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Design by Alphabetical

WE  
ARE  
SEE

Who We Are / What We Do /  
Where We're Going





# FOREWORD

Nigel Carrington  
Vice Chancellor,  
University of the Arts London

Whilst the primary purpose of a specialist creative education is to provide a space, both physical and intellectual, in which our students can develop their practice, ideas and skills, it is no less important that our graduates leave UAL prepared for the rapidly shifting world of work and an accelerating pace of technological innovation.

Working full-time in one company or studio may be the norm for some of our graduates, but many others will develop a successful, worthwhile and rewarding career by working freelance, by being self-employed or by forming fledgling businesses with other like-minded creatives; all set within a flexible, competitive and highly mobile economy. Also, many of our graduates are committed to 'more than profit' and go on to work and develop businesses or world-changing products and projects in the social, environmental and charitable sectors.

UAL's Student Enterprise and Employability service (SEE) helps our students to prepare for portfolio working, entrepreneurialism and the transferability of skills and knowledge, working both within and outside the curriculum and in partnership with our colleges and industry stakeholders. In particular, SEE supports a range of programmes around paid work placements and internships, job opportunities, studio residencies and incubator spaces.

Enterprise culture is also fully supported, both by SEE and our college enterprise centres. Examples include the SEED Fund, the new Start-Up Loans scheme and creative and business mentoring from college academics, alumni and external business leaders and innovators. These programmes all give our graduates a head start in developing their products and ideas during a challenging (but exciting and opportune) period for the UK and world economy.

I am delighted that SEE has developed so well since its launch in 2011 and look forward to seeing this crucial service expand as it continues to add value to the all-round experience of our students.

# INTRODUCTION

Stephen Beddoe  
Director,  
Student Enterprise  
& Employability,  
University of the Arts London



The provision of enterprise and employability support to students and graduates of UAL was reviewed in 2010, in order for the University to increase its effectiveness and efficiency in this key area. Subsequently, SEE was launched in September 2011, assimilating the

pre-existing Creative Careers service and the previous enterprise service, ECCA. SEE now also incorporates other enterprise and employability-focused programmes at UAL, such as Own-it (Intellectual Property), Artquest (visual arts advice and support), ArtsTemps (creative temp agency) and Creative Opportunities (jobs and internships website).

SEE now provides a comprehensive and seamless range of support for students and graduates at UAL. SEE also works closely with Learning, Teaching & Enhancement to research, promote and deliver support to our students, graduates and staff in the learning and teaching environment; both physical and digital. Moreover, SEE collaborates with college programmes such as the Innovation Centre at CSM, the Fashion Business Resource Studio at LCF, the Enterprise Collective at CCW and the Research Network UAL (RNUAL) to deliver projects that pool and maximise resources, expertise and impact. Additionally, SEE works in partnership with the central Enterprise team on UAL-wide research, policy (i.e. IP Policy) and funding opportunities. We also work with UAL's Central Planning Unit to report and contextualise graduate employability and destinations data.

As well as the strategic development and policy aims and objectives of UAL, SEE has been influenced by a number of regional and national creative skills and workforce agendas, research and policy that influence and impact upon graduates from UAL. The decision by UAL to restructure the former careers service was particularly informed by Creative Graduates Creative Futures (CGCF), a major survey of 3,500 graduates led by UAL and 25 other HEI's, looking at the career patterns of graduates in art, design, crafts and media subjects.

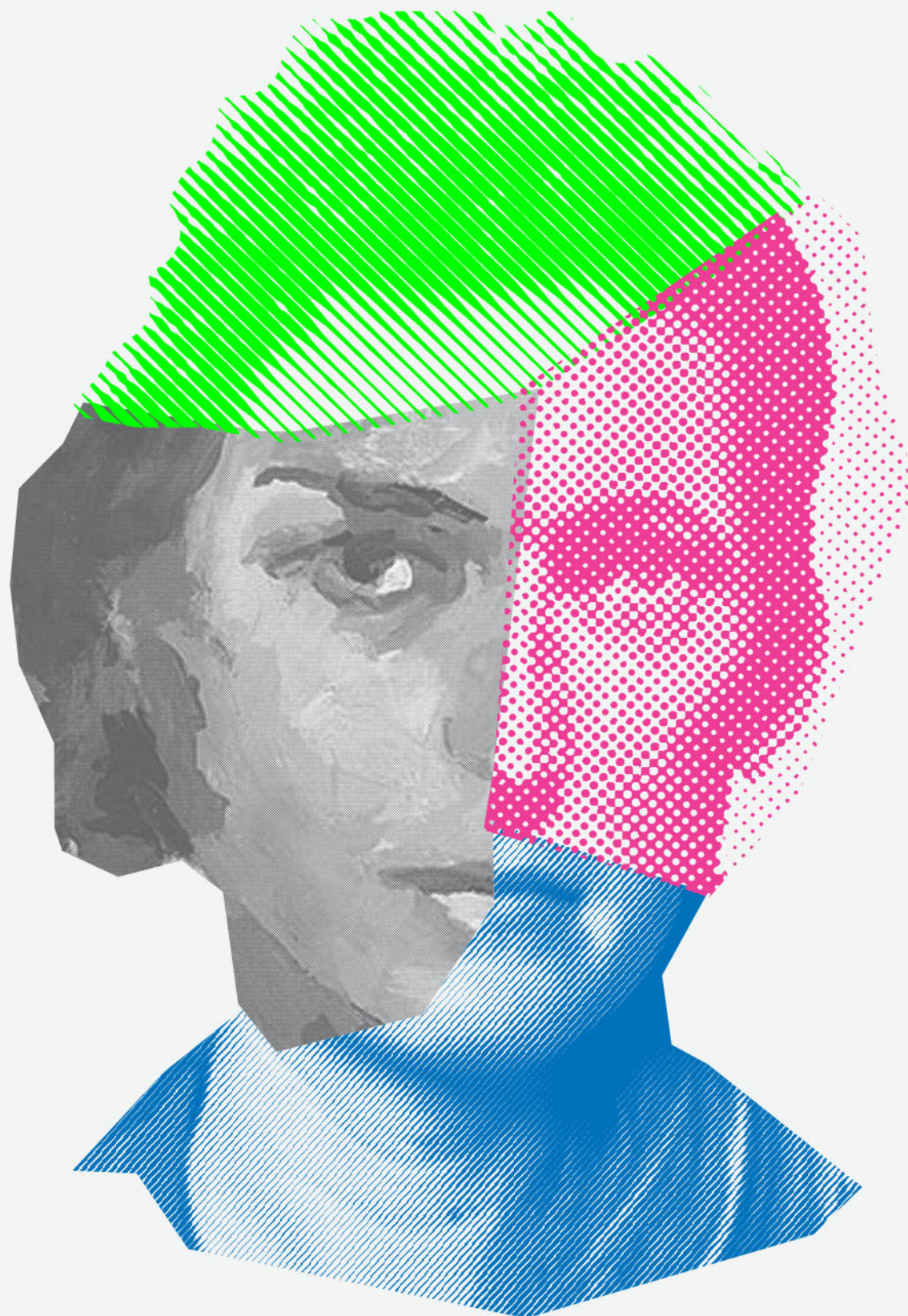
The report recognised recent substantial growth in the Creative and Cultural Industries (now 8% of UK GDP), as traditional industry has declined and self-employment, micro-businesses and SME's have increased in prominence. The Creative Industries are a unique and complex sector and ecosystem, being heavily reliant on highly-qualified graduate and post-graduate workers that institutions such as UAL provide in increasing numbers. The study revealed that creative graduates are both resilient and well equipped to deal with the challenges of a changing employment landscape and job market, particularly in the digital age and in a rapidly changing society. The original CGCF study has now been supplemented by two additional studies that will further inform SEE activity.

