces around the themes of people, place, and planet.
46. [Design Futures \(DF\)](#) is the knowledge exchange unit of the ADMRC, with a professional expertise in new product development and design, manufacturing, and production. In 2023, DF celebrated its 25th anniversary. Its contribution to the Sheffield Innovation Programme (between 2019-2022) comprised of 108 collaborations (50.2%), leading to 21 new products going to market (63%) and 56 new products to firms (77%). A summative report found that for every £1 invested in delivering these projects, £12.81 was created.
47. In 2019, [Lab 4 Living Research Centre \(L4L\)](#) was awarded £4million (matched by Sheffield Hallam University) from the [Research England Expanding Excellence in Research Fund \(E3\)](#), to help grow a multi-disciplinary collaborative community of researchers in design, healthcare and creative practices. The team address health and wellbeing challenges through design-led research projects that explore the '100-year life' and the 'future home', developing interventions that promote dignity and enhance quality of life. L4L's research has created global award-winning products and innovations.
48. CCRI has developed a partnership with the [No Bounds Festival](#) of art, music and technology, developing three art installations in Moore Street Electrical Substation (National Grid) and Sheffield and District African Caribbean Community Association by leading international artist-researchers Professor David Cotterrell, Lise Autogena and Noemie Soula, critically reviewed nationally and internationally including [4 star Guardian review \(Oct 22\)](#) and winning DJ Magazine [DJ Magazine Best Boutique Festival Oct 22](#).
49. Sheffield Hallam University is represented on the Sheffield Culture Collective and the Sheffield Culture Consortium – and the University is actively supporting the development of a new [Culture Strategy for Sheffield](#), with Sheffield City Council. Sheffield Hallam's work has included leading the Cultural Partnerships Transforming Lives (part of the [Civic University Network](#)) initiative, involving Arts Council England, Culture Forum North, and the [South Yorkshire Mayoral Combined Authority \(SYMCA\)](#).
50. SHU works closely with [Sheffield Theatres](#), the largest UK theatre complex outside of London. The University is the new custodian of the Sheffield Theatres archive, bringing it into Sheffield Hallam Library, which will provide a major international learning and teaching and research resource. Students stage performances at the Crucible, often as part of Off the Shelf Festival of Words, in which events are held highlighting the impact of the University's research in the creative industries.

51. Sheffield Hallam University hosts the largest Sony PlayStation development lab in the world allowing students to hone their skills with industry standard resources and collaborate with Sumo Digital, Game Republic and TIGA. Students publish games through on-campus development studio Steel Minions, with a full commercial licence. As a member of [Game Republic](#), the University has access to different networking, industry, outreach and awards opportunities. SHU has signed a Memorandum of Understanding with the [National Videogame Museum](#) (NVM). As an archive and a nexus for researchers, players, and creators, the NVM is a crucial cultural institution, the focus of the British Games Institute, and connected to a consumer market worth nearly £7bn. The University's relationship builds on both research initiatives and student curricula already established, including showcasing student work in videogame design and development as well as supporting and engaging with sector-wide and nation-wide initiatives (Games Careers Week, for example).
52. A [Cultural Strategy 2030 for the City of Doncaster Council](#) has been developed by SHU's Department of Culture and Media, working with local arts and culture partners. There will be further research and a Knowledge Transfer Partnership (KTP) funded by Doncaster Council, and negotiations are taking place on the development of a Culture Strategy Assessment Project (2023 – 2028), and a Collaborative PhD Studentship 2024-2028.
53. SHU has established strong relationships with Cat Drew, Chief Design Office and Matilda Agace, Senior Policy and Advocacy Manager, based at the [Design Council](#). The University's research collaborations have aligned with the Council's strategic Design Economy work and Design for Planet mission. Examples include the AHRC-funded Net-Zero Design Research network, participation in developmental workshops for the Design Economy reports, the development of a £4.5m proposal prioritising adaptive capabilities, and new digital carbon tools to support the green transition of regional micro-businesses in design-intensive and design-sensitive sectors.
54. SHU works in collaboration with the [Screen Yorkshire Connected Campus](#), creating links between TV and film professionals, production companies, broadcasters and students seeking to break into the industry. Students, graduates, and staff have close connections and collaborate with the region's thriving independent film industry network. The University has collaborated on a range of projects with international charities, such as Children on the Edge, Spark 15 and Mama Africa focusing on global issues such as migration and the climate emergency. There is also an extensive array of other partnerships, including those with: Sheffield Libraries/Archives; Yorkshire Sculpture Park; Aesthetica; and [Yorkshire Artspace](#).
55. The University of Hull continues to build expertise and partnerships to enhance and support heritage and creative industries. The University published the [Hull, UK City of Culture 2017 evaluation](#) in November 2019. A conference held to discuss the evaluation highlighted that "The rewards of keeping the transformational effects of the City of Culture going are considerable." As a continuing partner in numerous cultural events and developments, the University has helped to establish Hull as a vibrant cultural capital, recognising the profound impact – on people and place – that culture can have. Partnerships based around exploring and tackling modern slavery are also prevalent, supporting and educating stakeholders through [The Justice Hub](#), which creates a culture of change through research and knowledge exchange.
56. The legacy of being the principal research partner for Hull UK City of Culture 2017 continues as the University provides support, expertise, and commitment, to many cultural spaces and activities across Hull and the Humber. One example is [Floodlights](#). Hull has been shaped by the city's proximity and relationship to water. Working in

