

Prepared by  
The Scottish Government  
February 2020



Scottish Government  
Riaghaltas na h-Alba  
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# A Culture Strategy for Scotland



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# Contents

1. Introduction by Nicola Sturgeon MSP, First Minister of Scotland	04
2. Foreword by Fiona Hyslop MSP, Cabinet Secretary for Economy, Fair Work and Culture	05
3. The Vision for Scotland	07
4. Ambition 1: Strengthening culture	11
5. Ambition 2: Transforming through culture	29
6. Ambition 3: Empowering through culture	42
7. Summary of actions	52
8. Links to key documents and other strategies	56
Endnotes	59

*Cover image: Young people performing in Chronicles, A National Theatre of Scotland, Project X & Thulani Rachia production at the National Museum of Scotland, 2018. Supported by National Museums Scotland as part of the National Theatre of Scotland's Futureproof Festival marking Scotland's Year of Young People in 2018.  
Credit: Photographer – Pete Dibdin*

# Our Vision

Scotland is a place where culture is valued, protected and nurtured. Culture is woven through everyday life, shapes and is shaped by society, and its transformative potential is experienced by everyone. Scotland's rich cultural heritage and creativity of today is inspired by people and place, enlivens every community and is celebrated around the world.

## Strengthening Culture

Sustaining and nurturing culture to flourish and to evolve as a diverse, positive force in society, across all of Scotland.

### Aims

- ▼ Develop the conditions and skills for culture to thrive, so it is cared for, protected and produced for the enjoyment and enrichment of all present and future generations
- ▼ Value, trust and support creative people – for their unique and vital contribution to society and the economy
- ▼ Encourage greater openness and diverse cultures to reflect a changing Scotland in the 21st century
- ▼ Foster international collaboration and build on Scotland's reputation for cultural excellence

## Transforming Through Culture

Demonstrating that culture is central to Scotland's wellbeing and cultural, social, economic and environmental prosperity.

### Aims

- ▼ Place culture as a central consideration across all policy areas, including: health and wellbeing, economy, education, reducing inequality and realising a greener and more innovative future
- ▼ Open up the potential of culture as a transformative opportunity across society

## Empowering Through Culture

Celebrating culture as part of every community; essential to our lives and wellbeing.

### Aims

- ▼ Continue to celebrate Scotland's extraordinary cultural contributions
- ▼ Extend the view of culture to include the everyday and emerging, the established and more formal
- ▼ Extend opportunities that enable people to take part in culture throughout their lives
- ▼ Recognise each community's own local cultures in generating a distinct sense of place, identity and confidence

# Guiding Principles

- ▼ Culture in Scotland is valued in and of itself
- ▼ Culture is free to be inspiring and to challenge
- ▼ Culture is central to the future wellbeing and prosperity of Scotland – cultural, social, economic and environmental
- ▼ We celebrate the diversity and excellence of cultures in Scotland and the value of open exchange with the wider world
- ▼ Everyone has the right to participate freely in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits (Article 27, Universal Declaration of Human Rights)
- ▼ Place – community, landscape, language and geography – is important and reflects the creativity of the past and provides inspiration for cultural expression today

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# Introduction by Nicola Sturgeon MSP, First Minister of Scotland



**As First Minister, I see the richness and diversity of culture in communities across Scotland. Literature is of course one of the great joys of my life – there is currently an extraordinary wealth of quality writing in Scotland.**

I also see the benefit arts festivals bring to cities, towns and communities across the country; the way in which cultural events and projects can inspire everyone from the very young to the very old; and the impact our artists and national companies have when they perform overseas. In all of these ways, and many more, I see how culture inspires, sparks emotions and creates new connections.

The value of a strong culture and creative sector cannot be overestimated. Through sustaining and nurturing culture, we are investing in the future cultural, social and economic success of Scotland. For all these reasons, the Scottish Government values culture in and of itself. And we also recognise its wider impact. Culture brings people to live, work and do business here, and shapes our reputation as a warm, welcoming, open, progressive nation.

By investing in and strengthening culture, we are investing in the future cultural, social and economic success of Scotland.

That's why we attach such importance to this culture strategy. The strategy has been informed by our national culture conversation, and by the many gatherings that took place across the country. It considers how we can ensure that culture continues to provide enjoyment and enrichment for future generations.

The strategy is underpinned by actions to support the sector, build new partnerships and help communities develop and celebrate their own culture. It also challenges the public sector to think about how culture can make Scotland a country which is fairer, greener, more inclusive, more innovative and more creative. And it makes clear that culture is a cross-government priority – one which all ministerial portfolios in the Scottish Government contribute towards.



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# Foreword by Fiona Hyslop MSP, Cabinet Secretary for Economy, Fair Work and Culture



**How a nation values its many cultures and heritages, its artists, its creative people and its communities gives an insight into its wider values.**

In Scotland we are deeply and passionately proud of our culture. We value culture in and of itself and recognise and celebrate the creativity of our artists and producers across the country. Our culture defines who and what we are: it is the way we talk, the way we think and the way we treat one another. It is everywhere in and around us individual and unique but it is sometimes hard to define or put into words.

In my ten years as Culture Secretary I've had the enormous pleasure of experiencing first-hand the sheer transformational power of culture in Scotland. I've seen whole communities brought together in celebration connecting them to their past. I've witnessed the expression of deep emotions. I've been moved and astonished at beauty, fulfilment and joy found in surprising and inspiring ways. Culture is the life force that energises individuals and communities to grow.

This culture strategy builds on the national culture conversation, acknowledging the indisputable place that culture must have at the centre of society and government. We want to harness the power of culture to strengthen communities and to transform lives; to improve health and wellbeing; to contribute to growing the economy with products, services, jobs and investment and to bring creative approaches to design better communities.

I am grateful to the organisations and communities, artists, musicians, creative people and everyone who values culture who have taken part in the national culture conversation to help shape this strategy and helped identify the challenges and barriers which still need to be broken down. I also welcome the Scottish Parliament's Culture, Tourism, Europe and External Affairs Committee's 2019 inquiry into the future of funding for the arts in Scotland which took evidence from a broad range of sources and has added a valuable contribution to the national culture conversation.

I want this strategy to empower people everywhere to celebrate and recognise culture in its many forms. It sets out the principles we will use to guide future policies and initiatives. It sets out a suite of ambitions to be realised for culture to thrive.

The context of the strategy is a time of unprecedented financial and societal challenges. It has never been more important to develop new, and strengthen existing, partnerships and local and national leadership. We in the Scottish Government want to support the work in communities, organisations and by individuals to boost the benefits of culture's role for wellbeing.

I want the conversation to continue and for words to become actions. That is why I am establishing a National Partnership for Culture to take a comprehensive view of our cultural landscape and advise my fellow Ministers and I on how we can support culture more effectively. The partnership will seek views from across the culture and other sectors to create better understanding and synergies. And we will continue that cultural conversation as we strive to strengthen, transform and empower.

# The Vision for Scotland

*Title: Crawick Multiverse, an artland visitor attraction  
and events venue in Dumfries and Galloway  
Credit: Photographer – Kenny Lam. Reproduced  
courtesy of VisitScotland*





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# The Vision for Scotland

**Scotland is a place where culture is valued, protected and nurtured. Culture is woven through everyday life, shapes and is shaped by society, and its transformative potential is experienced by everyone. Scotland's rich cultural heritage and creativity of today is inspired by people and place, enlivens every community and is celebrated around the world.**

## **The national culture conversation**

This is the first culture strategy for Scotland in more than a decade. The strategy draws on the themes raised by the many people across Scotland who took part in our national culture conversation which began in 2017 and led to a public consultation in 2018<sup>1</sup>. It sets out a collaborative vision for culture and the guiding principles, ambitions and aims which will enable it to continue to flourish, evolve, and help to stimulate its transformational power across society.

A Culture Strategy for Scotland is an overarching strategy and sits in synergy with existing strategies for Scotland's historic environment, museums and galleries and libraries.

## **Vision for culture in Scotland**

Culture must be valued first and foremost in and of itself. It is central to who we are and who we seek to be. It is Scotland's strength, and it is abundant.

Across Scotland, the cultural contribution of past generations is everywhere to see, hear and inspire, from our landscape to our smallest most rural communities to our largest cities. Cultural activity takes place across the country every day and is expressed in a wide variety of ways from the established to the informal, emerging and grassroots.

Culture should be free to challenge and inspire, enjoy independence and enable self-expression. Nurturing culture and enabling it to flourish is an essential and powerful part of the fabric of any society.

We recognise culture's unique contribution to society, and the valuable role of artists, designers, creative practitioners, producers and business and cultural organisations. We value the specialist skills, knowledge and expertise of our world-class heritage sector.

Shared cultural experiences foster inclusivity, creativity and understanding. Everyone should have the opportunity to participate in, develop and enjoy culture which, in turn, helps individuals and communities to thrive in Scotland.



Cultural engagement has a significant impact on wellbeing and delivers many benefits. It should be central to how we imagine new transformative possibilities for individuals, communities, the economy, businesses and society.

This vision for culture in Scotland is underpinned by a series of ambitions and aims. It sets out the priorities for action which will shape how culture is supported in Scotland over the coming years.

### Guiding principles

How a nation values its many cultures and heritages, its artists, creative people and its communities is an insight into its wider values and priorities. The values and views expressed by people throughout the development of this strategy consistently acknowledge the intrinsic value and reach of culture, reflected in the principles below:

### Principles

- Culture in Scotland is valued in and of itself
- Culture is free to be inspiring and to challenge
- Culture is central to the future wellbeing and prosperity of Scotland – cultural, social, economic and environmental
- We celebrate the diversity and excellence of cultures in Scotland and the value of open exchange with the wider world

- Everyone has the right to participate freely in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits (Article 27, Universal Declaration of Human Rights)<sup>2</sup>
- Place - community, landscape, language and geography – is important and reflects the creativity of the past and provides inspiration for cultural expression today

### National outcome for culture

The inclusion for the first time of a dedicated outcome for culture in the National Performance Framework in its 2018 refresh raises the strategic profile of culture across both national and local government, affirms Scottish Ministers' commitment to culture and encourages a stronger focus on activity across the culture sector<sup>3</sup> to contribute to the culture outcome and many of the other outcomes where culture has a contribution to make<sup>4</sup>.

**A National Outcome for Culture**  
We are creative and our vibrant and diverse cultures are expressed and enjoyed widely

## Case study: Centre for Contemporary Arts (CCA), Glasgow

CCA is an arts centre with a core programme of visual arts and residencies and a wide, open source, partner programme where spaces are offered to other groups and individuals for free.