In this context the new SEE service has (therefore) been substantially informed by this study and so has been established by UAL to reflect the needs, aspirations and opportunities of our students and graduates into the future, particularly to 2015, so aligning with UAL's medium term strategy. SEE is working hard to establish and provide a clear and coherent service for our students, graduates and staff. Significant progress has been made so far but we have much more work to do to ensure that all UAL students and graduates are aware of, and have access to, the full range of advice, guidance, services, support and funding that we can offer, in order for them to develop successful and rewarding practices and careers.

At SEE we are committed to supporting the whole student experience at the university, be that by providing and integrating enterprise and employability learning, teaching and knowledge within the curriculum, or as part of our students' broader practice or creative business ideas and development.

*WE ARE SEE* is part of a compendium of three publications being produced by Student Enterprise and Employability in 2013, including *STORIES BEHIND THE STATS: UAL Graduate Destinations* and a student enterprise and employability landscape review, *WORK OF ART: Understanding Enterprise & Employability in Art & Design Higher Education*.





## THIS IS WHO WE ARE

SEE is a centre of excellence at UAL. We use our expertise, resources and networks to help UAL's students and graduates to make, take and connect to ideas, opportunities and networks so that they can go on to be successful creative professionals and world-leading innovators, practitioners, employees and entrepreneurs.

SEE values and supports the diversity of practice and motivations of our students and graduates. We want them to profit from their own creativity and ideas by developing their practice and businesses, whether that is for profit or for broader social, ethical and environmental purposes, what we term 'more than profit'.

SEE celebrates the culture and creativity of the whole UAL community and is committed to fairness, equality and access in the way we design and deliver all of our services and opportunities.

### How we do this:

SEE helps our students and graduates to help themselves in reaching and fulfilling their ambitions and potential.

SEE delivers useful, high-quality and thought-provoking events, talks and seminars.

SEE provides funding, awards, scholarship and fellowship opportunities, as well as business mentoring and best practice support for paid work placements.

SEE connects UAL's creative talent to the outside world, where we're committed to sharing our knowledge and insight for the benefit of our students and graduates.

SEE builds national and international partnerships and relationships with industry, business, commerce, the public and voluntary sectors to deliver projects and products which test and expand creative practice, knowledge, ideas, innovation and social progress.

SEE has access to a pool of creative talent and celebrates the 'stories behind the stats', illustrating that our students and graduates are supremely employable, enterprising, innovative and skilled for today's rapidly changing world; and that we are supporting them for tomorrow's challenges, not only today's.

SEE is passionate about the role that technology can play in supporting and connecting our students and graduates to each other and to UAL, the creative community and the wider world.

SEE supports learning and teaching to enhance the student experience and development within the curriculum.



## Website, social media & digital development

The aim of the SEE website is to act as our shop window, in order to promote SEE and other enterprise and employment opportunities to UAL students, staff and graduates, and direct them to SEE services, content, links and networks that will best help them make and take these opportunities.

The website provides opportunities for work and funding, advice, resources, event booking, case studies and blogs. We promote all SEE events, funding and support programmes and networks, and connect to rich content externally.

In 2013 we are undertaking a major redevelopment of the SEE website, working closely with UAL Digital to ensure that the new platform is fully integrated into the UAL web environment. The new site will be dynamic, easy-to-use and full of current, useful and practical information. It will offer numerous opportunities, networks and connections, and support UAL students and graduates to develop professional skills in order to get the best jobs, undertake freelance work, develop their creative practice or to set up their own business.

