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**'Circular Economy' Innovation & Design**  
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University for the Creative Arts  
Epsom, Surrey, UK  
[www.cfsd.org.uk](http://www.cfsd.org.uk)



**Professor Simon Ofield-Kerr, Vice-Chancellor, University for the Creative Arts**

Simon was appointed Vice-Chancellor of UCA in 2011. Since then he has directed the establishment of a School-based academic structure followed by the alignment of all professional departments, the creation of a Marketing & Student Recruitment department, the production of a new Master Plan for each campus and agreement on a development scheme for UCA Rochester, the opening of the Elaine Thomas Library at UCA Farnham, the publication of an ambitious Strategic Vision to run until 2018, and the introduction of Performing Arts into the University's portfolio. Over this period UCA has risen 57 places in both The Complete University Guide and The Times & The Sunday Times Good University Guide league tables.

Prior to joining UCA, Simon was Executive Dean of Art, Design & Architecture at Kingston University, and before this Academic Group Chair for Art, Philosophy & Visual Culture at Middlesex University.

Simon has a BA in Fine Art (Exeter College of Art & Design, 1990), an MA in The Social History of Art (University of Leeds, 1992), and received his PhD from the University of Leeds in 1997. He was one of the founding editors of the Journal of Visual Culture and his own research has focused on the relationships between social / sexual practices, pleasures and identities, and their presentation through a broad range of visual and literary cultures. Simon is Vice-Chair of the United Kingdom Arts & Design Institutions Association (UKADIA) and a member of GuildHE's Executive. He is committed to the international development of art and design education and has recent experience of working with universities in Southern Africa on course and portfolio development