Audiences at CCA are incredibly varied. The CCA have over 300 partner programmes and host 26 festivals annually which attract audiences from diverse communities and a variety of backgrounds.

They open up their space to a wide spectrum of the population – not only to come to the space as an audience, but to take ownership of the space and programme their own events for their own communities. The constant mixture of different audiences and communities has led to an organic crossover as one group discovers another.

*Title: Fish Police, Counterflows at CCA  
Glasgow, 2016  
Credit: Photographer – Pavel De*





# Ambition 1: Strengthening culture

*Title: The Stove Network: Nithraid River Festival,  
Dumfries (Salty Coo procession led by Jordan  
Chisholm and Dylan Coulthard)  
Credit: Photographer – Kirstin McEwan*





# Ambition 1: Strengthening culture

## Sustaining and nurturing culture to flourish and to evolve as a diverse, positive force in society, across all of Scotland

### Our aims are to:

- Develop the conditions and skills for culture to thrive, so it is cared for, protected and produced for the enjoyment and enrichment of all present and future generations
- Value, trust and support creative people – for their unique and vital contribution to society and the economy
- Encourage greater openness and diverse cultures to reflect a changing Scotland in the 21st century
- Foster international collaboration and build on Scotland's reputation for cultural excellence

### To do this we will:

- Consider ways to **support the cultural workforce** including through a new **Arts Alive programme** and advocating for fair work practices and a living wage for the cultural and creative workforce
- Undertake a status review of **cultural workforce and leadership development** in Scotland, led by Creative Scotland
- Continue to work on **making the culture and heritage sector part of Scotland as a Fair Work Nation by 2025<sup>5</sup>**, looking at the potential impact of Fair Work criteria being part of relevant grant schemes
- Work in partnership to **increase diversity in the sector**, sharing new approaches and codes of practice that ensure skills development and board membership have diversity at their core, including helping recruitment diversity by introducing appropriate **remuneration for board members of national culture and heritage public bodies**
- Work with our partners to realise the vision and priorities in our **Policy Statement for the Creative Industries<sup>6</sup>**
- Support Museums Galleries Scotland to build on their **Skills for Success programme<sup>7</sup>** by developing future approaches to diversify skills and widen access to careers in culture across the sector

- Continue to work in partnership with the **national culture and heritage bodies** on support for creative people, Scotland's international profile including the international touring and festival appearances by the National Performing Companies supported by the International Touring Fund and international loans by and from the National Collections
- Continue to press the UK Government for the much needed **changes to immigration, trade and wider mobility** issues for our cultural sectors to ensure that Scotland can continue to operate effectively as a cultural and creative leader on the world stage
- Work with Creative Scotland and the network of Scottish Government offices outside Scotland to facilitate opportunities across the culture sector by working with stakeholders to promote and **encourage international cultural exchange and collaboration**, showcasing Scotland as a progressive, pioneering and creative nation
- Establish a **National Partnership for Culture** to work with individuals and organisations across culture and other sectors to continue the national culture conversation – identifying opportunities and synergies, advising Ministers and building on this strategy and the Scottish Parliament's Culture, Tourism, Europe and External Affairs Committee's 2019 inquiry into the future of funding for the arts in Scotland

### **Scottish Government support for culture**

The Scottish Government believes in the intrinsic value of culture and we are committed to supporting it. We recognise the transformative effect that culture can have on individuals and communities, and we celebrate Scotland's cultural excellence including the work of our five National Performing Companies: National Theatre of Scotland, Royal Scottish National Orchestra, Scottish Ballet, Scottish Chamber Orchestra and Scottish Opera. Each of the companies demonstrates world-class excellence in, and provides access to, their respective art form across the length and breadth of the country. Through international touring and national community participation and engagement programmes, they share their excellence with the widest possible audiences. Public funding for culture will continue to have an important part to play and we will continue to set budgets and distribute funding in support of the aims and ambitions set out in this strategy.

## Case Study: Scottish Ballet – Dance for Parkinson’s Scotland

Scottish Ballet is spearheading a ground-breaking national Dance for Parkinson’s programme, delivered in partnership with Dance Base. Established in 2016, the programme is designed especially for people living with Parkinson’s, their families and carers.

*Title: Dance for Parkinson’s Scotland  
Credit: Photographer - Hazel Mirsepasi*

Classes are suitable for people with no previous dance experience and develop confidence and creativity, whilst addressing Parkinson’s specific concerns such as flexibility, gait and social isolation. Every week, around 130 participants take part in sessions delivered by Scottish Ballet in Glasgow, Dance Base in Edinburgh and with local hub partners in Aberdeen, Inverness, Dundee, Perth, Stirling, Peebles, Kilmarnock and Greenock. Specially trained Scottish Ballet and Dance Base artists lead participants to develop movement skills with particular focus on fluidity of movement, balance, coordination, expression, posture and rhythm. Classes are accompanied by live music and followed by tea, cake and a chance to reflect on the session together.





Our role goes beyond financial support. We will support our cultural organisations and Scotland's festivals, and promote the value of culture in shaping a more prosperous society for individuals and communities across Scotland.

### **Developing the conditions and skills**

The culture sector, including export products with strong cultural relevance such as food and drink, is a major driver of both local economies and the national economy in Scotland.

Economic growth is important but should be balanced by improvements in the environment in which people live as well as the quality of life they derive from the opportunities available to them and the public services to which they have access. Scotland's Economic Strategy<sup>8</sup> sets out the Scottish Government's aspirations to improve Scotland's economic competitiveness and reduce inequalities by encouraging investment and innovation, supporting more inclusive growth and strengthening the international focus of Scotland's industries and sectors.

The cultural and wider creative economy is a significant employer, enhances the environment in which we live and generates ideas and innovation, often testing and suggesting new ways of doing business across the country.

The public funding of culture reflects its value to society and positions culture as an essential part of public life.

Maintaining capital investment in the cultural infrastructure, including digital, remains important and can often be successful in securing investment from other sources across the public, private and third sectors; but there is increasing pressure on capital and programme funding due to a challenging funding environment and increasing competition.

The Scottish Government and our public sector partners support the sector by advocating, championing, investing, and brokering relationships within the sector and with wider industry. We want to ensure that public sector support is used in a strategic way, achieving the best long term outcomes, and that creative businesses have the right advice, networks and opportunities to realise their full potential.

Scottish Enterprise published its new strategic framework in 2019 which sets out its new approach to supporting businesses and helping to build resilience in the economy<sup>9</sup>. This places emphasis on stronger partnerships, addressing regional opportunities and sets out an ambition to redesign its approach to business support as part of a connected public sector offering. Scottish Enterprise is currently considering how this new approach can best support the creative economy, which includes working closely with their partners, in particular, Creative Scotland. We will ensure the work of our partners is as joined up and aligned as possible to achieve maximum benefit for the creative sector.

We currently have a strong network of support for social enterprise in Scotland facilitated and supported through Senscot. Social Enterprise Networks (SENs), both local and thematic, have been set up across Scotland to ensure social enterprises have the support they need to start up, grow and prosper. This includes the Cultural SEN for cultural and creative social enterprises to make new connections, work collaboratively and share good practice. Building on this success, we are keen to support those creative practitioners and organisations interested in social enterprise to realise their ambitions.

### **Valuing artists and the wider cultural workforce**

The Scottish Government recognises the fundamental importance of supporting artists and creative practitioners across the sector and of enabling access to culture in a range of educational and community settings. We recognise the importance of producing excellent work and ensuring everyone has an equal opportunity to access culture of the highest quality across Scotland.

We are supporting a programme of activity across the country which will build on the model of the Scottish Book Trust's Live Literature programme to include other art forms.

### **Arts Alive**

This pilot will be delivered in partnership with Scottish Book Trust and will build on the successful existing model where artists receive a fair and transparent payment to bring cultural experiences to communities via schools, nurseries and libraries. The programme will include creative residences in schools identified through the Scottish Index of Multiple Deprivation<sup>10</sup>. The programme will be evaluated, with learnings shared and consideration of further roll out.

### **Leadership development**

Creative Scotland will lead a status review of cultural workforce and leadership development in Scotland, working in collaboration with key Leadership Programme deliverers including Clore and reporting to the National Partnership for Culture.

The culture sector in Scotland comprises a growing, highly flexible and expert workforce, with a large self-employed contingent working alongside sole traders, small to medium enterprises, charitable organisations and those leading and employed by publicly-funded organisations. Creative businesses, artists and creative practitioners make an important contribution economically, socially and culturally to Scotland.

## Case Study: The Stove Network, Dumfries

The Stove is a fully accessible public arts space for the population of Dumfries and the wider region.

The Stove Network works with artists, young people, local people and community groups to make public art events and activities in Dumfries – supporting a network that creates opportunities and connections for the creative community and integrates with the local economy and wider society. The Stove aims to use the arts to engage and mobilise people as agents of change for themselves and the society and places they live in.

*Title: The Stove Network, Back 2 Back, Dumfries*  
*Credit: Photographer – Colin Tennant*





**Employment in the creative industries growth sector stood at 87,000 in 2018, accounting for 3.3% of employment in Scotland and 5.6% of employment in Creative Industries across Great Britain. Employment in this sector increased by 13% over the latest year in Scotland<sup>11</sup>.**

The creative sector includes many small, often micro, businesses, freelance artists and self-employed creative practitioners. Many creative workers do not therefore have the safety nets of more established businesses. The culture conversation highlighted the financial challenges many creative workers face, as well as challenges around childcare, professional networks, pensions and cash flows. We will consider how people who create can be supported to overcome these challenges and earn a fair living from artistic and cultural professional work.

### **Fair work**

The Scottish Government's vision is for Scotland to be a leading Fair Work Nation by 2025. We want fair work to be the norm for workers and employers in workplaces across Scotland – in all types and sizes of organisation and in all locations. Our approach to fair work is underpinned by the Fair Work Convention's Framework<sup>12</sup>, which defines fair work as work that provides workers with an effective voice, opportunity, security, respect and fulfilment – in ways that balance the rights and responsibilities of employers and workers.

The Fair Work Action Plan<sup>13</sup> (February 2019) commits to mainstreaming fair work within Ministerial portfolios across the Scottish Government and working with sponsorship teams to embed fair work within all public bodies. Therefore, the culture and heritage public agencies Creative Scotland, Historic Environment Scotland, National Galleries of Scotland, National Library of Scotland and National Museums Scotland all have an important leadership role to play in promoting and modelling fair working practices within their organisations and across the culture sector. As employers, the agencies should adopt fair working practices to ensure their staff are treated fairly and are fairly rewarded. As the providers of public service they should promote fair work to the organisations they work with and support, including through any public funding they award. As well as helping to enhance working life and wellbeing for those working in the sector, fair work can lead to improvements in service delivery, increased productivity and efficiencies within organisations.