There will be a strong emphasis on actively promoting the open sharing of resources – we will aggregate information and signpost, in order to use our resources efficiently and to avoid duplication. We will be strengthening our relationships with internal and external partners, so that the new website allows us to enhance existing links between SEE, Artquest, Own-it, Creative Opportunities and ArtsTemps, so seamlessly connecting us to other digital resources at UAL and relevant external partners.

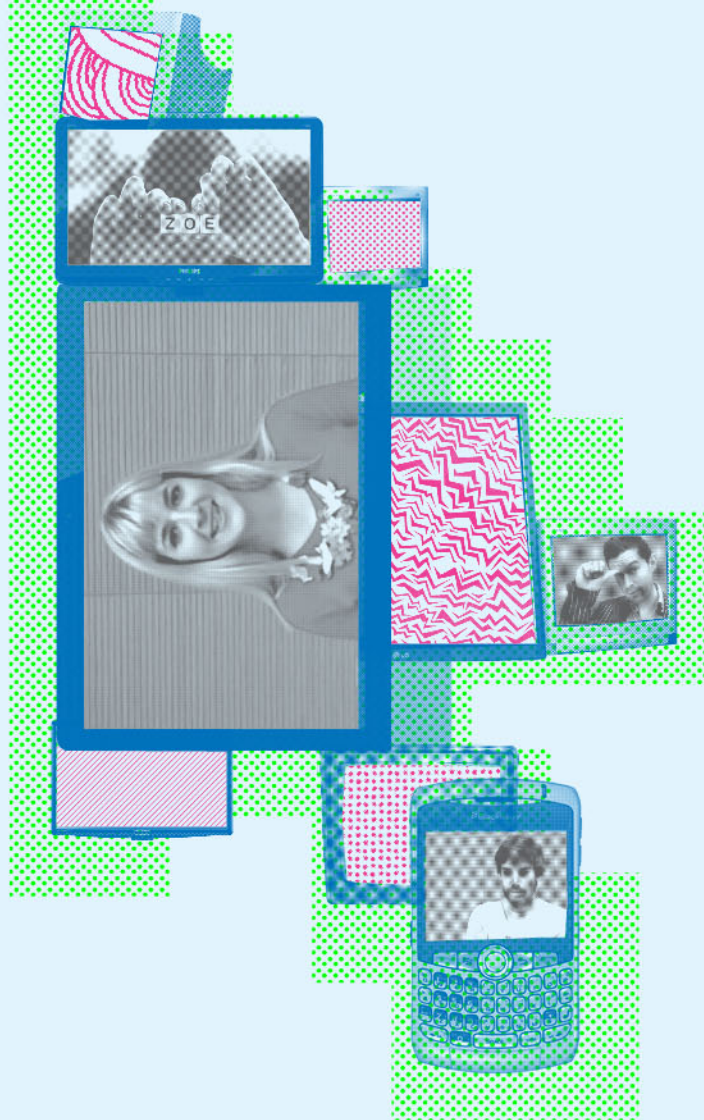
# THIS IS WHAT WE DO

Social media is also a crucial strand of our digital activity and we are steadily increasing our audiences on platforms such as Facebook and Twitter. More importantly, we are developing strategies to engage these audiences in more depth, to foster dialogue rather than simple promotion. Mobile access is also high on our agenda, so we're making sure that our web content is optimised for smartphones and tablets. We send a regular newsletter to our subscriber list of over 9,000 people, which is instrumental in booking for events and promotion of our programmes and opportunities.

Though we are keen to share and use content from others, original content developed by SEE is still central to our offer. Through our SEE Creative Cash programme, we commission content directly from our students and graduates, so helping to develop professional skills for those taking part. This year, SEE Creative Cash opportunities have included: a Fresher's Photography competition 'Picture Your Future', designed to source images for our site and give students the opportunity to showcase their work; student and recent graduate bloggers reporting back from Artsmart; the graphic identity of Enterprise Week and a collaboration with Commonplace at UAL, where our Graduate Reporters communicate their experiences after graduation.

SEE also works with a range of other UAL projects and services, including the Student Union, Alumni Association, Commonplace and CLTAD. We do this to ensure that we maximise and connect to our audiences and to cross-promote activities. We are also working collaboratively with other digital projects across UAL, including Digital Integration into Arts Learning (DIAL), process.arts and Learn-IT.

[see.arts.ac.uk](http://see.arts.ac.uk)



## Events, talks & programmes

### Enterprise Week

Enterprise Week takes place in November each year at UAL to coincide with Global Entrepreneurship Week. Held for the seventh year in 2012, the programme was led by SEE, in partnership with other UAL departments, external organisations and companies. Last year SEE delivered a packed schedule of 43 talks, workshops, events and guest speakers, attended by over 1,100 students and graduates over four days; all designed to help them work for themselves, go freelance or start their own business. Enterprise Week 2012 was sponsored by NatWest and included contributions from Etsy, The Design Trust and the British Library Business & IP Centre.

### Artsmart

Artsmart is an annual event comprising talks and workshops that takes place at the end of each UAL academic year. In 2012 it was attended by over 1,600 graduates. The two-day event is designed to help graduating students get ahead in the creative industries by giving them the chance to develop their skills, broaden their knowledge, get advice and network with industry experts. Graduating students most often need support to make the transition from education into their professional lives, so Artsmart takes place at a time when they can consider what additional skills, knowledge and contacts they require to get work, or work for themselves, in the creative industries. Thirty-four partners, including London Design Festival, Ideas Tap and Camden Town Unlimited contributed to Artsmart 2012. In 2013, SEE will further develop Artsmart by extending the programme throughout June and July, with talks taking place at all UAL colleges, ensuring that the greatest number of new graduates can benefit.

