

## Clustering: How did we do?

Experience at London College  
of Fashion

### Ann Priest

Dean of International and  
Enterprise Development

LCF100 FASHIONING THE FUTURE  
FOR ONE HUNDRED YEARS

## projects

- BTSC
- CFE



## key findings

- Fit for purpose
- Government and policy support
- Collaboration, shared vision and language
- Parallel and overlapping support
- Time
- People
- Link to creative clusters



## issues

- Poor management skills
- Amateurism
- Limited commercial awareness
- Technology
- Communication
- Access to finance
- Short termism



## role of education

- Link to research
- Expertise
- Commercial understanding



## Business Technology Resource Centre

- Competitiveness
- Specialist business, marketing and technology support
- Networking



## Business Technology Resource Centre history

- Shrinking industry
- MFA threat
- Sourcing changes
- Speed sourcing
- Technology



## Business Technology Resource Centre results

- Technology base
- Partnership
- Networks
- Understanding
- Self awareness
- Knowledge sharing
- Access



## Business Technology Resource Centre issues

- Trust
- Enthusiasm
- Understanding
- Reluctance
- Professionalism
- Sustainability



## Centre for Fashion Enterprise

- Business support
- Product Development & manufacture
- Marketing and Showcase
- Investment readiness



## Centre for Fashion Enterprise objectives

- New model
- Economic support
- Creative production chain
- Sustainability
- Reputation enhancement
- Access to markets



## Centre for Fashion Enterprise objectives

- Market intelligence
- Coordination of support
- Value for investors
- Maximum impact of investment



## Centre for Fashion Enterprise history

- Poor brand building
- Accommodation issues
- Poor management
- Access to finance
- Investing in creativity



## Centre for Fashion Enterprise results

- High level advice
- Incubators
- Relationships
- Linkages
- Visibility



## Centre for Fashion Enterprise impact

- Model – paradigm shift
- Understanding – a new environment
- Economic impact
- Creative capital fund
- Venture capital principles

69

## lessons learned

- Viability of the enterprise
- Market relevance – commercial potential
- Cash flow
- Link to manufacture
- Willingness to learn
- Reputation and profile
- Management ability – build teams



## key findings

- Fit for purpose
- Government and policy support
- Collaboration, shared vision and language
- Parallel and overlapping support
- Time
- People
- Link to creative clusters



112

You can take a horse to water but you cannot  
make it drink or stop it running away

Thank you