### **Fair Work First**

We will require all public bodies and agencies in the sector to adopt the terms of the Fair Work Agreement developed jointly by the Scottish Government and the relevant Civil Service Trades Union and to encourage the organisations they work with and do business with to do likewise. As the starting point they should commit to Fair Work First<sup>14</sup>.

Fair pay is a fundamental aspect of fair work and we will continue to promote payment of the real Living Wage to ensure workers in Scotland receive at least the real Living Wage. Through our partnership with The Poverty Alliance we will continue to promote Living Wage Accreditation for employers and would encourage employers across the sector to engage with Alliance to consider achieving accreditation.

To strengthen our approach, we have made a commitment to attaching Fair Work First criteria to as many Scottish Government grants as we can by the end of this Parliament, and are testing this new approach in 2019-2020 through business support grants awarded by Scottish Enterprise. Fair Work First asks employers accessing public funding to commit to: investment in skills and training, no inappropriate use of zero-hours contracts, action to tackle the gender pay gap, genuine workforce engagement, such as trade union recognition, and payment of the real Living Wage. Learning from that experience, we will work with Creative Scotland and Historic Environment Scotland in 2020-2021 to understand the potential impacts of fair work criteria in their, and our own, culture and heritage grant schemes.

In addition, we have committed to exploring a Citizen's Basic Income (CBI) study and are providing funding to support four local authorities – Fife, Edinburgh, Glasgow and North Ayrshire – to begin research into the feasibility of a CBI pilot, which will help us understand the costs, benefits and savings of CBI in Scotland.

Creative Scotland is committed to fair work and through any activities they support, to ensuring that artists and those professionals working in the creative community are paid fairly and appropriately for their time and effort. To support this, Creative Scotland has published Rates of Pay Guidance on industry standards, union rates and codes of practice from key lead bodies.

Across all of Creative Scotland's funding programmes, organisations seeking funds are expected to be clear about all costs they allocate in their budgets relating to the payment of people involved in delivering their work. When working with artists and creative professionals, applicants are encouraged to reference relevant industry standards on rates of remuneration and all organisations seeking regular funding must commit to paying a living wage, according to the Living Wage Foundation, to all core workers.

Creative Scotland will work with the Scottish Government to understand the potential impacts of fair work criteria and to explore how these can be further embedded across each of Creative Scotland's funding programmes.

### **Creative industries**

Creative industries are one of Scotland's<sup>15</sup> growth sectors, which are sectors that have a distinct competitive advantage and the potential to be internationally successful. The sector is the second fastest growing growth sector in Scotland after the energy sector - GVA in the sector increased by 11% over the latest year<sup>16</sup>.

Last year we published our Policy Statement for the Creative Industries<sup>17</sup>. This statement sets out our vision and priorities for the sector. It highlights that creative businesses and skills are those of the future – they are less likely to be replaced by automation and artificial intelligence and the creative sector is leading the way in innovation of new business models. It is adapting more quickly than other sectors to the transformation through the fourth industrial revolution. Combining technical and creative skills, the sector plays a significant role in unlocking innovation and growth in other sectors.

In Scotland, we have thriving sub-sectors of the creative industries and this is demonstrated, for example: with the success of our international festivals in Edinburgh; the games cluster in Dundee; the design, architecture, music, textiles and film and television sectors in Glasgow; the textiles sector in the South of Scotland; the craft, music and textiles sector in the High-lands and Islands; and the digital tech businesses sector across the whole of the country.

Our world leading work in creative sectors is recognised internationally – Scotland has three cities in the UNESCO creative cities network: Edinburgh City of Literature; Dundee City of Design; and Glasgow City of Music; and the Outer Hebrides has been designated World Craft City status.

This pioneering work continues; two out of nine projects of the Art and Humanities Research Council's £80 million Creative Clusters Programme are based in Scotland.

These partnerships between universities and creative businesses in Dundee and Edinburgh show that we have strengths in research and partnership working in the creative industries. With their focus on research and development in the gaming industry and informatics, these clusters will be key in developing these sectors for the future.

In Dundee, the InGame Cluster – Innovation for Games and Media Enterprise – is led by Abertay University, in partnership with the University of Dundee, the University of St Andrews and local and international industry partners. This will push forward new technological innovations and find innovative solutions to some of the challenges faced by games companies. This includes the management of financial and sustainability risks associated with developing original material.

In addition to the creative clusters, a Creative Industries Policy and Evidence Centre (PEC) has been established. Led by innovation foundation Nesta, PEC involves a UK-wide consortium of universities, including Edinburgh and Glasgow.



V&A Dundee is a new design museum for the whole of Scotland and is an exciting addition to the diverse array of cultural experiences that our nation has to offer. The Scottish Government has been a strong supporter of V&A contributing nearly £38 million towards the construction of the Museum and with a commitment in place for recurring annual revenue funding.

The Scottish Government will promote the use of design, highlighting the importance of design to Scotland's creative economy, wider industry, people's lives, communities and the environment.

*Title: V&A, Dundee*  
*Credit: Photographer – Kenny Lam.*  
*Reproduced courtesy of VisitScotland.*

### Screen

We also recognise the importance of maximising the economic potential of the screen sector. That is why we have strengthened public sector support for film and television with the creation of Screen Scotland, a dedicated screen unit within Creative Scotland.

New funds to support film and television production have been rolled out - a £2m -a-year Production Growth Fund opened in April 2018 and new £3m-a-year Broadcast Content Fund was launched in August 2018. The Production Growth Fund has already generated significant economic benefits - the first £3.7m allocated resulting in an estimated £60m spend in the Scottish economy. Since its launch, the Broadcast Content Fund has made 26 awards to the value of over £3m, supporting the growth and development of screen sector companies across Scotland.



The Scottish Government is focused on strengthening our screen sector and creating the conditions for continued growth across production, development, talent and skills. We want Scotland to have an increased range of studio facilities. Creative Scotland has completed a tender process to identify a private operator to refurbish the Pelamis building in Edinburgh and operate it as a film studio. Creative Scotland is currently working with the preferred bidder to complete the necessary technical and legal processes and they anticipate being able to say more in early 2020.

With the new BBC Scotland Scottish channel launched in January 2019 and Channel 4's Creative Hub opened in Glasgow in October 2019, screen is a growing sector of our economy that will bring significant opportunities to the wider creative industries too. The work of MG Alba continues to increase the opportunities for many independent Scottish production companies and benefits the Scottish economy by almost £10 million per annum<sup>18</sup>.

The Scottish Government supports the public service broadcasting model. However, we believe broadcasting policy should be devolved to ensure that decisions can be taken which recognise the requirements of viewers and listeners in Scotland. BBC spending in Scotland continues to fall short of achieving the proportionate share spent in Wales and Northern Ireland. If a greater and fairer proportion of the licence fee raised in Scotland was spent in Scotland, it would benefit the screen sector and also our creative economy.

### Support for skills

The importance of creativity, throughout education, in developing skills for learning, life and work cannot be underestimated. Curriculum for Excellence allows space to be creative and innovation in leadership, curriculum planning, teaching and learning are encouraged and celebrated. Scotland's Creative Learning Plan projects a bold, ambitious vision for a more creative nation which can thrive in a world of constant change and uncertainty. All learners must be supported to develop their creativity skills, which are defined in the plan as curiosity, open mindedness, imagination and problem solving so learners are better equipped to shape their future and fulfil their potential.

By working with our public sector partners, our schools, colleges and universities, training providers, businesses and industries, and the wider sector, we will support and develop creative education and work-based learning to ensure everyone is able to develop their creative potential. This involves equipping with the right skills those who are motivated to realise their aspiration to have a career in the creative industries. This ambition is now highlighted in the Ministerial Letter of Guidance to the Scottish Funding Council.

Skills are key to ensuring that as our creative industries and our wider economy and our labour market change that we have an agile skills system in place that can respond at pace to employer demand. Skills Development Scotland, our national skills agency, plays a key role in developing and delivering skills programmes for the creative industries, arts and other sectors.

The creative industries have a range of vocational qualification routes under the Creative and Creative Digital Production Modern Apprenticeship Frameworks which reflect many of the broad occupational functions in the sector. For example, the Scottish performing arts, theatres and venues sector has had access to a Scottish Modern Apprenticeship Framework to support the development of creative and cultural skills for more than five years, with employees able to study and attain a qualification at Scottish Credit and Qualifications Framework (SCQF) level 6 in areas as diverse as venue operations and technical theatre. Scotland's screen and creative digital industries have been drawing on Modern Apprenticeships for many years, and are now working with Skills Development Scotland, providers and local authorities to support up to 500 young Scots develop in-demand skills and acquire practical industry insight through the new Foundation Apprenticeship in Creative and Digital Media.

Skills Development Scotland is also piloting with Applied Arts Scotland a new model of apprenticeship delivery with crafts, visual arts and design practitioners.

Skills Development Scotland has worked with partners in the South of Scotland to respond to skills issues identified by textiles employers in the region. They have allocated up to 30 places through the Employability Fund to support training being delivered in the Centre of Excellence in Textiles in Hawick, which is an initiative funded through the South of Scotland Economic Partnership. The Centre of Excellence in Textiles was established in early 2019 to address the key skills needs of the sector, by delivering training in hand finishing and machine skills in order to create a pool of skilled talent for textiles employers in the region.

*Title: Frank Quitely, Scottish Comic Book Artist  
Credit: Photographer – Kenny Lam. Reproduced courtesy of VisitScotland.*





## Volunteers

Volunteering brings enormous benefits and we recognise and value the significant contribution that volunteering makes to the cultural sector in Scotland.

Many cultural organisations and community groups across Scotland rely on the skills, time and input of volunteers. They bring new ideas, expertise and the capacity to improve the scale, quality and diversity of creative activity. Volunteering across the arts, screen and creative industries also provides individuals with new experiences and valuable opportunities to learn skills and build social connections. Volunteering is essential in ensuring Scotland has a rich, vibrant and diverse cultural life. This importance places a need to be clear about the role of a volunteer and what constitutes good practice in terms of recruitment, ongoing management and when it is appropriate to use a volunteer as opposed to a paid worker.

Volunteering should always be valued and treated fairly. We expect cultural organisations, local authorities and public bodies to follow the principles of the national volunteering framework<sup>19</sup> published in April 2019 and, in particular, ensure volunteering opportunities in the culture and heritage sector reflect the diversity of our population.