### Annual Events Programme

SEE's annual events programme is delivered centrally, across the academic year, to provide UAL students and graduates with practical skills for enterprise and employability. The events can be attended by students and graduates at any point during the year and address a range of practical topics not generally covered at other SEE events, or by other courses and centres at UAL. In 2011/2012 SEE delivered a total of 40 events, with over 1,200 participants. Of these, 45% of attendees had never attended SEE events in the past.

### Industry Showcase Events

In 2012, SEE collaborated with CSM Innovation by taking 21 UAL graduates to Pulse Trade Show at Earls Court London. More than 7,000 visitors attended the show, and orders to the value of £7,500 were taken by our exhibiting graduates from industry buyers and retailers. The purpose of this opportunity was to select a range of excellent UAL students and graduates to be part of a group stand at a trade show, as a platform to launch their products, services and new companies. SEE offers full professional development and business support in advance, prepares participants thoroughly and offers a highly discounted rate to exhibit. From 2013 onwards, SEE plans to expand the number of showcases it supports nationally and internationally, in a range of creative disciplines, and will return to Pulse in May 2013.



## Awards, Mentoring, Loans & Scholarships

SEE is launching two exciting new programmes in 2013 that will address some of the current funding gaps for young creative practitioners:

### Mead Scholarships & Fellowships

The Mead Fellowships (up to £10,000) and the Mead Scholarships (up to £2,500) are designed to support UAL students and recent graduates in the pursuit of excellence through the development of creative practice that cannot easily be accommodated in a traditional academic or commercial environment. These will be made available to extend and develop practice, expertise, interests and knowledge in one of three areas: creative practice, academic or post-doctoral research or social enterprise. It is anticipated that the recipients will evolve into a highly-respected community of professional peers with excellence of practice and reputation at its core. The Mead Programme is managed by SEE and generously supported by philanthropist Scott Mead, for an initial five years, beginning in 2012/13. Scott Mead is a fine art photographer, philanthropist and investor based in London.



### Start-Up Loans

Start-Up Loans is a government-funded scheme offering accessible, flexible and high-impact business support and micro-finance loans (on average £2,500) that address a market gap in start-up finance for early-career creatives. It has the capacity and flexibility to support business ideas that have the potential to be developed in a sustainable way. This scheme, with UAL selected as an early Delivery Partner, will particularly appeal to the many freelancers, sole traders and practitioners working in the creative and cultural industries who do not currently have access to low-cost loans to develop their creative practices, products and business ideas. SEE will provide comprehensive business support and mentoring as part of the scheme.

SEE also has a number of now well-established award routes for UAL students and graduates, including:

### Creative Enterprise Awards

The annual Creative Enterprise Awards, incorporated into Enterprise Week, rewards success in the following categories: Freelancer, New Business, Enterprising Project, Ethical or Social Enterprise, Digital, and International. In 2012, 1,400 people attended 36 events, organised by 30 partners. 130 students and recent graduates applied for the Awards, with 30 shortlisted and 6 winners. The Awards ceremony took place at the BFI during Enterprise Week and was, once again, supported by a range of partners, sponsors and supporters including NatWest, UnLtd, UAL Short Courses, the Enterprise Collective and the International Centre. It also included the inaugural College Award, where one outright winner from each college was announced from all shortlisted applicants on the evening.

### The SEED Fund

The SEED Fund supports creative individuals and groups who demonstrate innovative, viable and sustainable projects and business plans and is available to current students and recent UAL graduates.

In 2011/12, the SEED Fund committed £60,000 in grants of up to £5,000. A total of 15 businesses from all colleges were funded from 87 submissions to the fund. Projects funded covered all UAL colleges and included furniture design, a film project, fashion and accessories collections, a fashion illustration publication, innovative event management, surface and graphic design and a social enterprise project focussing on food distribution in London.

In 2012/13 SEE will be increasing investment in the SEED Fund to £100,000, for UAL start-ups and enterprises that demonstrate innovation and propose exciting business models. Excitingly, £50,000 of this money will be allocated to social enterprise proposals, thanks to match-funding from UnLtd.

### More Than Profit

More Than Profit is a new social enterprise seed funding programme, launched during Enterprise Week 2012. The programme is a partnership between SEE, UAL DESIS Network and UnLtd and is designed to find, fund and support social entrepreneurs at UAL, and stimulate an active social enterprise culture across the university. The programme is aimed at existing and aspiring student and graduate social entrepreneurs, supporting early-stage ideas as well as more developed social enterprise business proposals and start-ups. Support is available through our Try-It Awards (up to £500 funding) and Do-It Awards (up to £5000 funding through the SEED fund) all combined with mentoring and business support for 6-12 months. SEE will engage around 300 students, graduates and staff through More Than Profit events, workshops, and application stages and aims to fund a target of 37 awards by August 2013. UAL is one of a network of 54 UK universities to be awarded £25K from UnLtd, the UK's leading social enterprise charity. This has been match-funded by the UAL SEED Fund to create a total social enterprise funding pot of £50,000 for 2012/2013.

### Mentoring Support

The SEED Fund is linked with business and legal support such as SEE's Enterprise Mentorship Programme and the 'Own-It Direct' Legal Advice Programme and business workshops. In year one, SEED Fund awardees have benefitted from a range of business mentors from Deutsche Bank, UAL alumni, senior staff and experienced industry practitioners. Additionally, SEE has partnered with the prestigious London Business School to offer two places on the exclusive Entrepreneurship Summer School. Working with internal and external partners, SEE aims to build a solid business support pipeline that gives UAL entrepreneurs the best possible chance to flourish. The next step for SEE is to expand and internationalise the Mentorship Programme in collaboration with global partners and UAL Alumni.





