

# Universities as Creative Hubs: Modes and Practices in The UK Context



Presented by

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(Building EZ), Western Sydney University, Parramatta South  
campus

## ABSTRACT:

The paper critically reflects on the notion of 'Creative Hubs' from a higher education perspective. In recent years, many universities in the UK have initiated projects to interact and connect with the creative economy locally and regionally.

Firstly, this paper reviews the literature on universities engagement with creative hubs. Secondly, drawing on an extensive desktop mapping of practices in the UK, it develops a framework to understand the modes and practice of engagement of higher education institutions in the establishment and management of 'creative hubs' within or attached to their institutions. This includes outlining seven types of university creative hubs, reflecting on different dimensions, and exploring the distribution and institutional aims. Thirdly, a common approach around "managed interventions" is highlighted to raise some of the tensions and areas for further debate and discussion. These include the relationship with existing research and teaching agendas, the extent to which they connect with existing forms of creative (hub) activity, and issues of inclusivity and accessibility.

## BIOGRAPHY:

Dr Daniel Ashton is Associate Professor of Cultural and Creative Industries at Winchester School of Art, University of Southampton (UK). He is the co-editor of *Cultural Work and Higher Education* (2013) and has published research in the areas of creative industries labour and policy, arts funding and audiences, creative pedagogies, and digital media and participatory culture.

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