That is why Creative Scotland is working with partners to establish a best practice guide to apprenticeships, internships and volunteering. This will provide increased clarity on the standards that cultural organisations should adopt, including alignment with the Volunteer Scotland Charter<sup>20</sup> and the Scottish Government's national outcomes framework for volunteering<sup>21</sup>.

## Museums and Galleries

### Scotland - Skills for Success

We will support Museums Galleries Scotland to build on its Skills for Success programme and work with Volunteering Scotland and other partners to deliver a pilot project to recruit and support a targeted range of volunteers from diverse backgrounds to achieve a Scottish Qualifications Authority (SQA) accredited qualification. Another part of the project will work in schools in low social-economic areas to highlight employment, training and development opportunities in the culture sector through a series of workshops which align with the Curriculum for Excellence and are delivered in partnership with Developing the Young Workforce<sup>22</sup> and others. Both projects aim to increase diversity in the cultural workforce.

## Promoting and supporting diversity

All levels of cultural and creative production and delivery including decision-making would be enriched by greater diversity.

It is clear from the engagement events and consultation responses that there is overwhelming support for measures to achieve greater diversity of employees in cultural organisations and funders including senior teams, boards and volunteers, in addition to providing more help for accessing funding and other mechanisms of support.

### **Remuneration for board members of national culture and heritage public bodies**

We are keen that our national culture and heritage boards have diverse membership which is truly representative of the sector. To create the conditions for this we will seek to introduce appropriate remuneration for Board members of the culture and heritage national public bodies, recognising the time and expertise they offer in leading those organisations. In doing so, we will take account of the requirements of charity law for those bodies which are also registered charities.

Achieving these outcomes should in turn encourage greater diversity in programming, interpretation and presentation, output and audience and provide role models across civic life to inspire the next generation of creatives across a more diverse range of backgrounds.

Under the 5050 by 2020 initiative<sup>23</sup> we have improved the gender balance of the boards of our public bodies so that as at the end of November 2019, 50% of appointees are female. We will work with Creative Scotland, the national collections and National Performing Companies to share models of best practice in order to achieve the greater diversity needed and wanted in the broader culture sector.

### **Creative Scotland – equalities, diversity and inclusion**

Creative Scotland will continue to support Equalities, Diversity and Inclusion (EDI) across all of its work. This includes embedding EDI across all of its funding programmes and building on existing targeted and development activity, such as Create: Inclusion and EDI Action Plans, ensuring barriers are removed, opportunities are created and that all Scotland's diverse cultures are supported and reflected through creative activity.

### **Realising international ambition**

Culture is one of Scotland's greatest exports and is critical to how Scotland is viewed internationally. As set out in Scotland's international framework and supporting policy statement, culture is fundamental to Scotland's positive international reputation as an open, creative, welcoming and confident nation.

Cultural engagement and exchange builds trust and strengthens understanding of other nations and traditions. Scotland has an international reputation for the high quality of its cultural offer. This includes our cultural venues, traditional and contemporary music and dance, festivals and the quality of our historic and natural environment. It is important that our cultural sectors maintain their ability to collaborate, exchange knowledge and access the international talent pool and attract global talent to participate in Scotland's world renowned festivals. It is equally important that the sector is able to enjoy mobility to take works and services overseas and across borders without barriers that render projects unfeasible.

Scotland is respected as an outward looking and globally aware country with a long history of cultural collaboration not least via the Scottish diaspora who have made their homes across the world. Our culture is enriched by people from across the world who choose to live, work, study or visit Scotland, and by our increasingly culturally diverse communities. International culture and the riches it brings is welcomed in Scotland and it is important these international ties are nurtured and valued for the way they connect Scotland to the wider world and foster mutual understanding.

Immigration policies should support our culture sector in facilitating and encouraging cultural collaboration, knowledge and partnership exchange and touring, and not act as a barrier to the sector's success. People should be welcome to live work, study and travel in Scotland – our diversity is our strength.

The Scottish Government has repeatedly rejected the UK Government's immigration environment and its policy focus on salary, wealth and so-called 'high-skills'. The current one-size-fits-all approach is not working for the UK. We believe that it is vital for Scotland to have immigration powers so we can design and tailor policies to suit our needs, and support the vibrancy and success of our communities and economy. We will continue to influence the UK Government in developing a fairer immigration system, and for Scotland to have an increased role through the devolution of policy making powers.

Creative businesses play a key role in building brands and promoting Scotland on the world stage, bringing benefit to the wider economy through increased business competitiveness and international distinctiveness. Total exports from the creative industries growth sector stood at £3,720 million in 2017, accounting for 4.6% of Scotland's total exports. Exports from this sector increased by 28.7% over the latest year.

Building international networks is one of the key factors in increasing export and international reputation of our creative industries. Scottish Government's A Trading Nation - a plan for growing Scotland's exports<sup>24</sup> published in May 2019 highlights the significant role culture plays in creating and maintaining twinning relationships with towns, cities and regions across the globe. It also includes the commitment to expand the GlobalScot network from 600 to a network of 2,000 business people in key markets, as well as making use of other wider international networks, including diaspora and alumni.

### **International reach of culture**

Scotland has an international reputation for culture of the very highest standard. The Scottish Government will continue to work in partnership with the national cultural and heritage bodies to maintain that international profile. We will support creative people including, for example, through international touring and festival appearances by the National Performing Companies supported by the International Touring Fund and international loans by and from the National Collections.



The International Touring Fund enables the five National Performing Companies to present work which demonstrates their art form excellence in key international venues – from continental Europe to North America and the Far East. This raises the companies' profile across the world, attracting artistic acclaim while helping the companies to develop further their own excellence. International touring also promotes Scotland as an open, creative nation, valuing cultural exchange as a key part of international engagement, and developing interest amongst other nations in what Scotland has to offer. The Scottish Government Festivals' EXPO fund was established to help maintain our festivals' global competitive edge, increase the funding available to Scottish artists and practitioners and encourage creative collaborations. Each EXPO award places Scottish artists on an international platform, whether that is through commissions, showcasing or talent development.

### International hubs

The Scottish Government's network of offices outside of Scotland delivers and supports activity by the Scottish Government, its agencies and public and private sector partners in London and key international locations. Each office plays a valuable role in enhancing Scotland's international profile and reputation; supports stakeholders to access trade, export and investment opportunities and provides a base for developing networks and relationships.

We will work with this network to facilitate cultural opportunities; including identifying and building partnerships and supporting touring and cultural exchange.

We will work with the culture sector to support the cultural diplomacy work of each hub, will promote and encourage requests from international stakeholders for cultural collaboration and will maximise opportunities through 'Scotland is Now'<sup>25</sup> to showcase culture and creativity in Scotland as an integral part of Scotland as a progressive, pioneering and welcoming nation.

**Creative Scotland support for international cultural presence**  
We will support Creative Scotland in its work with the Scottish Government international hubs to develop a framework to ensure that high quality creative practitioners and their work are integral to Scotland's reputation as a vibrant, inclusive and open society.

In addition, the Scottish Government wishes to see continuing participation in EU programmes that support international cultural collaboration, such as Creative Europe, and will consider how domestic alternatives to EU programmes can support the culture sector.

We have also supported and encouraged many examples of international cultural activity through Gaelic and Scots. This can be seen in MG Alba's international co-productions and in the strong international profile given to Gaelic arts and artists by bodies such as Fèisean nan Gàidheal, Fèis Rois, Ceòlas and others. The Association of Scottish Literary Studies continues to promote our wealth of literature at home and around the world.

The Scottish Government's National Islands Plan<sup>26</sup> published in December 2019 aims to support the arts, culture and language of the islands including a commitment to support, develop and promote the creative talents of islanders and ensure that the culture of Scotland's Islands has a wide audience both nationally and abroad.

### **Economic impact of festivals**

Scotland's cities, towns and villages host over 200 culture festivals each year, creating places with their own distinct cultural identities and energy, and making them attractive to live in, work in and visit. Festivals also benefit the national economy and local economies right across Scotland, from the major cities to rural and island communities.

### **Tourism**

The Tourism Strategy draft framework<sup>27</sup> was launched in October 2019 and the final strategy document will be founded on the principle of collaboration. It will provide a new opportunity to consider how culture and tourism can work together to ensure that Scotland's tourism sector can continue to provide a resilient, world-leading tourism offer that contributes to sustainable and inclusive growth, and to the international reputation of our country.

Music tourism makes an important contribution to the Scottish economy, attracting overseas visitors as well as locals to enjoy live music at festivals and venues across Scotland, many of which have an international reputation for excellence. The Music Numbers 2019 Report by UK Music<sup>28</sup> shows that Scotland had 1.1 million tourists attending live music in Scotland in 2018 – the strongest growth in the UK up 38% on the previous year. The sector also supported 4,300 full-time equivalent jobs.

We recognise that there is significant potential to develop music tourism and want to ensure that all stakeholders in this sector are able to work collaboratively to make the most of that potential and ensure our music tourism is resilient and continues to be world-class.

VisitScotland works closely with individual businesses, public agencies, local authorities and other tourism stakeholders to maximise all the benefits Scotland's tourism industry has to offer. Research shows that experiencing our history and culture is consistently a key driver for visitors to Scotland from the rest of the UK, Europe and further afield, and for both repeat and first time visitors. VisitScotland is working with the Scottish Government, Scottish Development International/ Scottish Enterprise and Universities Scotland to deliver the 'Scotland is Now' campaign to show that Scotland is a forward-thinking country for people not only to visit, but to live, work, study and invest in. This new collaborative effort will harness our national story, our technology and our talent for all of Scotland's benefit and stimulate international growth. Scotland is Now, showcases our world renowned universities, top talent, incredible history and landscapes, culture, warm hospitality, entrepreneurial spirit and high quality of life to the world.