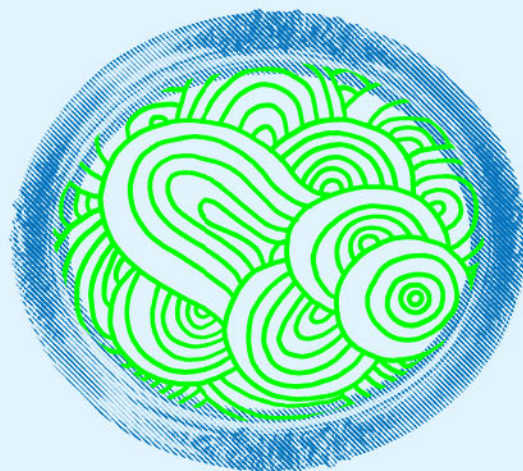
### UAL Showroom

The newly launched UAL Showroom collects, selects, shows and sells the best art, design and ideas from all creative disciplines across the University, in order to profile and promote our talented students and graduates for work opportunities, commissions and sales.

The Showroom is a creative space that hosts a mix of temporary and permanent exhibitions, displays, pop-up shops, talks and events; all highlighting UAL's enterprising successes. In 2012-13, SEE will stage four showcasing events, the aim being to exhibit new work and ideas, increase sales and employment opportunities for participants, as well as improve the experience of people visiting and working at UAL High Holborn. These four exhibitions are being financially supported by EIP, a Holborn-based legal practice which specialises in IP. The inaugural showcase incorporated the work of graduates from UAL's 2012 Pulse exhibition, from the Made In Arts London Collection and from UAL's permanent collection. The first showcase of 2013, Growing Ideas, included the work, products and ideas being developed by our year one SEED Fund recipients.



### UAL Showroom, Collection and Future Map



### UAL Collection

The University of the Arts London Art Collection provides a visual archive of work being produced by graduating students, and supports the work of artists after they have left the university. The Collection was originally established in 1987 and now consists of more than 700 works of art and design by graduates of all colleges. Works are bought from students at their degree shows, and directly from studios and exhibitions (such as Future Map) after graduation, giving these early career graduates support and endorsement.

SEE will display works from the Collection across the buildings of the university and through the UAL Showroom, in order to promote the artists and complement the creative environment of the university. SEE will also develop an external commercial loans offer to gain further exposure for the university and to generate revenue for reinvestment in purchases. Artists represented through the Collection form a professional network that SEE can continually work with and support. Experienced and established practitioners can, in turn, share their practice, knowledge and experience with our current students and recent graduates.

### Future Map

Future Map is London's leading annual exhibition of the finest emerging talent from University of the Arts London. Managed by SEE, graduate and postgraduate degree show work is selected and represented through the show, offering collectors, curators and buyers the opportunity to view and purchase some of the best new work at UAL in one space, at one time. Future Map is an established event in London's cultural calendar and has attracted thousands of visitors, significant press coverage and sales for participating exhibitors. Now in its 15th year, Future Map has a well-earned reputation amongst industry insiders for showcasing the next generation of artists and designers who will define our future visual landscape.

Future Map can be an important first career break for young artists and designers, providing an introduction to top UK and international gallerists, curators, collectors and critics. Future Map 12 was curated by UAL College Deans Mark Dunhill (CSM) and George Blacklock (CCW), with a focus in 2013 on fine art. Fifty exhibitors were selected from hundreds of graduating BA and MA students, representing all the university colleges and a range of disciplines, including photography, textiles, industrial design and fashion. SEE also provided four Professional Practice talks alongside Future Map, led by Artquest. Over 250 people, including art critics, gallerists, UAL patrons and press attended the Future Map Private View in January 2013. Future Map 12 was generously sponsored by Conté à Paris, Winsor & Newton and Liquitex, and supported by the Zabłudowicz Collection. Chelsea Fine Art graduate Sophie Chamberlain was awarded the prestigious £3,000 Zabłudowicz Future Map prize.





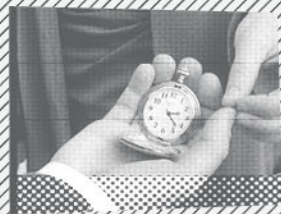
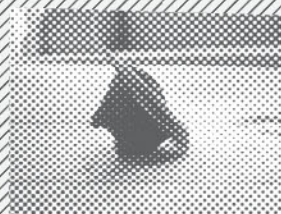
## Collaborating with UAL colleges

At SEE we are committed to working closely with our colleagues at all UAL colleges. Our work in this important area includes curriculum research and development, focussing on enterprise and employability learning, teaching and enhancement; collaborative projects and programmes with academics, courses, research and enterprise centres.

SEE also co-funds and collaborates on events, talks and seminars and supports graduate residencies, work placements, incubator spaces and showcasing opportunities; all to add value to the student and graduate experience at UAL.

To deliver on this we have three Student & Graduate Development Officers (SGDO's), each of whom has responsibility for developing projects, partnerships and collaborations at two colleges. Our SGDO's spend time at their designated colleges in order to develop and deepen this partnership work with college colleagues.

SEE is working with enterprise and employability centres/units at UAL in order to pool and maximise resources, expertise and knowledge, and to avoid duplication.



## An example of working with colleges includes two recent collaborative projects completed with LCC:

**Film Industry Collaboration Project:** A live film production shot on 16mm film with a professional director, industry partners BFI, The Mill post-production house and camera equipment provided by Panavision. This live project provided a hands-on environment for professional development, where students and graduates produced a short film and documentary as part of the BFI's The Genius of Hitchcock season. This innovative collaboration between the BFI, LCC and SEE represents a new model of working. Those who worked on the project had a unique opportunity to work with industry professionals and organisations to develop their skills and produce a film to a client brief with a real budget and deadlines. All those involved also received a professional film credit.

**Cristal International Brand and Advertising Festival:** six students from LCC were funded to work at the festival in Switzerland and to act as Jury Minders for the VIP jurors, supported and mentored by LCC and SEE staff.

