

London Doctoral Design Centre

LDoc Collaborative Doctoral Awards (CDA) 2018 – Call For Applications

The London Doctoral Design Centre (LDoc) is pleased to announce calls for applications for three new CDA projects to commence in September 2018. The projects are hosted between:

- Kingston University & Crafts Council
- Royal College of Art & IBM
- University of Arts London & BOP Consulting (covered in this document)

University of the Arts London & BOP Consulting

LDoc Introduction

Funded by the UK Arts and Humanities Research Council, LDoc is a collaboration between three internationally leading London based higher education institutions: the Royal College of Art (RCA), Kingston University (KU) and University of the Arts London (UAL) The Centre provides cross institutional PhD studentships and training, working in collaboration with key industry partners.

The Centre promotes and supports world-class Design Research Study and knowledge exchange. It offers a concentration of high-level skills and expertise in creative, critical and ethical thinking that prepares graduates to contribute to the creative and cultural industries and wider professional world.

LDoc embraces the breadth of Design Research Study in process, material, making, manufacture and theoretical practices, with particular expertise in: Design Innovation, Critical Design, Communication Design, Curation, Design and the Environment, Architecture, Design and Well Being, Digital Media, Performance, Interaction Design, Fashion Futures, Materials Futures, Service Design, Socially Responsive and Inclusive Design, Sustainability, and Vehicle Design.

LDoc offers a cross-institution specialist Design Research Training and Knowledge Exchange Programme, developed in response to the changing needs of an emerging generation of Design researchers both as pioneering and visionary individuals and as a growing cohort determining future research agendas.

LDoc generates access to the creative economy and wider cultural sectors through our Partners comprising key institutions, organisations, business and industry. This offers unparalleled opportunities for research, knowledge exchange and public engagement

Examples of current LDoc research projects can be found [here](#).

University of the Arts London & BOP Consulting

BOP is an international consultancy with a 20-year track record of working in the cultural and creative economy. Its activities include research and evaluation of cultural and creative organisations; strategy and planning; and services to support new cultural buildings and local regeneration. BOP also coordinates The World Cities Culture Forum (WCCF), a network of 33 cities across six continents. BOP's multinational, multilingual team of 15 consultants work from offices in London, Edinburgh, Liverpool and Shanghai. Many of BOP's projects are hands-on, working closely with clients. Some

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BOP staff have PhDs in creative or cultural industries, often based in economics, geography or cultural studies, who support BOP in delivering high quality research and evaluation to its clients.

BOP is currently working with [UAL Innovation Insights Hub](#) (IIH) on a survey of European performing arts organisations and cultural venues, as part of Creative Lenses (2015-19) funded by the European Commission under the Creative Europe programme. The research to date has revealed the lack of existing knowledge about business models in arts organisations; practical tools aimed at producers, curators, managers and artists in diverse arts organisations; or critical thinking about the incorporation of the business model construct into the arts. Existing knowledge on which Creative Lenses is drawing includes grey literature (e.g. by Nesta, Arts Council England and the EC on audience development, digital R&D and value chains) with studies of business models in management and social enterprise literatures and recent work on cultural value by the AHRC. While Creative Lenses will to some extent address these gaps, UAL and BOP have identified an opportunity to use a design-practice approach to engage such actors in the arts ecosystem more directly in co-designing, testing and developing concepts and frameworks associated with value co-creation and business models in their day-to-day work through design innovation methods and applying these concepts in related domains such as co-working spaces and cultural hubs.

The Studentship Vision

Informed by our existing research and domain knowledge, UAL IIH and BOP have a shared vision for supporting a practice-based design research student who would take further our current insights into business model development in the arts and connect this to developments in service design, design innovation and critical design. It will lead directly on from a current project in which BOP is contributing to UAL's research within [Creative Lenses](#), a four-year EC-funded project about business models in arts organisations. This new studentship would take this collaboration further, by enabling a student to design and test ways to support arts organisations to describe, develop and communicate their activities relating to value co-creation and business model innovation through design innovation practice. With BOP's knowledge of and access to the European cultural sector, and the expertise in UAL and other LDOC institutions in design innovation, participatory, critical and service design, the student would have unique opportunities to contribute to the growing knowledge base about business models in the arts through a practice-based design research project.

Depending on the student's interests, the research might include:

- Participant observation on BOP projects and with Creative Lenses partners
- Opportunities to co-design or test new frameworks or tools within BOP projects and with Creative Lenses partners
- Access to UK and international funders, arts networks and professional bodies
- Participatory methods developed and tested with organisations/audiences

The research should contribute to stronger intersections between two or more research fields including (a) studies of business models in strategy, innovation management and organisation studies literatures; (b) studies of cultural and arts management and cultural policy; and (c) participatory design. It should also offer insights into how arts organisations are developing new innovation practices when working with artists and audiences.

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Questions To Consider In Your Application

- How can diverse publics involved in arts organisations, including artists, audiences, funders, curators, programmers, local residents and other stakeholders, be involved inclusively in co-creating, delivering and capturing value from arts activities?
- To what extent can service design approaches support new business model development in performing arts organisations?
- How can critical design approaches be used to inform, inspire and support sustainable and ethical futures for arts organisations shaping their value propositions, organisational practices, funding infrastructures or policy directions?
- What new kinds of interactions between arts organisations, audiences, artists, funders and others might lead to sustainable business models?
- How can cultural hubs or venues experiment with new ways of creating value with their different audiences, visitors and publics?

Proposed Supervisors and Subject Advisors

Lucy Kimbell, Professor, Innovation Insights Hub, UAL

Callum Lee, Managing Director, BOP Consulting

Jamie Brassett, Reader, Central Saint Martins, UAL

Application Process

Students wishing to apply for this CDA should first read through the project description and selection criteria in this document and the [LDoc application documents](#). In selecting applicants, the panel will be looking for proposals that directly address the themes and concerns outlined.

All applications for this CDA must be received by UAL no later than **9am on Monday 13th November 2017**. Applications should comprise of an LDoc application and a UAL online application with supporting documentation. More information is available [here](#).

This is a 2-step application process:

Stage 1

Applications will be considered by a panel convened at UAL and the selected applicant will be offered a place at UAL.

This offer will include full supervision, mentoring and support from both UAL and BOP Consulting for the duration of their studies.

Stage 2

The selected applicant, together with CDA applicants from the RCA and Kingston University, will be submitted to the LDoc Selection Panel, where they will be considered for LDoc funding. The criteria for selection at this stage are in line with the standard LDoc selection process (please see the LDoc Application Student Guidance Notes for more information).

Notes

1. Applicants offered funded studentships will receive a full fee waiver from their university and, where eligible, an AHRC stipend (for 2017/18 this was £16,553 for full time students).
2. LDoc CDA Studentships are further supported by an additional payment of £500 per annum to cover travel and expenses incurred through the partnership.

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3. Full Time and Part Time (50% FTE and above) applications will be considered.

Please Note

Applicants must be aware that success in stage 1 of the process (the offer to pursue the project at UAL) does not guarantee LDoc funding, but does guarantee supervision, mentoring and support from UAL and BOP Consulting.

Submission Requirements

- Completed LDoc application form, outlining your proposal in answer to this CDA
- Copies of your transcripts or certificates
- Two references (to be sent directly by your referees)
- Equal Opportunities Monitoring Form
- Completed UAL online PhD application and supporting documentation

Application Timeline

Applications open:	Monday 16 th October 2017
Application deadline:	Monday 13th November 2017
Stage 1 successful applicant confirmed:	Friday 8 th March 2018
Stage 2 funding outcome:	Friday 4 th May 2018
Studentship begins:	September 2018