

Chelsea Centre for Creative Industries

A guide for stakeholders





Welcome

Creativity is everywhere. It exists in all places and all sectors. That's why the Chelsea Centre nurtures creatives of all kinds to build transferable and adaptable skills for future careers.

Our aim is simple but ambitious. We want the next generation of students to be game-changers, leaders, and positive influences on our world. Our curriculum is founded on strong social values and the belief that collaboration is key. Here, creative disciplines overlap and connect every day.

Our incredible facilities are in the foothills of two of Chelsea's most creative streets - Fulham Road and King's Road - and within easy reach of Chelsea's Design Quarter. We provide a state-of-the-art environment that inspires Londoners to learn and change society for the better.

We work with many organisations at the forefront of arts, design, media, and technology, as well as supporting our English, maths and ESOL students. These rich partnerships benefit our students enormously and develop the next generation of extraordinary thinkers.

In 2023, we were awarded a Teaching Excellence Framework (TEF) gold rating for outstanding

higher education experiences and outcomes. TEF praised our links with partners, such as the UK Fashion and Textile Association, and the Association of Photographers among others.

We thrive on curiosity, innovation, and the joy of making. Although we are rooted in a 130-year-old history, we are still passionate about learning from others. Thanks to the support of our dynamic stakeholders, we will continue to explore ideas, solve problems, and create exciting opportunities that stretch students and help communities to flourish.

Matias Shortcook
Centre Principal, Chelsea Centre for Creative Industries

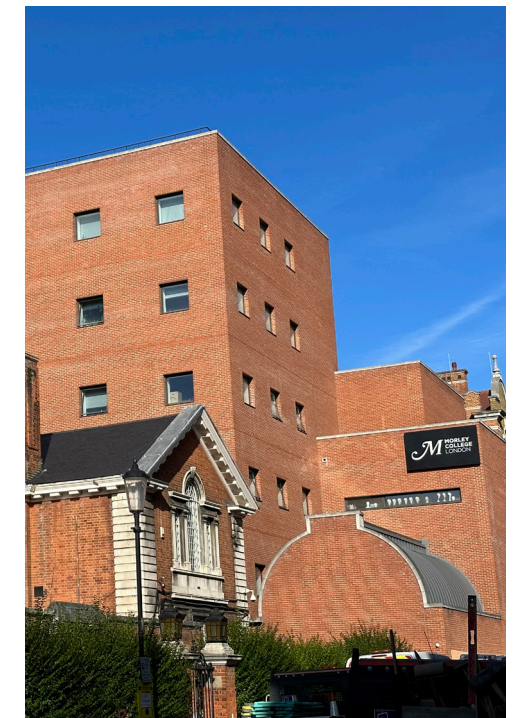
2024 Priorities

Explore innovative ways to work with more stakeholders. After a recent £3m refurbishment programme, the Chelsea Centre now boasts flexible events spaces and cutting-edge facilities. We want even more students and stakeholders to use us as a venue for exhibitions to CPD training.

Reach diverse new audiences to widen access to creative industries. We strive to make the arts and technology more accessible. Our tactics range from ESOL creative workshops to supported internships for high-needs students in partnership with the Borough and incredible cultural partners.

Grow our creative offer in further and higher education. We're developing even more courses that meet community needs and fill skills gaps, such as our T Level in Design, Surveying and Planning for Construction and our new luxury retail course.

Embrace new technologies to amplify innovation. We are passionate about using technology to meet industry demands, reach more learners, and boost sustainable employment. We are the only college nationally to create a fully online study programme in the creative arts with University of Arts London Awarding Body.



Our Curriculum

We believe creativity is a transferable skill that extends well beyond the arts. Innovation, imagination, and originality drive most industries forward and change society for the better.

Our extensive list of subjects covers film and media, Esports and games design, fine art, graphics, fashion, photography, and 3D design, all complemented by our essential skills provision. Our ranges offer from open diagnostic learning at level 1 to highly specialised degree-level outcomes.

A termly Stakeholder Advisory Group - including Creative UK, University of Arts London, and Chelsea Theatre - shapes our curriculum to align with sector requirements today. Advisors challenge processes to give students the edge on entering the jobs market.

Students also benefit from masterclasses, workshops, live briefs, trips, and work experience with global names such as:

- Pentagram - the world's largest independent design consultancy
- EGX London Gaming Convention
- Saatchi Gallery
- Smart Works - dressing and clothing charity
- Pure London x JATC - Festival of Fashion

We offer a range of innovative higher education courses that play to our strengths as a boutique provider within the capital. This incorporates distinctive but industry-relevant choices like Millinery, where Morley remains the only provider nationwide to offer this skill at degree level.

Students need more than just qualifications, so broader experiences are woven into courses. This ranges from Turing Scheme international work experience to the ARTiculate national public speaking competition. Partners help design exceptional training that supports students to find their unique voice.