SEE is working with all colleges and has identified several projects on which to collaborate, including:

Central Saint Martin's 'Next Level' Business Bootcamp, providing essential business and financial training to creative start-ups, aiming to take their businesses to the next level, and the 'Knowledge Hub' networking events, providing a dedicated platform for postgraduates from all disciplines to network and 'skill swap'.

London College of Fashion's 'Decode' workshop imparts key digital literacy skills and an 'Apprentice Style' pilot project, part of the Fashion Enterprise Management unit on the BA Fashion Management course.

Wimbledon College of Art Screen Craft Seminars, a public platform to showcase alumni achievements and employability awareness, skills and funding, as well as support and business mentoring for a proposed new incubator studio space in SW19.

## These projects aim to:

Enhance student and graduate enterprise and employability awareness and skills:

Provide a hands-on environment for professional development.

Test and push boundaries in the learning and teaching sphere.

Contribute to new resources.

Disseminate best practice.

SEE is also working on a number of cross-college initiatives that benefit from shared resources and expertise. Our priorities for 2013 include:

Adding value to industry contacts and partners through services such as Creative Opportunities, the Graduate Internship Scheme and Mentoring Programmes.

Offering funding for relevant projects and programmes identified by SEE as adding value (i.e. industry showcasing opportunities).

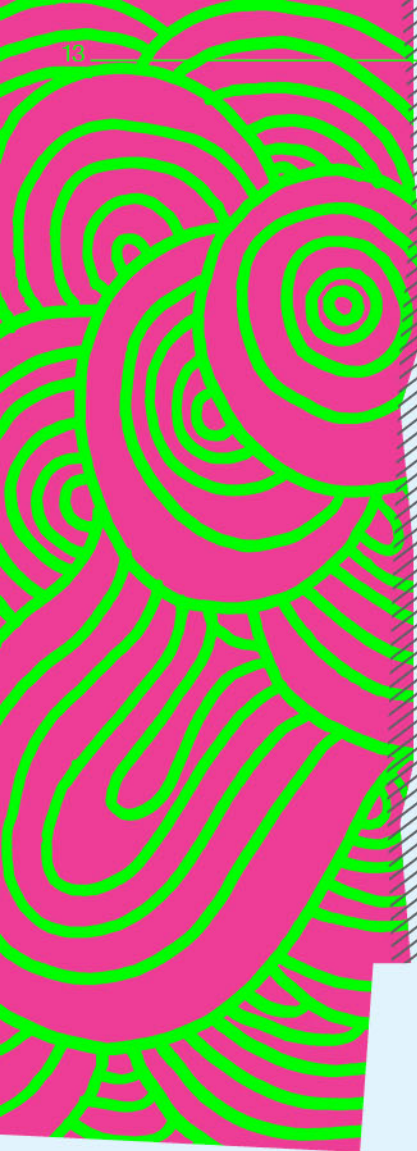
Opportunities for staff to contribute to SEE evaluation panels, including the SEED Fund and Deutsche Bank Awards.

Engaging more staff and alumni to volunteer as mentors on the SEE Mentorship Programmes.

Developing new and innovative partnerships and events to add value and relevance to the SEE Events Programme and ensuring and sustaining visibility at colleges.

Establishing a cross-college Employability Working Group to complement the existing UAL Enterprise Working Group.





### Key priorities in this area have been recognised as:

Understanding and articulating what enterprise and employability means in a creative higher education setting.

Showcasing what enterprise and employability looks like in learning and teaching practices across colleges and disciplines.

## Learning & Teaching

SEE also recognises opportunities for students to further engage with enterprise and employability in the curriculum, highlighted through *WORK OF ART: Understanding Enterprise & Employability in Art & Design Higher Education*. The purpose of this review was to develop an understanding of enterprise and employability across University of the Arts London; specifically how enterprise and employability is perceived across colleges, courses and disciplines, and how this is designed into course curricula. The aim of the review was also aspirational, exploring colleges' future plans in this area and identifying how they might implement these plans, all in order to define and articulate a future strategy.

This research project was a partnership between college-based researchers, funded and supported by SEE. SEE's Educational Developer works with learning and teaching development and UAL's academic staff to develop and embed enterprise and employability within the curriculum, support practice and develop projects, opportunities and research.

Informing a baseline practice of enterprise and employability within the curriculum at UAL.

Establishing college projects and partnership frameworks.

Establishing a curriculum development funding scheme (to support staff at UAL) who are interested in educational opportunities for their students, that respond to learning and teaching strategies in development of enterprise and employability within curricula, so clearly communicating SEE's offer to staff, students and graduates in order to increase awareness and engagement.

## Career Development

SEE is developing SEE Stories, an ongoing series of specially commissioned video case studies bringing insight into developing professional practice whilst showcasing graduates' progression. In Just Do It! Mark Nader, CSM graduate, Artist and Studio Manager of Collective Studios, shares his views on what it takes to be 'successful' in the creative industries.

In Follow Your Passion, Claire Strickland explains how she has sustained a career after graduating five years ago from LCF BA Technical Effects for Performance. Develop Big Ideas captures UAL course staff advice on how students can collaborate and connect with industries after they graduate. Geoff Thomas-Shaw and Derek Yates talk about the key skills industry is looking for and how to be proactive in any professional approach.

### The Career Development Research Project (CDRP)

was established to research how SEE can better meet individual student and graduate careers advice via innovative methods and technologies, to engage and benefit as many students and graduates as possible.

Recommendations from the CDRP include a:

- Dynamic online 'Advice' section (to include SEE Stories) to contextualise and bring careers information to life.
- New career development workshop (CareerLAB).
- SEE Career Mentoring Programme.