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# Ambition 2: Transforming through culture

*Title: Subrina "Brina" Ward performing her Jamaican Reggae versions of songs by Robert Burns at BEMIS Scotland commissioned 'A Toast tae the International Lassies' at Celtic Connections 2017  
Credit: Photographer - ABCassidy Photography*





## Ambition 2: Transforming through culture

**Demonstrating that culture is central to Scotland's wellbeing and cultural, social, economic and environmental prosperity.**

### Our aims are to:

- Place culture as a central consideration across all policy areas including: health and wellbeing, economy, education, reducing inequality and realising a greener and more innovative future
- Open up the potential of culture as a transformative opportunity across society

### To do this we will:

- Establish a new **National Partnership for Culture** to continue our national culture conversation and advise Scottish Ministers on matters affecting and affected by culture in Scotland
- Establish a **measuring change** group to inform progress towards realising the national outcome for culture and the delivery of the culture strategy
- Collaborate to **realise the transformational power of culture** in achieving a broad range of policy outcomes including the development of:
  - Cross-government **policy compacts** embedding culture at the centre of policy-making
  - **Partnerships** with other government agencies and public bodies to support economic growth

- Support to help **Arts Culture Health and Wellbeing Scotland** expand and develop
- Work to embed the principles of **Article 31 of The United Nations Convention on the Rights of the Child (UNCRC)** across the full range of publicly funded cultural activity
- Work with Creative Scotland and Education Scotland to help improve **cultural experiences for learners** of all ages
- Partner with Creative Scotland and Engage Scotland to identify best practice and barriers, developing new approaches to supporting schools, teachers and pupils to engage more confidently with **contemporary visual arts and design**
- Continuing work with Creative Scotland and the National Youth Arts Advisory Group to secure ways to ensure that the **voices of children and young people** continue to be heard and they are involved in cultural decision-making
- Ways to ensure that Historic Environment Scotland's pioneering work on **climate change** is widely promoted so that we all understand how we can manage the effects on our historic buildings
- Ways to show how **heritage and culture** can transform public thinking to transition to a net zero society and economy in tackling the climate emergency

- Support activity focused on delivering the new **national outcome** for culture through the new national partnership and measuring change group

### Realising the full potential of culture

The guiding principles set out in this strategy highlight that culture in Scotland is valued in and of itself and is central to the future wellbeing and prosperity of Scotland – environmental, cultural, social and economic.

The full potential of culture to transform the lives of individuals and communities as well as contribute to the overall wellbeing of the nation is not yet realised. There is a need to forge better connections across government and improve links between culture and areas such as health, education, tourism, energy, community development, international relations, and the economy. Links between national and local government policy and approaches and links to the private sector are also critical if culture is to play the positive role that evidence demonstrates it can.

Being creative and enjoying culture can play a part in transforming opportunities for individuals and society. This strategy supports the development of a more collective understanding and appreciation of the value and impact of culture to ensure it is better supported across Scotland.

### National Partnership for Culture

In response to consultation feedback we have established the National Partnership for Culture to provide a cross-sector, interdisciplinary voice which can both advise and influence Scottish Ministers on matters affecting culture in Scotland.

### National Partnership for Culture

The new National Partnership for Culture will support delivery of the collective vision, ambitions, aims and actions set out in the culture strategy, help to inform and influence policy decisions, and continue the national culture conversation so we can drive the transformational potential of culture.

The partnership is independently chaired and its membership and participation will reflect Scotland's many different cultures, languages and communities. It will include the voices of young people and it will play a key role in helping unlock opportunities by bringing together partners from across the culture sector: artists; creative producers; policy makers and academics; along with other sectors to identify opportunities for collaboration and partnership working.

### Measuring change group

The partnership is also tasked with establishing a measuring change group to inform progress towards realising the national outcome for culture and the delivery of the culture strategy. It will build upon existing research and consider what further evidence about the impact of culture is required to better inform local and national policy and decision makers

### Policy compacts

We will also work across the Scottish Government to create strategic cross-policy compacts to deliver co-ordinated approaches to realising shared policy outcomes through culture in key policy areas such as health and wellbeing, community empowerment and regeneration; exploring options for leadership, resource sharing, compatible planning and complementarity policies.

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### Policy compacts

**We will create cross-policy compacts to strengthen dialogue and enable a range of internal and external stakeholders to work together to pursue joint outcomes and maximise the positive impact of culture on society.**

### Culture and the National Performance Framework

The National Performance Framework sets out a vision of national wellbeing for Scotland and charts progress towards this through a range of social, environmental and economic outcomes which are measured by indicators.

The current set of 11 national outcomes reflect our values as a nation and the aspirations we hold for our future. The framework now includes a national outcome for culture for the first time and promotes our commitment to the United Nation's Sustainable Development Goals<sup>29</sup> which are aimed at improving wellbeing across the world.

### A National Outcome for Culture

**We are creative and our vibrant and diverse cultures are expressed and enjoyed widely**

As well as the national outcome for culture, we know that culture contributes to each of the other national outcomes set out in the National Performance Framework either directly or indirectly, presenting opportunities for local and national government and the culture sector to strengthen partnership working through culture to unlock solutions and maximise impact through culture. The framework enables effective working across policy and delivery areas and encourages an holistic and joined up approach to public service delivery.



# A Culture Strategy for Scotland

## National Performance Framework



### **Culture and the global climate emergency**

Climate change is a defining challenge of our age with major implications for the ways in which people live. The transition to net-zero in Scotland will require transformational change across society. Culture is integral to our ways of life, connecting people to place and helping them to understand and relate to environmental challenges. Culture thus offers potential for galvanising climate action and could play a major role in influencing the widespread behavioural change that will be required to meet our ambitious targets.

Culture and heritage projects are often local and place-based, presenting a unique opportunity to engage directly with communities across Scotland. The arts, including screen and broadcasting, can be a significant communication tool in raising awareness of climate change and the actions that will need to be taken across society. Artists and practitioners can help communities to visualise and understand the impacts of climate change, can provide leadership through debate and practice and can encourage people to imagine the possibilities and potential of a greener future.

This is the premise behind the Climate Heritage Network, which has been led by Historic Environment Scotland (HES), in partnership with the California Office of Historic Preservation and the International Council on Monuments and Sites (ICOMOS), bringing together culture and heritage professionals and organisations to mobilise action on climate change.

HES is already recognised as a global leader when it comes to understanding the links between climate change and cultural heritage. We will work to ensure that its pioneering work on climate change is widely promoted and that the wider culture sector is prepared and ready to seize the opportunity to play its role in our transition to net-zero.

Glasgow will play host to the United Nation's Climate Change Conference, known as COP26, in November 2020. As the largest event of this nature ever to be held in the UK, Scotland welcomes the opportunity to showcase its exceptional landscape, venues, hospitality and culture and ensure that COP26 visitors experience the best of Scottish welcome. The Scottish Government will work with partners to ensure that the event delivers a lasting legacy for the whole of Scotland. We hope that COP26 can support global efforts to transition to a net-zero world in a way that is fair and just. We must leave no one behind.

### **Culture and health**

Culture improves places for individuals and communities. It plays a key role in maintaining good mental health and wellbeing and it has been shown to reduce levels of social isolation, strengthen social networks and increase self-confidence and resilience. It can support good health and wellbeing for all ages.

As part of the Scottish Government's drive to carry out public health reform with a focus on prevention and early intervention, a new public health body, Public Health Scotland (PHS), will be established in April 2020. PHS, developed in partnership with CoSLA, will provide strong public health leadership and be Scotland's lead national agency for improving and protecting health and wellbeing.

It will have a leadership role in research, innovation and the public health workforce, and will adopt a whole system approach to supporting and enabling others to take action together across organisational boundaries and in communities.

We will work with PHS to create opportunities for realising shared health and wellbeing outcomes through culture.

### **Arts Culture Health and Wellbeing Scotland**

In addition, we will support the further development of Arts Culture Health and Wellbeing Scotland to include all forms of cultural engagement. The expanded network will advocate for cultural approaches to prevent poor individual and population health and promote cultural intervention as an effective means of tackling health inequality and supporting rehabilitation. It will improve collaboration across the sectors and share good practice and opportunities for joint working. We will also work with the network and Creative Scotland to develop and implement a joint action plan that will build on recent evaluation findings.



## Case Study: National Museums Scotland – ‘Museum Socials’

Since October 2015, National Museums Scotland’s Learning & Programmes’ Community Engagement team have been hosting Museum Socials for people living with dementia.

These free monthly events provide an informal learning experience, giving participants access to a range of opportunities to engage both with the national collections and with wider social activities. The programme is run in collaboration with National Galleries Scotland, The National Library of Scotland, St Cecilia’s Hall and Edinburgh Zoo, with each venue offering a monthly dementia Social event. The Museum Socials provide an informal learning and social opportunity for people living with dementia, their family, friends or support workers.

*Title: Investigating objects at a Museums Social in the National Museum of Scotland*  
*Credit: Photographer - @rutharmstrongphotography*



### Culture and children and young people

Article 31 of The United Nations Convention on the Rights of the Child<sup>30</sup> (UNCRC) states that children have the right to rest and leisure, to engage in play and recreational activities appropriate to the age of the child and to participate freely in cultural life and the arts. It also says that 'States Parties shall respect and promote the right of the child to participate fully in cultural and artistic life and shall encourage the provision of appropriate and equal opportunities for cultural, artistic, recreational and leisure activity.' In fulfilment of this duty, we will continue to work with partners across the sector and beyond to embed the principles of Article 31 of the UNCRC across the full range of publicly funded cultural activity.

Schools and other formal and informal education establishments from early years to higher and further education are critical to enabling young people across Scotland to access and build a lifelong foundation in culture through to adulthood. Culture and creativity help young people grow confidently as citizens and can play an important role in helping children cope with any stress and adversity they may be experiencing in their lives.

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### Creative learning

We will work with Creative Scotland and Education Scotland to help improve cultural experiences for learners of all ages. We will collaborate together, and with practitioners, on ways to inspire, empower and support learners to develop important skills for the 21st Century 'in' and 'through' the arts and creative learning across the curriculum.

*Title: A group of young people play together as part of the big band at SCO VIBE, a fusion orchestra project for 12-18 year olds. Edinburgh, July 2017.  
Credit: Photographer - Fraser Band*



Culture is a huge resource through which many aspects of the Curriculum for Excellence can be delivered and creative approaches to teaching can also be successful in raising attainment across non-creative subjects. The Scottish Attainment Challenge is seeking to ensure that all of Scotland's children and young people reach their full potential. Culture and the arts have a big part to play in making this a reality.

### **Supporting Expressive Arts in the curriculum**

We will partner with Creative Scotland and Engage Scotland to identify barriers and determine goals for future models that will help schools, teachers and pupils to engage more confidently with contemporary art and also with the design element of art and design. The programme will work with schools across Scotland to map a national picture of where schools are engaging with, and through, expressive arts with a focus on identifying barriers to engagement with the visual arts and design and gaining a better understanding of teacher confidence in engaging with and delivering contemporary visual arts and design. The programme will build on innovative approaches to contemporary visual arts and design education and will inform future approaches to improving support for teachers in particular.

