

# Simon Evans

## Curriculum Vitae

Born: 24th August 1956, Richmond, Yorkshire, England.  
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Citizenship: British  
Languages: English (native), Spanish (conversation), French (basic)

### **Profile: Policy Advisor and Project Leader in the Creative Economy**

- Creative self-starter, with an unusual mix of cultural and business aptitudes.
- Acclaimed keynote speaker on issues relating to the creative economy.
- Dynamic approach to problem-solving, with strong systems-orientated methodology and ability to absorb detail without losing strategic overview. Well-developed business analysis and risk assessment skills. A good advisor/mentor, who inspires confidence. Can convey complex information to non-specialists.
- International network of professional contacts in the arts, and in cultural and development agencies. Good language skills, extensive non-UK work experience, sensitivity to cross-cultural exchange.
- Wide leadership experience as a risk-taking entrepreneur in arts-related businesses, and at Director level in non-profit structures. Experienced at reconciling cultural aspirations with commercial imperatives.
- Very wide experience of live event production: international conferences and summer schools, arts and entertainment events, festivals and holiday tours.

### **Short Biography**

Simon's career began in 1978, producing festivals and shows of all kinds from theatre to pop music, from opera to non-animal circus. He was a founder-Director of London's LIFT Festival, and a partner in Edinburgh's Café Graffiti, the original Fringe cabaret.

In 1988, he set up a production company in Sheffield, in the area the city had just zoned as the world's first 'cultural industries quarter'. For the next fifteen years Simon was a lead player in developing projects and policies for this 'creative cluster'. He set up and ran its development agency, and advised hundreds of creative businesses. Sheffield CIQ became a principal seed-bed for the UK's 'creative industries' agenda.

In 2000, he set up the Creative Clusters Conference, which became the leading international forum on the creative economy. He researched best-practice in creative economy projects all over the world, and elaborated a policy narrative that put culture at the heart of the sustainable development discourse. In addition, the company he set up was one of the first generation of internet start-ups.

Simon is now an international consultant and advocate for the creative economy, helping nations and cities around the world develop their creative economy policies. He has contributed to the work of the EU, the Council of Europe, UNESCO and UNCTAD.

## **EDUCATION**

1998-00 MSc (Distinction) Information Systems University of Sheffield.

1975-78 BA (Hons.) Philosophy & English University of Durham.

## **SUMMARY OF CAREER TO DATE**

### **2001 - Founding Director, Creative Clusters Ltd**

Creative Clusters is a network of experts in cultural development. Through events, consultancy and publication we work with policy-makers who are helping their nations, cities and regions to face the challenges of the creative economy.

#### Creative Clusters Conferences, 2002 - 2008

I built from the initial concept the leading world forum on the creative economy. Partners included the EU, Council of Europe, all relevant UK government agencies, and many commercial sponsors. 1200 organisations from 62 countries sent delegates.

Glasgow, 2008	The Creative Economy in Smaller Nations, Policies for Festivity, Regional Audio-Visual Media, Creative Leadership	410 delegates, 40 countries
London, 2007	The Creative Quarter, Opportunity in the Creative Economy, World Creative Hubs, The Creative Crowd	501 delegates, 41 countries
Newcastle, 2006	Mainstreaming Creativity: Creative Enterprise, Global Flows, Inclusion Through Media	303 delegates, 28 countries
Belfast, 2005	Investing in Creativity, Delivering Skills for Creativity, Inclusion through Creativity	341 delegates, 25 countries
Brighton, 2004	Cultural Tourism, Cultural Vs Economic Value, Inclusion & the Creative Class, Asia-Pacific CIs, Financing Creativity	300 delegates, 24 countries
Sheffield, 2002	Creativity and Regeneration	280 delegates, 17 countries

#### Creative Clusters Summer Schools, 2009 and 2010

I delivered an intensive five-day school for city officials on practical measures to build a local creative economy, focusing on building confidence and institutional capacity, shared workspaces, reputation-building, and programmes for cultural entrepreneurs.