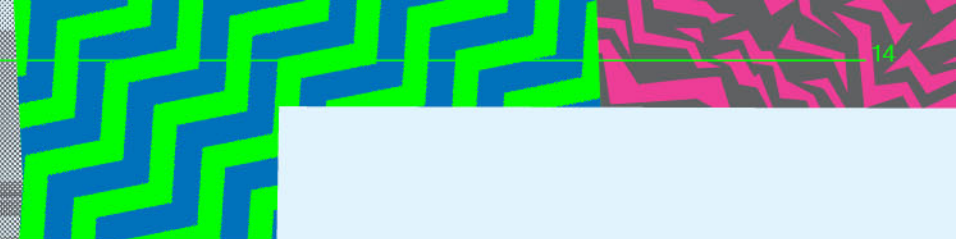
Additionally, SEE is working in collaboration with Research Network UAL (RNUAL) to develop a professional development service for postgraduate students.

### CareerLAB

CareerLAB is a specially-designed workshop by SEE, created to support individual career development specifically for those who are unclear about their current career direction. CareerLAB provides an environment to consider career options and a space to explore and conduct a wide career search within the creative industries, or elsewhere. By the end of the workshop participants should have a clearer understanding of their professional skills, be more aware of how to research a wide range of career options and know how to find (and take) opportunities.

### UAL Enterprise Society – We.Create

SEE established the UAL Enterprise Society in April 2012 in partnership with NACUE Create. This is now a UAL student-led enterprise named We.Create. It is an independent, creative collective, empowering its members to create their own futures. The membership includes UAL students and graduates from the past five years, with the objective to develop members' awareness of entrepreneurship and to help expand their business skills and employability prospects. There is a strong international membership to the society and an interest in student-led international entrepreneur mentor programmes and panel events. We.Create has already been awarded £5,000 from the NACUE Innovation Fund Catalyst Award to develop their ideas further. Nine committee members have also taken part in the specially designed and tailored Train the Trainer course, for student leaders to use Nesta's Creative Enterprise Toolkit. SEE will continue to support their growth and NACUE Create will support them to link up with other HE enterprise societies to develop their network and sustainability.





## International

Opportunities and support for overseas students and graduates is an important area of development for SEE. Working with partners such as UAL's International Centre and Alumni network, SEE is expanding existing, and developing new, international initiatives and partnerships. The SEE mentoring scheme will be expanded via UAL's international alumni network, matching established overseas alumni to emerging overseas graduates from the same country and industry sector. SEE is also collaborating with UAL International Centre and the London University International Partnership (LUIP) to enhance employability for returning international students.

As part of this emerging collaboration, SEE attended an exhibition in India in November 2012, organised by UAL and LUIP which showcased work by 16 Indian UAL graduates. The exhibition, at the British High Commission's residence and British Council gallery in Delhi, was an opportunity for SEE to meet Indian alumni and explore how UAL can further support and showcase enterprise and employment opportunities for returning graduates. Through LUIP, SEE is also developing a new partnership with FirstNaukri, one of India's leading jobs agencies, in order to raise the profile of UAL graduates to India-based employers. 2013 will also see the launch of a new LUIP Indian job platform and further development of international employability and employment resources and opportunities on the SEE website.

SEE is also developing a number of new initiatives to make student enterprise and employability more international in reach and relevance at UAL. UAL is one of a select number of UK HEI's endorsing the UK Border Agency Tier 1 Graduate Entrepreneur Visa. This provides a route annually for up to 10 UAL non-UK/EU graduates with outstanding business start-up ideas to stay in the UK after study, allowing them to put their ideas into practice, with the additional offer of business and mentoring support from SEE via the SEED Fund.

The SEE Industry Showcasing Bursaries have also facilitated more than 30 students and graduates to attend various overseas trade events and fairs. In 2013 SEE will also be supporting BA Textiles students from Chelsea College of Art & Design to develop a project relating to the Indigo textiles trade fair in Paris.

## ArtsTemps

ArtsTemps, launched in 2009, is UAL's in-house temp agency. The service now comes under the SEE portfolio of services to support student enterprise and employability. ArtsTemps supports UAL by helping to reduce the spend on temp staff throughout the colleges and by providing temporary work to students and graduates of UAL.

Since its launch, ArtsTemps has made over 3,000 temp placements at UAL, has disbursed over £1.7million in salaries to UAL students and graduates, and generated income in order to be both self-sustainable and (as a non-profit service) for reinvestment in student enterprise and employability projects.

Using ArtsTemps brings added value to UAL for staff, students and the university as an institution. ArtsTemps benefits students and graduates in a number of ways, including:

**Retaining and generating money:** Income generated by ArtsTemps is reinvested into the university to benefit students and graduates (via enterprise and employability professional development, awards and opportunities).

**Placing students and graduates into jobs.**

This increases and develops employability skills and experience and gives students the opportunity to earn money to support their studies and living costs in one of the world's most expensive cities.

**Employability:** Helping our students develop their employability skills whilst studying and by supporting graduates by continuing to offer them temporary jobs, whilst they are either looking for full-time work, or as they develop their creative practice and careers.

**Adding value to the student experience:** Our evidence shows that our students and graduates regard ArtsTemps employment as being critical in being able to fund them through their studies.

ArtsTemps is working with SEE to reinvest funds generated via fees back into the wider SEE service for the benefit of UAL's students and graduates. A number of projects are already being developed or are underway:

**Funding the UAL Graduate Internship Scheme.**

**LIFE BOAT,** a project to support recent Fine Art/Design graduates in a shared incubator studio space for one year, including business development support (managed in association with Artquest and ACAA studios).

