

Creative

FUSE

North East

What?

Creative Fuse North East will help unlock the potential of the creative, digital and IT sectors by driving innovation and growing the region's economy.

Third iteration of the Fuse model following Brighton (2009, 2011) and London (2013).

A collaboration across the 5 North East universities to address barriers to innovation, growth, sustainability & spillover potential across the CDIT sector.

Phase 1 - Comprehensive research study of North East CDIT sector

Phase 2 – Innovation pilots

Funded by AHRC, Universities, ERDF & Arts Council England.

Why?

Clear and current picture of NE CDIT sector.

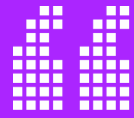
Understand key barriers and drivers for NE CDIT businesses.

Understand potential of spillover/fusion.

Understand value of arts & creative graduates to CDIT sector and wider economy.

Understand how 'fused' North East CDIT business currently are.

Creative Fusion



'Fusion' takes place when creative inspiration is integrated with digital and IT skills to produce 'fused' businesses.

UK Fuse 2013, NCUB



Superfused firms grow nearly three times faster than unfused firms, and 40% faster than the average CDIT firm.

Brighton Fuse Report 2014



Opportunities

One door for engagement with CDIT networks, organisations, SME's and freelancers.

Co - delivery of sector events & activities with partners (CAKE).

Aggregation of 5 HEI's resources and research potential for maximum impact. (Multi disciplinary approach).

Evidence base to showcase value of arts and humanities skills to CDIT sector - highlight the need for graduates from many disciplines.

Policy influence and recommendations (Board).

Collaborative future development and fund raising

Graduates & skills:

Areas of discussion with sector:

Skills, talent pipeline and brain drain.

QOL retains but does not attract.

Changing perception of skills needs.

Policy shift – start up to scale up impacting graduate enterprise.

Empty premises paradox.

Summary

CFNE to:

Demonstrate value of creative approach to all business

Demonstrate value of creative & digital businesses to all sectors (spillover)

Highlight fusion of different skills and sectors produces higher growth levels

Value of creative digital graduates to all sectors

Better understanding of skills needed for growth.

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