In Scottish schools the growing Gaelic-medium sector has established a strong link with the arts and is providing a range of cultural opportunities. Excellent links between schools and culture and the arts can be seen in the Fèisean movement, in both the national and local Mods and in MG Alba's Film G. Interest in Scots and its culture are growing in our schools with the likes of Scots Hoose supporting learning along with other bodies including Scots Radio, who run The Doric Film Festival which is now in its second year and continues to have growing interest from young people.

Whilst acknowledging the autonomy of local authorities to make decisions in funding for instrumental music tuition, we want to help ensure that instrumental music tuition remains accessible to all. We worked with the Music Education Partnership Group and CoSLA to develop guidance<sup>31</sup> to support local authorities in their instrumental music tuition policies which was published on 25 January 2019.

### **The guidance:**

- highlights the CoSLA Children and Young People Board's decision that instrumental music tuition should be provided free of charge to students who are entitled to free school meals or those studying for SQA qualifications
- recommends local authorities review their charging policies and concessionary schemes to ensure that pupils in their area are not prevented from learning a musical instrument because of their background, location, disability or financial circumstances
- promotes the sharing of good practice and information between local authorities; and



- places an emphasis on the need to appropriately engage parents and carers when making changes to fee levels, offering examples of good practice and recommending local authorities avoid issuing invoices to parents and carers of children receiving tuition without warning and explanation

We continue to work with partners in further and higher education to ensure creative education is a key priority and will continue to work with the range of national music education organisations, including Royal Scottish Conservatoire, and stakeholder groups, such as the Music Education Partnership Group, to promote excellence in music education and provide opportunities for the musicians of the future.

Cultural experiences should be embedded from the very start of children's formal learning but need not be restricted to formal environments.

We know that the opportunities children and young people have outside of school are important for their development and wellbeing. Out of school care services enable many parents to work, but they also offer opportunities for children to take part in life-enhancing experiences, through access to music, arts and drama. Children and young people have freedom to choose how they spend their time in out of school care settings and can explore and enjoy cultural activities in ways which are meaningful and enjoyable for them. We have maintained free access to the national collections so they are available to all regardless of ability to pay.

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### **Time to Shine**

**We will work with Creative Scotland and other partners to build on what has been achieved through Time to Shine, the National Youth Arts Strategy, and work with the National Youth Arts Advisory Group to consider further how to ensure that the voices of children and young people are heard and that they are involved in decision-making.**

Out of school care can benefit children by promoting positive social interactions and relationships, and provides opportunities for play in safe, supportive environments. Often rooted in local communities, these services offer children creative outlets and provide opportunities for them to engage in cultural activities through a variety of means.

In August 2019 we published a draft framework for out of school care in Scotland which focuses on positive outcomes for those children who stand to benefit most from these services, including children with disabilities and additional support needs, and those from disadvantaged backgrounds. In developing this framework we have listened to children and young people's views, using theatre as a means of engagement. We are continuing to engage through creative art and theatre-based workshops with children and young people as part of the consultation process.

There are many examples of young people developing innovative business models and encouraging innovation. Cultural organisations and local authorities should tailor information for young people – including those not in education, employment or training – to support their creative projects to sustain a living, and inspire creative entrepreneurship.

### Culture and older people

In A Fairer Scotland for Older People – A Framework for Action<sup>32</sup> published in April 2019, we committed to making sure that the voices and experience of older people would be reflected in the culture strategy. We live in an ageing society and it is fundamentally important that everyone is enabled to age actively, maintain good health and be engaged. Culture provides a broad platform to do just that, often bridging the gap between generations, and enabling older people to not only pass on their cultural knowledge and skills to future generations, but to also take part in a variety of cultural activities, enriching their life and maintaining social connections.

### Culture and technology

Technological innovation continues to change the way we live and work. The speed and degree of change in digital emerging technologies is shaping future jobs and therefore the education, training, creative thinking and creative skills needed to do them. We also know that creative and cultural jobs are some of the least likely to become automated in the future. Creative and design skills are also an essential skillset for digital products and services design. This underlines the benefits of supporting a strong cultural and creative foundation in education.

*Title: A design student sketches a 3D character, Abertay University, Dundee*  
*Credit: Photograph reproduced courtesy of Abertay University, Dundee.*



Technological change is also transforming how culture is developed, produced, delivered and experienced, such as online streaming, digitisation and in online communities. Technology has the potential to increase access to culture for a broader range of audiences, to support new and interesting forms of cultural and creative expression, production and activity and demonstrate what can be achieved through creative uses of technology. This is not limited to, but might include, opening up access to collections, new ways to provide interpretation, remote access and sharing our culture around the world.

The growing demand for online cultural content is reflected in new initiatives, including those from the National Theatre of Scotland, Scottish Ballet's digital seasons, and the programme of digitisation increasing public access to Scotland's national collections.

Advances in digital technologies and the use of data and Artificial Intelligence (AI) are happening at pace, presenting economic and social opportunities. We recognise the importance of supporting the sector to work together to evolve thinking and to harness the potential opportunities afforded by technological innovation and change. However, we also recognise the challenges and concerns which must be addressed if we are all to benefit from these opportunities. Through collaboration, learning and shared practice, the Scottish Government will work with stakeholders to develop principles and tools that build the skills and capabilities to address ethical dilemmas and risks in design.

These will be clear statements of how Scotland will use digital, data and AI to improve public services, boost productivity and drive inclusive growth in ways which protect privacy, enhance security and promote accessibility, inclusion and diversity. These and other actions will create the conditions which enable industry and public services to innovate with confidence, encourage inward investment to Scotland and give our people the reassurance that technological advancement will benefit Scotland socially and economically through the principled and ethical exploitation of digital technologies.



# Ambition 3: Empowering through culture

*Title: YDance (Scottish Youth Dance) Project Y Performance Course 2017. Young dancers aged 16–21 performing on the opening night of the Project Y Tour 2017 at Tramway, Glasgow.  
Credit: Photographer – Paul Watt Photography*





## Ambition 3: Empowering through culture

### Celebrating culture as part of every community; essential to our lives and wellbeing.

#### Our aims are to:

- Continue to celebrate Scotland's extraordinary cultural contributions
- Extend the view of culture to include the everyday and emerging, the established and more formal
- Extend opportunities that enable people to take part in culture throughout their lives
- Recognise each community's own local cultures in generating a distinct sense of place, identity and confidence

#### To do this we will:

- Work with Creative Scotland to **map local authority support** for culture and to explore future models of collaboration between national and local bodies
- Launch a **Creative Communities** programme in partnership with Inspiring Scotland and with support from Creative Scotland - a new initiative to support and empower individuals and communities to further develop their own cultural activity
- Work in partnership with **culture trusts and local authorities, including in Community Planning Partnerships local networks and CoSLA** to realise local outcomes across Scotland

- Work with **Culture Conveners** from Scottish local government and culture trusts including through establishing a joint meeting of arts and culture conveners
- Work with national organisations to help them plan their community activities to ensure the widest possible reach across Scotland

#### A broad view of culture

People engage in culture in a huge range of different ways: formal and informal; historic; traditional; and emerging and it is often through culture that social networks and relationships are formed. For many people in Scotland, culture is a self-determined part of everyday life and it is often through local, community-led culture and heritage where the greatest transformations can occur.

#### Access, participation and equity

Culture can improve the life chances of all people, at every stage in life, in Scotland and it is an important element of action to reduce poverty and mitigate its impacts. However, not everyone is able to benefit from it equally and more needs to be done to support equal opportunities to access, participate and develop a career in the cultural and creative sectors.

Living or growing up in poverty can mean less opportunity to engage in certain types of cultural activity. This can apply to cultural activities which are free to access but include hidden costs like requiring clothing, equipment, materials, transport or food.

Scotland's longstanding work on cultural engagement and participation shows that those who engage in cultural activity as children are more likely to participate and attend when they are adults, regardless of parental background, wealth or poverty. It is, therefore, crucial that more is done to make sure all communities are supported to share and exchange cultural experiences with others and that everybody has opportunities to do so. In some cases, specific provision may be needed to support aspirations to increase access and participation and ensure everyone has full access to the cultural life of Scotland and an equal opportunity to enjoy and contribute to culture, the creative industries and the arts.

If we are to harness Scotland's creative talents and support a diverse talent pipeline to support the future of the sector, it is important we increase access. Creative Scotland is undertaking work to understand the impact of public funding on reducing these inequalities.

### **Creative Scotland's analysis of cultural activity**

We will work with Creative Scotland to map local authority support for culture and to explore future models of collaboration between national and local bodies

Cultural engagement and participation is currently measured relative to more formal and established forms of culture, many of which are free and accessible. However not everyone participates in these forms of cultural engagement. People engage in cultural activity in many different ways and how that is measured and reported must be reconsidered to better reflect the nature and breadth of cultural engagement.

In the 2018 Scottish Household Survey review, we made a number of changes to the questions asked including rewording and reordering some activities and events and adding new response categories to better understand the nature and frequency of attendance at cultural events and participation in cultural activities. For example, 'streaming of a live performance' and 'viewing cultural content online' were included to collect information on newer forms of digital cultural engagement. Some of the changes made may have affected participation comparisons over time.

We support equal opportunities for people across Scotland to lead a cultural life of their choice with all aspects of cultural engagement – formal and informal – available to them regardless of age, socio-economic background, gender, ethnicity, race, language, disability or sexuality. We know that poverty, ageing, health, inequality, communication and disability can all impact individuals and communities' ability to access and participate in culture and tackling this must be a priority for the culture sector in Scotland.

## Case Study: Fèis model - engaging young people in traditional arts

Fèis Rois is just one organisation which uses the successful fèis model. Founded in Ross-Shire in 1986, the work of Fèis Rois has grown significantly and is now recognised globally. The organisation enables people of all ages to access, participate in and enjoy folk music, the traditional arts and Gaelic language through a diverse programme of annual activities in Ross and Cromarty, across Scotland and beyond.

*Title: Fèis Rois at Festival Interceltique de Lorient  
Credit: Photo reproduced courtesy of Fèis Rois*

Fèis Rois are a key partner in a number of national and multinational projects, highlighting Scotland's commitment to cultural excellence on an international stage. The organisation provides a clear ladder of progression for young people aspiring to work in the music industry in Scotland with many of the teaching artists working for Fèis Rois today having been participants of the organisation's diverse offer of programmes when they were children and young people. Fèis Rois is committed to ensuring access to opportunity as well as nurturing excellence and, as such, the organisation is deeply engaged in work with Care Experienced Young People and those with additional support needs whilst, at the same time, offering professional development, commissioning, and high profile performance opportunities.





### **Culture, communities and place**

Culture in Scotland is diverse and people are proud of their culture and heritage. Places are culturally distinctive and what people value about culture in their area is very personal.

