

Consultation Result

The consultation has revealed a huge level of support for our proposals with 95% of respondents (staff 100%, students 94% and external 90%) expressing support.

Creative sector respondents are overwhelming in favour of the proposed changes, with significant national organisations supporting the School and setting out that what the School proposes supports Government policy and the attainment of industry goals shared with sector bodies.

External and internal respondents all express support for these changes which would enhance the School's ability to:

- Recruit students from disadvantaged backgrounds;
- Diversify its technical education offer;
- Build the strong reputation of its HE provision and enhance the already high quality; and
- Contribute even more to local economic development.

The School's most important audience, its students, support this proposal and pay tribute to their experience at the School.

Political support from the Tees Valley Mayor, local MP and council in Hartlepool recognises the contribution the School would be able to make to social mobility and economic development.

External support was received from the following bodies and individuals:

- Arts Council England;
- Tees Valley Mayor and Combined Authority;
- North East Screen;
- Sir Peter Bazalgette, Co-chair of the Creative Industries Council for England;
- Andy Haldane, Chief Executive of the RSA;
- The Leader and Managing Director of Hartlepool Borough Council;
- The MP for Hartlepool;
- The BBC Director, Across the UK;
- The Producer of ITV's Vera;
- The owner of the largest talent agency in the region;
- Tees Valley FE colleges;
- Jane Reynolds, Chair of the Tees Valley Business Club and long-term member of the regional LEP/Business Board;
- Aardman Animation and Academy;
- Amber Butchart, academic and TV fashion historian; and
- Cherie Federico, Founder and Director of the international Aesthetica Magazine, Art Prize, and Short Film Festival

Many of these respondents have provided useful comments.

Sir Peter Bazalgette states: *"I welcome the ambition of this plan. It could play a significant role in helping us deliver some of the objectives of our [the Creative Industries Council] Sector Vision. This is in relation to securing the next generation of talent to the Creative Sector, which is designated a priority sector for growth by the*

government. Also, in terms of widening participation and inclusion in the employment practices of the Creative Industries. And finally, in ensuring that the sector’s growth is enjoyed by all the UK’s regions.”

Andy Haldane adds that our proposals are a “tremendously exciting plan. They are just what is needed to nurture the creative industries in the Tees Valley. You are punching above your weight and behaving like a civic university”.

The BBC Director Across the UK states: “The Northern School of Art has a rich history of supporting creativity of the North East and beyond, driving innovation and opportunity, and has a bright future ahead of it. I fully support its proposals”.

TVCA conclude their response as follows: “we fully support the proposals for change that will have a positive impact on the higher education offer in Tees Valley, and which in turn will have a positive impact upon Tees Valley residents and businesses.”

Jane Reynolds says that:” the formation of this creative hub would be a magnetic force for the attraction of inspirational thought and growth into our region”.

Who We Consulted

The consultation exercise was launched by emails to consultees on 29 August 2023. On the same day the web page went live alongside the SurveyMonkey page. The external consultees are summarised below:

- 72 Schools and sixth form colleges in the Tees Valley;
- 4 general FE colleges / college groups in the Tees Valley;
- 50+ creative industry contacts nationally;
- The Vice Chancellors of Teesside and Sunderland Universities;
- 6 Tees Valley Local Authorities (including the mayoral combined authority);
- Police, Fire and Ambulance services covering the region;
- 7 local MPs; and
- Over 20 representatives of local business groups, national bodies and community organisations.

In addition, the consultation was emailed to all current staff and students (HE and FE). In total there were approximately 1,350 direct consultees.

The Consultation Respondents

The consultation attracted 174 responses, 170 of which were made using the SurveyMonkey page. This is an overall response rate of 13%. Considering solely external consultees - not current staff or students - the exercise generated 39 responses from 165 consultees, an overall response rate of 24%. Respondents are summarised in the table below:

| Respondent type | Number of responses | % of all responses | % supporting proposals |
|-------------------|---------------------|--------------------|------------------------|
| Current Students | 51 | 31 | 94 |
| School Staff | 84 | 51 | 100 |
| Parent of Student | 1 | 0.6 | 100 |
| Creative Sector | 21 | 13 | 90 |

| | | | |
|----------------------------|---|-----|-----|
| Community Organisations | 2 | 1 | 100 |
| Local/Regional government | 3 | 1.5 | 100 |
| Schools & VI Form Colleges | 0 | - | - |
| Universities | 1 | 0.6 | 0 |
| Blue light Services | 0 | - | - |
| Local businesses | 6 | 4 | 83 |
| Other* | 6 | 4 | 83 |

*Includes Arts Council, a former member of the School board, one uncategorised and alumni.

Summary of Responses

There is overwhelming support for our proposals; 95% of respondents supported our proposal. Only 8 respondents (out of 174) did not support our proposals. The table below summarises responses to individual questions asked.

| No. | Question | Yes | No | % agree |
|-----|---|-----|----|---------|
| 1 | Do you support our proposals? | 166 | 8 | 95% |
| 2 | Do you agree that the proposed changes should allow the School to emulate other specialist institutions by increasing its visibility and appeal to students, and hence to increase its learner numbers? | 166 | 5 | 97% |
| 3 | Do you agree that the proposed changes should result in improved financial sustainability for the institution? | 168 | 3 | 98% |
| 4 | Do you agree that the proposed changes should enable the School to undertake increased levels of more effective outreach activity, and thus support increased levels of learner progression to HE study from low participation neighbourhoods or “cold spots”? | 164 | 8 | 95% |
| 5 | Do you agree that the School offers a range of provision, and a collaborative model of delivery, that is otherwise not available regionally, and that this offer will be supported and enhanced if the School is successful in transferring to the higher education sector and in gaining university title? | 164 | 7 | 95% |
| 6 | Do you agree that the School’s work already supports a key TVCA priority, and that this and the School’s ability to bring wider benefits to the local economy will be increased if the School is successful in transferring to the higher education sector and in gaining university title? | 165 | 7 | 95% |
| 7 | Do you agree that the School’s existing contributions to the enhancement of higher education will be increased if the | 165 | 6 | 95% |

| | | | | |
|---|---|-----|---|-----|
| | School is successful in transferring to the higher education sector and in gaining university title? | | | |
| 8 | Do you agree that the effectiveness of the School's work in developing priority programmes (such as HTQs) will be increased if the School is successful in transferring to the higher education sector and in gaining university title? | 164 | 7 | 96% |
| 9 | Do you agree that our proposals will both safeguard our existing FE provision and, being part of a group which includes a creative university, will bring additional benefits to our FE students? | 166 | 5 | 97% |

Details of the issues raised by the 8 people who did not support our proposals, along with our responses, are included within our business case submitted to the Department for Education. In several cases these objections actually praised our current character and provision expressing concern that this might change – this misunderstands our intention to preserve and enhance our current character.

Conclusion

Overall, the School feels that the consultation exercise has demonstrated both clear support for the School's intentions, and the positive impact that they will have.