



Creativity & Entrepreneurship as a strategic driver for change

“Entrepreneurialism is at the heart of a cultural organisation. Artists are natural entrepreneurs”.

Lord Hall

“The entrepreneurial team – the diverse people, sometimes strangers to each other, who come together, work under extraordinary pressures of time and resources to deliver a broadcast, an opera, a festival and then disband to start again with a new project and new team”.

Lord Hall

OUR VISION

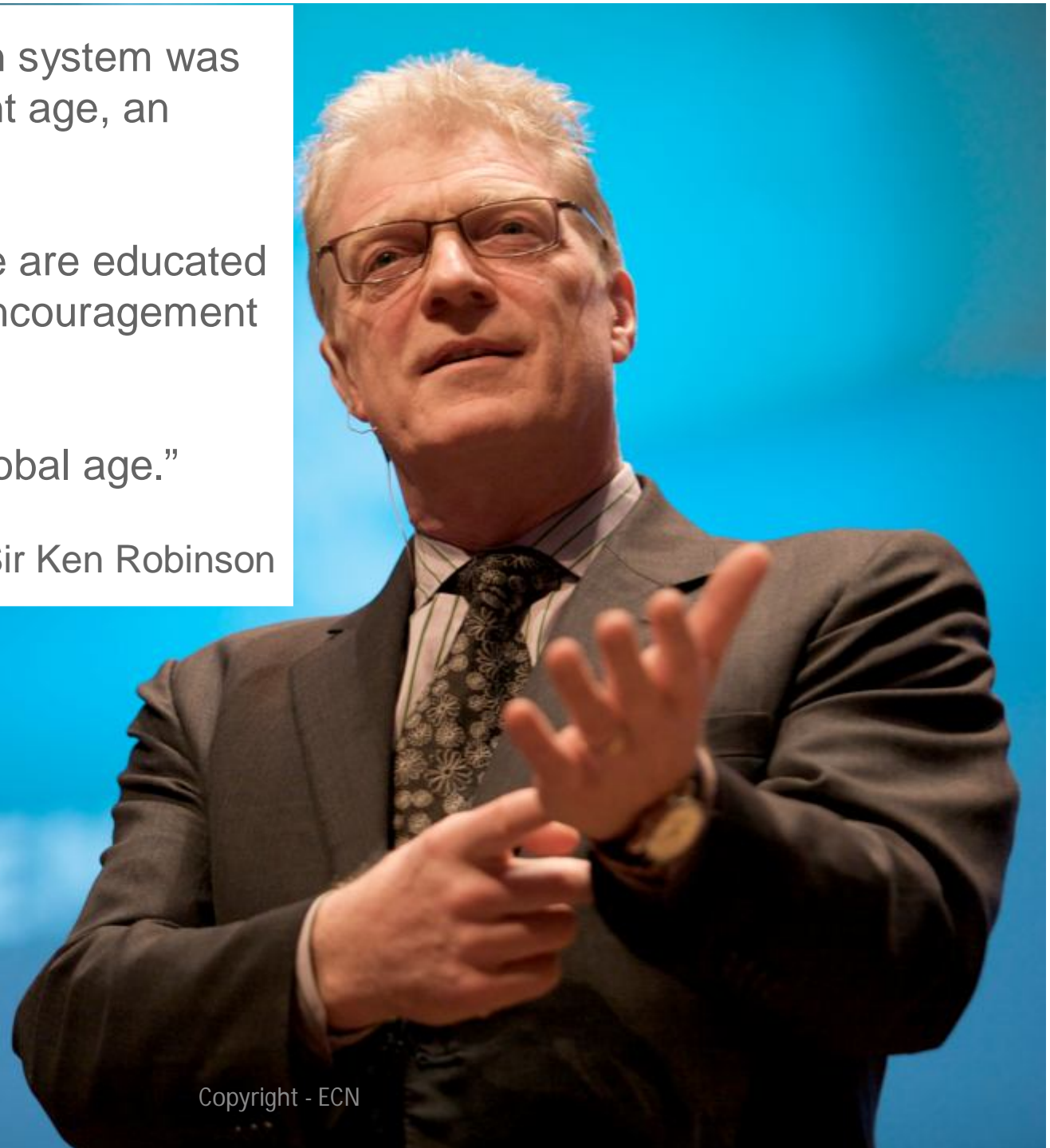
To create a generation
who are:

- EQUIPPED FOR LIFE
- CONFIDENT
- EAGER
- INVENTIVE
- CURIOUS
- AMBITIOUS

“Our current education system was designed for a different age, an industrial age...

...where young people are educated in batches with little encouragement for the creativity and experimentation that is needed for a global age.”

Sir Ken Robinson



THE CREATIVE MINDSET

Foster an entrepreneurial mindset throughout the college - in students, tutors and leaders

- **LEARNING:** The way you learn is as important as what you learn
- **SHIFTING THE FOCUS:** From qualifications to qualities
- **COLLABORATION:** Creating an environment where teams are reformed regularly and problem solving is at the centre of learning

CREATIVE INDUSTRIES

NEW LEARNING MODEL:

Experiential learning is at a premium

PRACTICAL ACTION: True private
public sector ventures

SOCIAL IMPORTANCE: Creating
new business opportunities and
wealth in communities – Street
Theatre – Entertainment

DELIVERING OPTIMISM:

Increasing individual earning
Potential as funding contracts

AN ENTREPRENEURIAL & CREATIVE WORKFORCE

- That is entrepreneurial because it learns experientially
- Operating across the private and public sector
- Measuring its value in terms of student start ups, employment and achievement

ENTREPRENEURIAL LEADERSHIP

THINKING
DIFFERENTLY

CREATING
OPPORTUNITY

SHAPING THE
DEBATE

Embracing an
agenda for a
different type of
college that employs
students

Recognising a
public sector model
working with the
private sector

Making a
commitment