partnership with Living With Water, Yorkshire Water and the University, these issues have been explored through projection and light installations.

57. Within the University's School of Arts, three research groups support research, skills development and knowledge exchange in the Humber and beyond.
- The [Centre for Applied Research in the Arts \(CARA\)](#) brings together research strengths in Applied Arts Research, including in health and wellbeing, a higher quality of life for an ageing population environmental research and education Particular collaborative partnership opportunities in this research area include: collaboration with major national partners, including health-care providers (as seen in *Strokestra's* work with the NHS); Environmental arts research, including collaboration with high-profile producing companies (such as the [National Youth Theatre](#)) and the potential for impacting government policy (as seen in the AHRC-funded project, *Risky Cities*).
 - The [Centre for Performance Technology and Aesthetics \(CePTA\)](#) brings together researchers with strengths in Environmental Sustainability and the Development of New Technology and its Uses – including low carbon futures in arts production, reception and touring; performance and/in nature (including forest performance); digital technologies and PaR methodologies leading towards more sustainable working methods (including human AI co-creation, Arts in Isolation, micro-making spaces, and new models of digital cultural entrepreneurship).
 - Through the [Centre for Textual and Cultural Analysis \(CTCA\)](#) the University brings together researchers with strengths in longitudinal historical analysis of cultural products that are central to exploiting cultural heritage (including decolonization), as well as a precise focus on many synchronic moments of cultural production (including our own moment). These include: issues of race, gender, disability, trans- and inter-cultural approaches, documentary film-making, cultural heritage and the heritage industries, and the impact of mega events (such as Cities of Culture). Opportunities in this area include research into cultural heritage and the heritage industries.
58. The [School of Arts](#) and The School of Humanities have strong local collaborative partnerships and continue to grow their capacities in co-developed and co-produced research, as seen in the [Ideas Fund](#) projects, funded by the Wellcome Trust and delivered by the British Science Association. Ideas Fund projects include nature-based activities for visually impaired children, creative approaches to destigmatising mental health for minoritised young people, and Self-Advocacy through Storytelling, for people with learning disabilities to explore how storytelling helps with connection and increases a sense of community and wellbeing.
59. The School of Humanities at the University of Hull has established and emergent research and knowledge exchange strengths in the broad fields of environmental humanities and maritime locations, historic and modern slavery, Indigenous rights, gender and social justice in marginalised and incarcerated communities, digital storytelling, immersive digital environments and data visualisation. These research themes are amplified through the University's portfolio of funded projects and research groups and centres (such as [Treated Spaces](#), [Water Cultures](#) and [The Cultures of Incarceration Centre](#)). This work feeds into city-wide, civic, initiatives, for example, the Freedom Festival.

Contact

Dr Peter O'Brien
Executive Director

Yorkshire Universities

p.obrien@yorkshireuniversities.ac.uk