The Scottish Government recognises the importance of place, where people, location and resources combine to create a sense of identity and purpose, and that place is at the heart of addressing the needs and realising the full potential of communities across Scotland.

Places where we live and grow up shape our opportunities and the daily experiences that make us feel part of a community. Place-based approaches enable local communities to influence, shape, and where there is an appetite, deliver long term solutions because it is easier for people and communities to identify with, relate to and feel connected with their place.

The importance of addressing the needs of communities holistically is increasingly recognised. Considering issues of the local economy, physical infrastructure and the cultural and social aspects of place together, rather than in isolation, can lead to better multiple outcomes. For example: improvements to housing and the physical environment can reduce crime rates; feeling connected to your community can lead to better educational attainment; and participating in community-led cultural activities can reduce social isolation and improve health and wellbeing.

Giving people a greater say in shaping the cultural life of their communities and community ownership can help protect Scotland's rich cultural heritage and provide inspiration for the cultural expression of the future.

Evidence consistently points to the need for integrated, coordinated actions to deliver improvements for communities rather than a focus which isolates social, economic or physical aspects. For example, arts and culture can contribute to many of the often deep-rooted and complex themes that Community Planning Partnerships (CPPs) typically prioritise in their Local Outcomes Improvement Plans, such as around inclusive growth and improving employment prospects, positive physical and mental health, children's wellbeing and sustaining fragile communities.

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### **Realising culture's role in achieving local outcomes**

**We will support Creative Scotland and the other national cultural organisations to realise the potential that culture has to achieve local outcomes. Building on work with local authorities, culture trusts and other partners, including in CPPs and local networks and working with Culture Conveners from Scottish local authorities, we will look for opportunities to share local knowledge, align resources and work in partnership so that the part that culture can and does play in delivering the priorities that are most important for local communities is visible and valued. We will also establish a joint meeting with Arts and Culture Conveners from Scottish local government.**



Places and people underpin culture and communities in and across Scotland and generate a distinct sense of place, identity and confidence. Adoption of the Place Principle<sup>33</sup> can help realise our vision of an inclusive and extended view of culture which recognises and celebrates the value and importance of the emerging, the everyday and grassroots culture and creativity.

A collaborative, place-based approach can help create the right conditions for culture to thrive and partnerships between local government, cultural and creative organisations, businesses and organisations in Scotland's most deprived communities can and do realise a wide range of outcomes for people including improved health and wellbeing, social cohesion and reducing inequality.

Culture lies at the heart of successful place-making, drawing on our natural and cultural heritage, to create shared visions for the future. Cultural activities are an important economic driver in their own right, as well as increasing the interest and appeal of our built environments. By taking cultural impacts into account at an early stage, the planning system can sustain and enhance our cultural offerings.

*Title: Glasgow Mural Trail – The World's Most Economical Taxi by Rogue-One in Mitchell Street.  
Part of the Glasgow City Centre Mural Trail  
Credit: Photographer – Kenny Lam. Reproduced courtesy of VisitScotland.*



Culture is one of the considerations within the new Investing in Communities Fund, launched in May 2019. The fund aims to promote a more responsive, community-led approach in our most disadvantaged communities. Fundamental to the fund is a focus on place to address the needs and realise the full potential of communities. The fund is flexible and can adapt to existing and emerging community issues and priorities, encouraging more effective and strategic place-based partnership working and ensuring that communities are directly involved in developing solutions that best meet local circumstances.

### **Creative Communities**

We are also launching Creative Communities, a new initiative to support and empower individuals and communities to further develop their own cultural activity. The programme will seek to support activity where communities are empowered to take the lead to provide sustainable opportunities for more people from areas with limited opportunities and lower levels of cultural engagement. Match-funded by the justice portfolio through the proceeds of crime, the programme will provide support for cultural projects that produce positive outcomes for young people at risk of reoffending.

Opportunities will be of high artistic quality, covering both the artistic output and the process of community engagement, and will allow for new and different creative activities to take place, supporting new models of collaboration across the subsidised, amateur, voluntary and commercial sectors.

Learning from Year 1 of the programme will provide insight and practical direction into different ways of establishing sustainable arts and cultural opportunities across Scotland, demonstrating the power of arts and culture to enrich the lives of individuals and make positive changes in communities which is clearly connected to the culture of the community, including reflection upon its past, present and future.

### **Creative Communities**

Creative Communities is a new initiative to support and empower individuals and communities to further develop their own cultural activity. The programme will be delivered by Inspiring Scotland working with Creative Scotland and will build on the experience of Creative Scotland's existing place-based programme. It is about exploring new models of community-led and participatory arts activity which will make a positive contribution to the lives of people and communities across Scotland.

### **Gaelic and Scots**

The Scottish Government's aim is to see an increase of people speaking, using and learning the Gaelic language and the promotion of the Gaelic culture is a key element of this. The special status of Gaelic is recognised in law through the Gaelic Language (Scotland) Act 2005<sup>34</sup>. This Act required Bòrd na Gàidhlig to prepare the National Gaelic Language Plan 2018-2023<sup>35</sup> which contains specific commitments to support and promote the Gaelic language. The role of MG Alba is also set out in legislation and it has a critical role in supporting and promoting Gaelic language and culture and the culture of Scotland more generally. Both of these bodies work closely with other authorities and organisations in promoting Gaelic in Scotland. Gaelic culture is a celebration in and of itself and provides opportunities for skills development and expression, for access and participation. This strengthens the profile and appeal of the language and encourages confident language use.

Though there is currently no legislation supporting Scots, the Scottish Government has taken steps to support the language in all its forms. We recognise the important role that newly formed bodies such as the North East Doric Board have in supporting the language and culture. They are close to their sector and there are opportunities for us to use this knowledge to better target resource.

### **Supporting local access and participation**

Performance venues throughout Scotland make an important contribution to the cultural, social and economic life of Scotland, including our night time economy. They range from our grassroots music venues which provide a space where new bands and acts can perform, develop and grow their talent, to the large venues where established artists, including internationally known musicians, actors and dancers perform.

We recognise the importance of having thriving venues within the performing arts sector in Scotland. We are currently exploring new ways that we can support Scotland's performance venues so that they can grow and develop and, in particular, that grassroots music venues have the right skills and experience to support them and the right performance infrastructure that will enable them to contribute to the extensive tourist offer in Scotland.

### **National collections and cultural organisations**

National collections housed in national museums and galleries, performances by the national companies and the historic assets managed by Historic Environment Scotland are world class. Access to the national collections (National Museums Scotland, National Library of Scotland and National Galleries of Scotland) is free to all regardless of ability to pay. However, geographic location can often mean our cultural assets are out of reach to some communities because of transport or other costs.



The five National Performing Companies work to improve access to artistic and creative work amongst communities across Scotland. They cover a vast geographical spread, working Scotland-wide to engage with communities and tour far and wide. They provide a full range of formal education programmes – at nursery, primary, secondary, further and higher education levels – and outreach programmes which give people across Scotland of all ages and socio-economic groups the opportunity to experience and participate in the companies' work. Some of the most innovative recent initiatives have reached people managing mental and physical health conditions.

Initiatives are already in place to connect national resources with local communities – such as subsidised school visits to historic properties, loans and partnerships between the national collections and local museums and galleries, performing company tours to venues and community engagement across Scotland. This strategy emphasises the continuing importance of all this activity.

*Title: Oscar Castellino and Jessica Leary in a Pop-Up Opera performance of Be A Sport, Spike! Scottish Opera 2018.  
Credit: Photographer - Sally Jubb*





### National cultural organisations

The Scottish Government will work in partnership with the national cultural organisations – the National Performing Companies and National Collections – to map out their collective engagement across the country. This will contribute to the development of a joined-up approach to strategic cultural planning and ensure equity of access, participation and opportunity for all communities across Scotland. We will also work with the national cultural organisations to review and strengthen their approaches to community engagement, to consider the Place Principle and seek new ways of adding value locally which align with the vision, ambitions and aims of A Culture Strategy for Scotland.

*Title: Scottish National Gallery of Modern Art One  
Credit: Photographer – Kenny Lam. Reproduced  
courtesy of VisitScotland*



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# Summary of actions

## Strengthening culture

Aims	Actions
<ul style="list-style-type: none"> <li>• Develop the conditions and skills for culture to thrive, so it is cared for, protected and produced for the enjoyment and enrichment of all present and future generations</li> <li>• Value, trust and support creative people – for their unique and vital contribution to society and the economy</li> <li>• Encourage greater openness and diverse cultures to reflect a changing Scotland in the 21st century</li> <li>• Foster international collaboration and build on Scotland’s reputation for cultural excellence</li> </ul>	<ul style="list-style-type: none"> <li>• Consider ways to <b>support the cultural workforce</b> including through a new <b>Arts Alive programme</b> and advocating for fair work practices and a living wage for the cultural and creative workforce</li> <li>• Undertake a status review of <b>cultural workforce and leadership development</b> in Scotland, led by Creative Scotland</li> <li>• Continue to work on <b>making the culture and heritage sector part of Scotland as a Fair Work Nation by 2025</b>, looking at the potential impact of fair work criteria being part of relevant grant schemes</li> <li>• Work in partnership to <b>increase diversity in the sector</b>, sharing new approaches and codes of practice that ensure skills development and board membership have diversity at their core, including helping recruitment diversity by introducing appropriate <b>remuneration for board members of national culture and heritage public bodies</b></li> <li>• Work with our partners to realise the vision and priorities in our <b>Policy Statement for the Creative Industries</b><sup>36</sup></li> <li>• Support Museums Galleries Scotland to build on their <b>Skills for Success programme</b><sup>37</sup> by developing future approaches to diversify skills and widen access to careers in culture across the sector</li> <li>• Continue to work in partnership with the <b>national culture and heritage bodies</b> on support for creative people, Scotland’s international profile including the international touring and festival appearances by the National Performing Companies supported by the International Touring Fund and international loans by and from the National Collections</li> <li>• Continue to press the UK Government for the much needed <b>changes to immigration, trade and wider mobility</b> issues for our cultural sectors to ensure that Scotland can continue to operate effectively as a cultural and creative leader on the world stage</li> <li>• Work with Creative Scotland and the network of Scottish Government offices outside Scotland to facilitate opportunities across the culture sector by working with stakeholders to promote and <b>encourage international cultural exchange and collaboration</b>, showcasing Scotland as a progressive, pioneering and creative nation</li> <li>• Establish a <b>National Partnership for Culture</b> to work with individuals and organisations across culture and other sectors to continue the national culture conversation – identifying opportunities and synergies, advising Ministers and building on this strategy and the Scottish Parliament’s Culture, Tourism, Europe and External Affairs Committee’s 2019 inquiry into the future of funding for the arts in Scotland.</li> </ul>