Exceptional Facilities

Thanks to Department for Education funding, a recent multi-million-pound refurbishment has strengthened the Chelsea Centre's status as an epicentre for the creative industries. Almost every space in the Hortensia Building was refurbished, and the historic Carlyle Building received a raft of sensitive upgrades too. We now boast:

- Vast open-plan **event spaces** and smaller facilities that can accommodate talks, workshops, events, meetings, shows, or exhibitions.
- Larger and lighter **studios** that boost existing sculpture and fine art facilities, plus a new lighting studio for media and photography courses.
- **Printmaking** facilities that have doubled capacity.
- Custom-designed spaces housing **specialist equipment**, i.e. industrial sewing machines and 3D printers.
- An enhanced **Morley Radio** studio suite with separate production room.

- Grouped activity zones to **encourage collaboration** across disciplines.
- Smartboards, Macs, and AV kit designed for **modern teaching** and event use.
- A modern **café** adjoining an attractive **courtyard** area.
- A listed student **library/learning** resources centre with vaulted ceilings.
- A new flexible reception area and foyer for exhibitions, events, and meetings.
- A new suite of rooms for Student Services, including Additional Learning Support and Information, Advice and Guidance.

We want to share these incredible new facilities with students and the community. We're eager to hear from stakeholders about uses for these new spaces, such as for experience and taster days, CPD training, and staff upskilling. We are open to ideas and excited to explore new opportunities.



Stephen's Story

Stephen Harrison is a mature student in the second year of an HND in Fine Art. The Chelsea Centre allows Stephen to think about new art practices and benefit from staff and stakeholder expertise - from drawing and 3D work to print and filmmaking.

Stephen said, "The course offers an opportunity to explore new themes and processes. This has a positive effect of taking me out of my comfort zone. My painting style has been enriched after thinking about other artwork, research, workshops, being in a supportive environment, and tutors' feedback."

The impact of external partners is considerable. Last year, international artist Matthew Burrows MBE (an advisor for Morley's fine art higher education) delivered an inspiring talk to students. Morley Radio also invited Stephen to interview British artist Ryan Gander OBE RA for a podcast.

Stephen said, "Matthew Burrows' talk linked well with the course. He gave a down-to-earth perspective on his work and its relationship to the art world. Likewise, Ryan Gander pulled back the curtain on his career. His encouraging comments made success more accessible. He proves it is possible to succeed in art and not be merely commercial."

Industry partners offer experience of the professional world alongside academia. Students learn about setting up professional platforms, websites, professional business plans (with academic and professional aspirations) and running and promoting commercial exhibitions too.

Stephen concluded, *"The HND offers me self-enrichment and a new motivation. In the future, I hope to continue developing my own work and I have an ambition to design more professional album covers."*



'A very high emphasis on studio based practice and the learning environment, and students being able to showcase their work in dedicated exhibition spaces supported by a full-time gallery team.'

Inspirational Partners

We work with a huge range of partners who help us deliver industry-leading qualifications and experiences. Together, we mould the next cohort of industry professionals and help them to find their authentic self. One partner is Spiritus, a social enterprise in Hammersmith.

The micro-school network offers rewarding work experience opportunities. Chelsea Centre students work alongside Spiritus flexibly and for any length of time, supporting teaching or even running holiday workshops. Spiritus founder and CEO Jacqueline O'Connell said:

"We have worked with Morley students for about the last year. They come along and engage with our young people, generally aged 10-14, and work alongside the facilitator of the art and STEM subjects. Other students help with our maths and English classes."

"Morley students come and get really engaged and involved in the young people's subjects, and I can see that their confidence builds. They immerse themselves in the group and the young people really look forward to them coming."

"Along the way they start learning how to communicate with younger people. It's so lovely to have students from Morley College who are able to be attentive to these young people as it helps them thrive, and they really look up to the students at the college."

"It's so nice to always have fresh ideas coming through the door and to see Morley College London students thrive in themselves, gain more confidence and knowledge, and just enjoy coming to our space and sharing their skills."



Why work with us?

Together with our partners, we can act as a catalyst to nurture character and amplify student talent. We are open to mutually beneficial long-term partnerships and our responsive and flexible model allows us to provide agile stakeholder solutions. Just some examples include:

A talent pipeline - help us to write courses and shape potential employees. With your input, we can address skills gaps and priorities to produce the talent you need now and in the future.

An intellectual asset - students can act as a project research tool, sounding board, or problem-solving resource, helping to tap into fresh ideas and completely new perspectives.

A platform for change - we're delighted when experts agree to give talks, workshops, and host placements. We want you to debate issues, from ethics and values to green skills and sustainability.

Corporate Social Responsibility (CSR) - by working with us on real-world projects, we can help

you achieve corporate social, environmental, and widening participation business objectives.

Corporate hire - explore our remarkable new spaces and choose the Chelsea Centre for your next event, project launch, exhibition, meeting, staff away day, or team-building initiative.






Staff upskilling - our expert staff have real-world industry experience and are typically practicing creatives. We can upskill your staff or deliver training across subjects, specialisms, and levels.

A creative network - become a stakeholder advisor at the Chelsea Centre and gain access to a network of fellow creative movers and shakers in the city.

We understand that every partnership is different, but each enriches our curriculum and offers life-changing experiences. Work with Chelsea Centre and join us in transforming communities and lives.



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For more information about Morley's extensive range of courses, please visit **morleycollege.ac.uk**

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