**Supporting SEE/UAL awards, prizes and incentives for students and graduates.**

**Supporting the new UAL Showroom space.**

### Part-Time Job Fair

ArtsTemps also manages the twice-yearly Part-Time Job Fair. The Fair now regularly attracts over 1,600 students and graduates to the one-day event. Employer stands include many large retailers (i.e. Levi Strauss and Kurt Geiger), creative industry companies and recruitment agencies. The October 2012 Fair had 18 employers taking part and also included related talks and workshops, CV Surgeries and an employability 'photobooth' offering students an idea of what else they could be doing to find employment.

[ualartstemps.co.uk](http://ualartstemps.co.uk)





## Creative Opportunities & UAL Graduate Internship Scheme

### Creative Opportunities

Creative Opportunities is a SEE-managed open platform website service that advertises jobs and work placement opportunities. The website service is extremely popular, being the second most frequented site on the UAL website. It also has over 5,000 Twitter followers.

Creative Opportunities is a free service for employers, with new jobs and internships added daily. It is increasingly popular, with vacancies numbering between 300 and 500 per month. The majority of these jobs are entry-level full-time jobs, perfect for UAL graduates. Creative Opportunities also advertises freelance, part-time and temporary jobs. Most of the jobs advertised are creative or administrative, Web and PR/marketing positions within creative companies. Employers must meet strict criteria before being able to post a job opportunity. As an example, in the paid jobs section, all opportunities must meet National Minimum Wage. The website also advertises over 450 internships every month, paid and unpaid, with SEE working with Creative Opportunities to ensure equality of opportunity and best practice in this area. 96% of those companies who advertise with us on the website are SME employers.

[creativeopportunities.arts.ac.uk](http://creativeopportunities.arts.ac.uk)

### UAL Graduate Interns

A Graduate Internship Scheme for recent UAL graduates will be launched in 2013, funded via the ArtsTemps service. The programme will be managed and delivered by SEE and will offer businesses with a maximum of 25 employees match-funding

towards paying interns' wages for eight-week placements. In the pilot phase, 15 small creative businesses will take part from March 2013 for 12 months. The purpose of the scheme is to encourage best practice with employers in the creative and cultural industries and to ensure that UAL graduates' skills and contributions to a company are recognised and rewarded. Employers must be able to pay the intern and must also have policies and systems in place to ensure our graduates undertake and receive the best possible work experience. SEE hopes to expand the scheme in 2014 and beyond, following evaluation of the pilot phase.

In parallel to the development of the Graduate Internship Scheme, SEE is also collaborating with UAL Student Union, towards the creation of an Internship Handbook containing key messages on intern rights, a review of other universities' policies and a good-practice checklist for employers and interns on what to look out for prior to the start of an internship. Additionally, SEE is collaborating with Intern Aware, the graduate campaign for fair, paid internships, to create a short animated film for UAL students. This film is intended to provide students with informed and impartial advice on internships and placements and will be disseminated via various UAL web channels.

### Artquest

Artquest caters to the professional and career development needs of visual artists in London, as well as running programmes for UAL students and graduates, supported by Arts Council England. Operating since 2001, Artquest equips artists with critical awareness of the contexts in which they operate creatively and financially, as well as providing the practical support practitioners need to earn money and make work.

Sectoral research informs the programme: in May 2012 Artquest published *Intern Culture*, a literature review of 23 reports, guidelines and policy documents written by Government, artist-led groups and arts organisations to explore the debate around unpaid internships in the arts. As a result, Artquest now works in partnership with UAL's Widening Participation programme and Common Practice, a group of nine major London-based arts organisations to deliver the AWP Internship programme providing up to nine internships based on clear priorities and learning, and paid at above the London Living Wage.

### Own-it

Own-it, the intellectual property advisory service, is now part of the SEE portfolio of projects for UAL students and graduates. It provides comprehensive advice, information and support relating to Intellectual Property (IP) for creative professionals. It also provides IP news, guidance, know-how, events and consultancy and has an active social media profile.

In 2012, Own-it collaborated with Artquest, SEE, individual course directors at UAL colleges and several external organisations, such as Cockpit Arts, to deliver an extensive programme of IP training/workshops and seminars. An intensive legal support programme, bringing together 55 students from the MA Industrial Design and Textile Futures with nine lawyers was delivered with CSM Innovation. Following overwhelmingly positive feedback from the participating students and their tutors, the collaboration with CSM will continue in 2013 and will be extended to successful applicants of the SEED fund.

Own-it also works on an ongoing basis with 13 London-based law firms and two law schools, who help to respond to over 800 annual IP enquiries. Individual lawyers provided over 90 consultations in 2012 and seven consultancy contracts with external organisations such as the European Patent Office contributed financially to the running of the service.

[own-it.org](http://own-it.org)

In 2012 Artquest also initiated LIFE BOAT, a year-long studio residency programme for up to five recent UAL fine art graduates, with a series of bespoke professional development events, in partnership with Q-Art London and ACAVA studios; just two of the 80+ organisations Artquest has partnered with since its inception. Working with studio groups, advice services, artist networks, online resources, international organisations and individual artists ensures the programme remains relevant and at the cutting-edge of critical practice.

The Artquest website, with over 2,000 pages of advice, information, links, films, audio, documents and reports for visual artists, is the core of its free services. Each year, as an introduction to its services and areas of expertise, Artquest publishes PRIMER for UAL graduates, an introduction to everything a fine art graduate needs to hit the ground running in their new career.

In 2013, Artquest will produce an Artist's Pavilion at the Venice Biennale with Engage and Axis; a conference on the professional status of the artist; new films about how artists can get involved with different types of galleries and collections; articles on how curators and artists work together; new London residencies in museums, archives and collections; internships for recent graduates; a new series of radio broadcasts with Resonance FM; and continue the talks and events programme that are attended by over 3,000 artists every year.

[artquest.org.uk](http://artquest.org.uk)