

APDIG Strategic Pillars

This document outlines the proposed strategic pillars of the APPG for Design and Innovation, as it realigns its priorities and programmes for summer 2021 onwards.

1. Securing a government patron
 - a. At APDIG we have identified that a key issue for the creative industries and its policy is the ever changing nature and attitude of government to arts and design. We propose that a key focus for the sector is ensuring a government commitment to supporting the arts sector.
 - i. For example, through the industrial decarbonisation strategy, government has committed itself in law to achieving carbon neutrality by 2050. Regardless of the changing political landscape, sustainability will be at the heart of government activity.
 - b. APDIG is well placed to support this, providing a forum to discuss key policy asks and maintaining an enduring voice in the policy space.
2. Redefining the language of creative industries
 - a. With so many sub sectors that interact and relate to one another in the Art and Design world, it is key to ensure that the language we use in policy and policy making is aligned
 - b. For instance, variations of the following terms are used to describe the various sectors and we must begin to understand the nuances and connotations attached to the language we use:
 - i. Creative industries, creative businesses, creative clusters, arts, design, innovation, visual arts, crafts, creative professionals, arts crafts and heritage etc.
3. Skills and Curriculum
 - a. Educating the next generation is at the heart of securing the future of creative industries. The ideal future state would be a curriculum that supports co-learning, project-based learning and embraces a wide range of pedagogical techniques.
 - b. With a 'recovery curriculum' at the forefront of the discussion, art and design is in a unique position to help develop learning activities that encourages creativity.
 - c. At higher and further education level, art and design schools can begin to respond to the needs of businesses and train young professionals to have the creative thinking skills required.
4. Diversity and Inclusion
 - a. Engaging with diverse user group is necessary and removing the barriers to entry is critical for creating a more diverse and inclusive sector.
 - b. We can all take actions to showcase the work of artists belonging to minority groups and also acknowledge the history of the sector, as well as its current composition.
 - c. Proving the ability of art and design **to interact with and impact** all members of society supports our argument around the social value creative industries bring.
5. Linking Arts and Design to government Strategy
 - a. Linking the value of creative industries to 'strategic sectors' allows us to demonstrate the cross cutting and interdisciplinary nature of the arts.
 - b. The nature of creative industries and art businesses lends itself well to Regional, Place Based and Level Up policy – visual and performing arts are central to the identity of regions and should be placed strategically to support the economic development of the country.

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