



**Fred Brookes**  
Cultural Research and Strategy

**Profile**

I have worked in the cultural and creative industries as an artist, craftsperson and teacher, in arts organisation and management, as a development consultant and researcher, at a senior level in the arts funding system, and an investor and company director. My initial background was in the visual arts and crafts, which led me into exhibition organisation and on to arts management. In the early '80s I was director of the Midland Group Arts Centre in Nottingham, one of the major contemporary arts venues of its time, embracing exhibitions, cinema and performance. Subsequently I was for four years director of the Tyneside Cinema and its film festival in Newcastle, before moving into consultancy. I have held directorships of several cultural organisations including Northern Arts, AN Publications, the North-East Media Development Trust and Wolverhampton Polytechnic. I am currently a director of Advantage Creative Services Ltd, Comedia Research Centre, Nottingham Playhouse Ltd and the Kurt Schwitters in England Trust. I chair Nottingham Media Centre Ltd (Broadway), which has recently a major capital development. I am a member of the EM Prince's Trust creative industries advisory group.

I have a strong interest in the role of media, arts and culture in both urban and rural regeneration and economic development, and have been involved in planning with regional agencies, local authorities, developers and architects, as well as media and arts organisations.

I worked for five years as a consultant, on my own account and with Comedia, on a wide range of cultural development and research projects across the country, including work with local authorities and the private sector, Arts Council, urban development corporations and voluntary trusts.

From early 1993 to 2000 I worked for Eastern Arts Board as Director of Planning and Development, holding a wide portfolio of responsibilities including local government and the public sector, capital planning for the National Lottery and a group of policy priorities including education and training, disability and cultural diversity, economic development and the creative industries.

In 2000 I returned to my association with Comedia, established Fred Brookes Cultural Research and Strategy as my consultancy practice, and took on an investment management role in the Advantage Creative Fund, the creative industries equity fund for the West Midlands, for which I raised a £5.8m second round capitalisation. A major part of my work in the last five years has been a series of research projects in the creative industries, in the East Midlands and elsewhere.

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| <b>Personal Details</b>   | Born in Belper, Derbyshire, February 5th 1943 |  |
| <b>Education</b>          | 1954 - 1961                                   | Herbert Strutt Grammar School, Belper, Derbyshire  |
|                           | 1961 - 1963                                   | Derby College of Art   |
|                           | 1963 - 1967                                   | Department of Fine Art, University of Newcastle upon Tyne  |
| <b>Qualifications</b>     | 1963  | Intermediate Certificate in Arts and Crafts  |
|                           | 1967  | BA Fine Art (Honours) Class 2 Division 1, University of Newcastle upon Tyne  |
| <b>Employment History</b> | 2000 -  | Partner in Comedia consultancy   |
|                           | 2000 -  | Self-employed cultural development consultant  |
|                           | 2000 – 2006                                   | Advantage Creative Fund, West Midlands   |
|                           | 1993 - 2000                                   | Director of Planning & Development at Eastern Arts Board   |
|                           | 1988 - 1993                                   | Freelance cultural planning and development consultant<br>Principal Consultant, Comedia<br>Associate consultant, Adrian Ellis Associates |
|                           | 1984 - 1988                                   | Director, Tyneside Cinema, Newcastle upon Tyne   |
|                           | 1981 - 1984                                   | Director, Midland Group Arts Centre, Nottingham  |

**Consultancy projects** recent commissions include

- Major bid to new ERDF programme on behalf of Advantage Creative Fund (West Midlands) 2007
- Impact of regulation on the sustainability of third sector arts assets - research project for EMDA (with Cultivate) 2007
- Creative consultant for major urban extension programme in North Northamptonshire, Arts & Business, 2007
- Wansbeck Creative Industries study, 2006-07
- Evaluation of Arts & Business projects 2006-07
- Arts in the Local Area Agreement, programme and evaluation for Northamptonshire County Council 2006-08
- Organisational review for Derby Children's Festival 2006-07
- Organisational review for Oundle Festival of Literature 2006
- Evaluation of Creative LeicesterShire for Leicestershire Arts Partnership, 2006
- How Artists Make Great Places - pamphlet for CABE and A&B (Comedia) 2006
- Creative Industries Area Wolverhampton - Development Study 2006 (Comedia)
- NG7 Community Cultural Industries Area – feasibility study, Nottingham Partnership Council 2006

- Creative Industries and Arts study for Northamptonshire County Council, including bid to ACE Thrive! budget 2006
- Successful funding bid to Invest to Save Budget (ISB) for a partnership of Regional Cultural Consortiums, 2005-6
- Creative Industries and Subsidised Arts study for Gloucestershire County Council 2005–06
- Monitoring and evaluation of Under Scan, *emda* international public art commission, 2005-06
- Monitoring and evaluation of Three Cities Urban Cultural Programme (Derby, Leicester, Nottingham) 2005-06
- Feasibility study for a Cultural Observatory for the East Midlands for CEM (Comedia and De Montfort University) 2005
- Derby Festivals Review for Derby City Council 2005
- Evaluation of PROJECT – engaging artists in the built environment, for Public Art South West (Comedia) 2004-06
- What can culture do for the Regional Economic Strategy? for *emda* 2005
- Organisational review for Theatre Writing Partnership 2004
- Culture and Regeneration, for CEM 2004 (Comedia)
- Evaluation of the Evidence for the Value of Culture in the Regeneration Context, for CEM 2004 (Comedia)
- DCMS creative industries snapshot statistics, for Culture East Midlands and for West Midlands Life 2004.
- THREE – the Three Cities Cultural Consortium’s successful bid to the Urban Cultural Programme, on behalf of Derby, Leicester and Nottingham 2004
- Leicester, Leicestershire and Welland Creative Industries Study, for Business Link, local authorities and Welland SSP 2004 (Comedia)
- Creative Industries in Herefordshire evaluation – Herefordshire County Council 2003
- Virtual Collect virtual art gallery project – Experian Ltd and Arts & Business 2003
- Feasibility Study for Cultural Centre in Derbyshire - Belper Derwent Partnership 2003
- Q Arts, Derby - Organisational Review 2003
- ArtsInfo – the national arts data project, Arts Council of England, Comedia 2003
- Economic impact study of the cultural festivals in Cheltenham – Cheltenham Borough Council (Comedia) 2002-03
- East Midlands Creative Industries – strategic research programme for EMDA (Phase 1 and 2), Comedia 2000-01, 2002-03
- Cultural and Creative industries research programme for South East England Development Agency (with DPA Ltd) 2002-03
- Cultural Strategy for Yorkshire and the Humber – for Yorkshire Cultural Consortium 2001
- Cultural Strategy for Derbyshire – Derbyshire Cultural Partnership 2000-01
- Core Cities – creative industries and cultural economy research for UK Core Cities Group, Comedia 2000

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Contacts

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