## Transforming through culture

Aims	Actions
<ul style="list-style-type: none"> <li>• Place culture as a central consideration across all policy areas including: health and wellbeing, economy, education, reducing inequality and realising a greener and more innovative future</li> <li>• Open up the potential of culture as a transformative opportunity across society</li> </ul>	<ul style="list-style-type: none"> <li>• Establish a new <b>National Partnership for Culture</b> to continue our national culture conversation and advise Scottish Ministers on matters affecting and affected by culture in Scotland</li> <li>• Establish a <b>Measuring Change</b> group to inform progress towards realising the National Outcome for Culture and the delivery of the culture strategy</li> <li>• Collaborate to <b>realise the transformational power of culture</b> in achieving a broad range of policy outcomes including the development of:             <ul style="list-style-type: none"> <li>– Cross-government <b>Policy compacts</b> embedding culture at the centre of policy-making</li> <li>– <b>Partnerships</b> with other government agencies and public bodies to support economic growth</li> <li>– Support to help the Scottish <b>Arts Culture Health and Wellbeing Scotland</b> expand and develop</li> <li>– Work to embed the principles of <b>Article 31 of the United Nations Convention of the Rights of the Child (UNCRC)</b> across the full range of publicly funded cultural activity</li> <li>– Work with Creative Scotland and Education Scotland to help improve <b>cultural experiences for learners</b> of all ages</li> <li>– Partner with Creative Scotland and Engage Scotland to identify best practice and barriers, developing new approaches to supporting schools, teachers and pupils to engage more confidently with <b>contemporary visual arts and design</b>.</li> <li>– Continuing work with Creative Scotland and the National Youth Arts Advisory Group to secure ways to ensure that the <b>voices of children and young people</b> continue to be heard and they are involved in cultural decision-making</li> <li>– Ways to ensure that Historic Environment Scotland’s pioneering work on <b>climate change</b> is widely promoted so that we all understand how we can manage the effects on our historic buildings</li> <li>– Ways to show how <b>heritage and culture</b> can transform public thinking to transition to a net zero society and economy in tackling the climate emergency</li> </ul> </li> <li>• Support activity focused on delivering the new <b>national outcome</b> for culture through the new national partnership and measuring change group</li> </ul>



Empowering through culture	
Aims	Actions
<ul style="list-style-type: none"> <li>• Continue to celebrate Scotland's extraordinary cultural contributions</li> <li>• Extend the view of culture to include the everyday and emerging, the established and more formal</li> <li>• Extend opportunities that enable people to take part in culture throughout their lives</li> <li>• Recognise each community's own local cultures in generating a distinct sense of place, identity and confidence</li> </ul>	<ul style="list-style-type: none"> <li>• Work with Creative Scotland to <b>map local authority support</b> for culture and to explore future models of collaboration between national and local bodies</li> <li>• Launch a <b>Creative Communities</b> programme in partnership with Inspiring Scotland and with support from Creative Scotland - a new initiative to support and empower individuals and communities to further develop their own cultural activity</li> <li>• Work in partnership with <b>culture trusts and local authorities, including in Community Planning Partnerships local networks and CoSLA</b> to realise local outcomes across Scotland</li> <li>• Work with <b>Culture Conveners</b> from Scottish local government and culture trusts including through establishing a joint meeting of arts and culture conveners</li> <li>• Work with <b>national organisations</b> to help them plan their community activities to ensure the widest possible reach across Scotland</li> </ul>

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# Links to key documents and other strategies

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# Links to key documents and other strategies

## **National culture conversation**

Throughout the engagement and public consultation that has supported the development of A Culture Strategy for Scotland, people have highlighted what culture means to them and how they think culture should be supported in Scotland going forward. The development of the strategy has generated a wealth of ideas and examples of good practice across the culture sector and beyond and is captured in the documents below:

### **Engagement Report**

<https://www.gov.scot/publications/culture-strategy-engagement-report/>

### **A Culture Strategy for Scotland – draft for consultation**

[https://consult.gov.scot/culture-tourism-and-major-events/culture-strategy/user\\_uploads/sct05186154381.pdf](https://consult.gov.scot/culture-tourism-and-major-events/culture-strategy/user_uploads/sct05186154381.pdf)

### **Consultation responses analysis – full report**

<https://www.gov.scot/publications/culture-strategy-scotland-analysis-responses-public-consultation-full-analysis-report/>

### **Consultation responses analysis – key themes report**

<https://www.gov.scot/publications/culture-strategy-scotland-analysis-responses-public-consultation-key-themes-report/>

## **Our Place in Time**

Our Place in Time is the first Historic Environment Strategy for Scotland, launched in March 2014. It sets out how the historic environment is part of our everyday lives, the value of forging connections between people and the places where they live and visit, and how this sense of place and cultural identity plays a crucial part in the sustainability of communities and in promoting a positive image of Scotland to the world. The priorities and actions in Our Place in Time resonate strongly with the priorities in this culture strategy. Delivery of Our Place in Time remains a priority for this Government and the annual reports produced by Historic Environment Scotland, the lead body for the strategy, set out the achievements to date and future plans<sup>38</sup>.



### Going Further

Going Further<sup>39</sup> is the national strategy for Scotland's museums and galleries, launched in 2012, with a vision of developing an ambitious, dynamic and sustainable sector. The strategy aspires to maximise the potential of the wealth and diversity of Scotland's collections, strengthen their connections with communities, develop skills, foster a culture of collaboration and enterprise, enhance sustainability and encourage a global perspective. The strategy is backed by the Scottish Government and delivery is led by Museums Galleries Scotland, the sector's national development body. The six aims of Going Further have a strong synergy with the priorities in this culture strategy and a third and final Delivery Plan for the period 2020-2022 will be launched in early 2020.

### Public libraries

Public libraries continue to be one of the few local spaces (along with youth clubs) which offer a range of services at the heart of the community that are free of charge.

The Scottish Library and Information Council (SLIC) is developing a new strategy for public libraries in Scotland, building on the good work of the last strategy, *Ambition and Opportunity 2015-2020*<sup>40</sup> along with establishing an advisory group to consider the next steps to help public libraries continue to empower communities.

*The Ring of Brodgar in the Heart of Neolithic Orkney*  
Credit: Photographer – Kenny Lam. Reproduced  
courtesy of VisitScotland



# Endnotes

1. <https://consult.gov.scot/culture-tourism-and-major-events/culture-strategy/>
2. [http://www.unesco.org/culture/culture-sector-knowledge-management-tools/10\\_Info%20Sheet\\_Right%20to%20Culture.pdf](http://www.unesco.org/culture/culture-sector-knowledge-management-tools/10_Info%20Sheet_Right%20to%20Culture.pdf)
3. The terms 'culture sector' or 'culture sectors' or variations thereof are used throughout this strategy in the broadest sense to mean anyone who derives a living from paid work associated with culture, creative activities, heritage or the arts as well as those who volunteer or have any other professional associations with it.
4. <https://nationalperformance.gov.scot/>
5. <https://economicactionplan.mygov.scot/people/fair-work/>
6. <https://www.gov.scot/publications/policy-statement-creative-industries/>
7. <https://www.museumsgalleriesscotland.org.uk/projects/skills-for-the-future/>
8. <https://www.gov.scot/publications/scotlands-economic-strategy/>
9. <https://www.scottish-enterprise.com/media/3109/scottish-enterprise-building-scotlands-future-today.pdf>
10. <https://www2.gov.scot/Topics/Statistics/SIMD>
11. <https://www2.gov.scot/Topics/Statistics/Browse/Business/Publications/GrowthSectors/Briefings>
12. <https://www.fairworkconvention.scot/the-fair-work-framework/>
13. <https://economicactionplan.mygov.scot/fair-work/>
14. <https://economicactionplan.mygov.scot/fair-work/fair-work-first/>
15. Scotland's Economic Strategy 2015 and are defined using Standard Industrial Classification (SIC) 2007 codes.
16. <https://www2.gov.scot/Topics/Statistics/Browse/Business/Publications/GrowthSectors/Database>
17. <https://www.gov.scot/publications/policy-statement-creative-industries/>
18. <http://www.mgalba.com/downloads/reports/annual-report-18-19-en.pdf?lang=en>
19. <https://www.gov.scot/publications/volunteering-national-framework/>
20. <https://www.volunteerscotland.net/terms-conditions/charter/>
21. <https://www.volunteerscotland.net/about-us/news-blog/news/volunteering-for-all-our-national-framework/>
22. <https://www.dyw.scot/>
23. <https://onescotland.org/equality-themes/5050-by-2020/>
24. <https://www.gov.scot/publications/fairer-scotland-duty-assessment-trading-nation-plan-grow-scotlands-exports/>

25. <https://www.visitscotland.org/about-us/what-we-do/marketing/scotland-is-now>
26. <https://www.gov.scot/publications/national-plan-scotlands-islands/>
27. <https://scottishtourismalliance.co.uk/draft-strategy/>
28. <https://www.ukmusic.org/research/music-by-numbers/>
29. <https://sustainabledevelopment.un.org/?menu=1300>
30. <https://www.cypcs.org.uk/rights/uncrcarticles/article-31>
31. <https://www.cosla.gov.uk//music-instrumental-music-tuition-guidance-2019pdf>
32. <https://www.gov.scot/publications/fairer-scotland-older-people-framework-action/>
33. <https://www.gov.scot/publications/place-principle-introduction/>
34. <http://www.legislation.gov.uk/asp/2005/7>
35. <https://www.gaidhlig.scot/wp-content/uploads/2018/03/BnG-NGLP-18-23-1.pdf>
36. <https://www.gov.scot/publications/policy-statement-creative-industries/>
37. <https://www.museumsgalleriesscotland.org.uk/projects/skills-for-the-future/>
38. <https://www.historicenvironment.scot/about-us/who-we-are/our-place-in-time/>
39. <https://www.museumsgalleriesscotland.org.uk/about-us/national-strategy-going-further/>
40. <https://scottishlibraries.org/media/1133/ambition-opportunity-scotlands-national-public-library-strategy.pdf>



**Any enquiries regarding this publication should be sent to us at**

The Scottish Government  
St Andrew's House  
Edinburgh  
EH1 3DG

**This publication is available at**

[www.gov.scot](http://www.gov.scot)

ISBN: 978-1-83960-579-6 (web only)  
Published by The Scottish Government,  
December 2019



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