### **2001 - Advocate and Conference Speaker**

I am a regular speaker at conferences and other events. Some examples:

Winnipeg, Canada	Nov '10	My City's Still Breathing (Cultural Capital of Canada)
London, UK	Jun '10	Creative London Conference, BBC
Dalhousie, India	May '10	11th APPAN International Festival "Managing Hate: The Role of Culture & the Arts"
Macau, China	Oct '09	Macau International Trade & Investment Fair
Copenhagen, Denmark	Aug '09	LightSound Seminar
Malmö, Sweden	Mar '09	EU High-Level Cluster Policy Workshop
Beijing, China	Dec '08	International Cultural and Creative Industry Expo
Shenyang, China	Dec '08	First China Helping International Innovation Forum
Beijing, China	Oct '08	2nd International Cultural Industries Forum
Seoul, Korea	Jul '08	Cultural & Creative City International Symposium
Åre, Sweden	Jan '08	Generator 2008: Creative Business Conference
Ljubljana, Slovenia	Jan '08	EU Presidency and Year of Intercultural Dialogue
Sao Paulo, Brazil	Dec '07	The International Forum on the Creative Economy

## 1994 - **Consultant & Policy Advisor**

I have delivered policy assignments in many different locations, mostly for public sector clients, in the field of culture and the creative economy. Some sample projects:

Chair of the Programme Committee	World Culture Forum (India)
Concept, market appraisal and programme for an international conference on creativity and education	Creativity Beyond Borders, Dubai
Policy-Makers National Sensitization Workshop on Cultural Diversity and Development	Uganda National Commission for UNESCO
International strategy for a media training programme	Hi8us UK
Analysis of networking practices among creative businesses	InterTrade Ireland
Assessment of Support Programme for Creative Businesses	Inspirat Ltd
Support programme for new creative enterprises in Bulgaria	Council of Europe
Assessment of capital funding applications (National Lottery)	Arts Council England
Advisor/mentor to start-up creative businesses	Sheffield CI Dev't Unit
Founding Director for Cultural Industries Quarter agency	Sheffield City Council
Business plan and funding bids for extension of an arts centre	Zap Arts, Brighton
Concept, feasibility study and business plan for a middle-scale performance venue and incubator for creative businesses	Sheffield City Council
Plan for the World Student Games cultural programme	Sheffield City Council

## 1993-94 **Tour Leader, Explore Worldwide Ltd**

I took a year's career break as a tour leader of overland expeditions and cultural tours in Andalusía, Spain, and along the Old Silk Road (Islamabad to Beijing).

## 1988-93 **Director, Flying Carpet Productions Ltd.**

I set up and ran a small business promoting music, comedy, festivals, corporate parties, fairground, new circus and other arts and entertainment events. This was a classic small business start-up, backed by loans taken out against my house. The company handled events with budgets up to £50K and up to 50 personnel, and supplied marketing and production services to other promoters.

## 1982-88 **Freelance Director, Production and Stage Manager.**

Production work on several hundred shows and festivals around the world:

- Festivals, cabaret, theatre, world music, avant-garde, dance, opera, comedy, pop music, street theatre, pantomime, exhibitions, non-animal circus.
- London, Edinburgh, Glasgow, Sheffield, Brighton, Amsterdam, Hong Kong.

## 1980-81 **Director, London International Festival of Theatre (LIFT).**

I was one of the three Directors of London's first festival of international theatre.

## **PUBLICATIONS**

**The Creative Clusters Handbook.** Evans, Simon ed. Sheffield, Creative Clusters Ltd, 2002, 2004, 2005, 2006, 2007 and 2008. (Six separate editions).

Creative Clusters. In Bala Bhaskaran P. ed. **Cluster Initiatives.** Delhi, Icfai Univ. Press, 2007.

Creative Clusters. In Dos Santos, E., ed. **The Creative Economy Report.** Geneva, UN, 2008.

The Opportunities of the Creative Economy. In Dukič, D. ed. **Intercultural Dialogue as the Fundamental Value of the EU.** Ljubljana, Annales Publishing House, 2009.