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**Matthews B (Barry)**

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**Sent:** 30 March 2007 11:52  
**To:** Cultural Bill Consultation  
**Cc:** Maxine Nellany; Karen Hannah; Robertson C (Colin)  
**Subject:** Draft Culture (Scotland) Bill

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**Sent on behalf of Jack Perry**

Dear Mr Matthews

Thank you for providing Scottish Enterprise with the opportunity to take part in the above consultation process. Please find attached our final response and completed respondent information form.

Yours sincerely

Jack Perry

<<RS810063.doc>>

Scottish Enterprise Network  
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30 March 2007

Mr Barry Matthews  
The Scottish Executive  
1-A North  
Cultural Policy  
Victoria Quay  
EDINBURGH EH6 6QQ

Dear Mr Matthews

### **Draft Culture (Scotland) Bill**

Thank you for your letter of 14 December 2006 as part of the consultation on the Draft Culture (Scotland) Bill and the draft guidance to local authorities on cultural planning. Scottish Enterprise's (SE) comments are restricted to the Draft Culture (Scotland) Bill.

We welcome the Executive's increased focus on ensuring a diverse and vibrant cultural life, with international profile, contributes to Scotland's success. The links between cultural vibrancy and economic prosperity are strong and positive. They result in mutually reinforcing relationships between cultural, community and business life at the local and national level. Cultural activities and organisations, in their own right, make an increasingly significant impact on Scotland's economy. The strength of Scotland's brand internationally is reliant on our cultural profile, and our ability to attract and retain mobile business and talent is strongly related to the cultural offering in Scotland.

At this stage in the development of Scotland's cultural policy, the Draft Bill focuses on some issues of specific detail where SE does not have a remit to comment. I would, therefore, restrict my comments to two areas of the Draft Bill:

- Local cultural entitlements and cultural planning
- Proposed functions of Creative Scotland

### **Local Cultural Entitlements and Cultural Planning (Consultation Question 4)**

SE has a limited remit to comment on the proposed arrangements for local authorities, other than, as a community planning partner, to welcome the integration of cultural planning into this process. However, I am concerned that the focus on local cultural entitlements and cultural planning may have an unintended consequence. This section of the consultation document focuses entirely on provision for the inhabitants of each local authority area. Within Scotland, people often participate in culture outside of the council area they live in and in many cases local authority cultural provision is an important part of the offering to visitors from outside of Scotland. It would be of concern if local authority provision was so driven by demonstrating it was meeting the needs of local audiences, that issues such as attractiveness to visitors or provision for a wider catchment area were marginalised. Therefore, it will be important to ensure the proposals in the Bill do not inadvertently run counter to the Scottish Executive's objectives in tourism and talent attraction, and in encouraging efficient joined-up local government among neighbouring authorities.

## **Proposed Functions of Creative Scotland (Consultation Question 6)**

The proposals for Creative Scotland's economic development role are those of most direct relevance to SE. We note that the Draft Bill makes provision for Creative Scotland to play an economic development role for the creative industries and that Ministers are still to reach a view on the balance between the Enterprise Networks and Creative Scotland in providing business advice and support. **SE would welcome the opportunity to discuss the respective roles of the organisations, aside from the legislative process.**

However, as part of our consultation response, I would like to emphasise two points that I believe are important in considering this issue:

Firstly, the Scottish Executive, the Enterprise Networks and our partners in designing delivering business advice and support have invested significant energy and resources, initially through the Executive's Local Economic Forum process, to establish the Business Gateway. Collectively we have responded to the assessment of business development services in Scotland to create a clearer, more accessible, more effective and efficient service to Scotland's business base, eradicating duplication and customer confusion. Within this framework, the particular needs of cultural practitioners and micro-businesses have been recognised with the creation of Cultural Enterprise Offices. **It will be important to consider the Scottish Executive's objectives for clarity, accessibility, effectiveness and efficiency in business development services when assessing the proposal to introduce a new provider.**

However, we recognise that the Business Gateway alone cannot fully meet the specialist needs to support the growth potential of all of Scotland's businesses. Our focus, in delivering specialist business support and advice, is to work with those businesses that demonstrate the potential to make a disproportionate contribution to the Scottish economy and can benefit from SE support, regardless of industry or sector. At the same time, we recognise that some industries have the potential to establish Scotland as a global player, driving competitiveness and growth. In consultation with the Scottish Executive, the business community and our partners, we have identified six priority industries, within which we believe Scotland has genuine potential to retain, grow or establish a strong global position. In these industries, we are committed to working with the key industry bodies to create a business environment that will help maximise the opportunities to meet this potential.

In this context, **my second point is that the range of creative industries identified in the consultation document is so diverse, that it is difficult to envisage a single organisation successfully meeting the needs of businesses across this wide range.** One of the industry opportunities that we are pursuing, for example, is the significant potential of Scottish research, business, and content development strengths to serve the growing number of global delivery platforms available to consumers and governments – for example in entertainment and in e-learning. Our work to help businesses develop the skills and capacity to exploit research, innovate, build supply chains and attract new customers requires specialist expertise and knowledge that will differ significantly from another area of the creative industries, for example, craft businesses. Much of this expertise and knowledge will come from businesses engaging in networks that put them in touch with potential collaborators, suppliers and customers. Building these networks across Scotland and linking into international networks requires significant resource.

We have built the knowledge to help develop these networks in those creative industries closely linked to electronic markets, but only because businesses can see the advantages of networking in these areas. I believe it would not be possible for a single organisation to build this knowledge across the wide range of creative industries listed in the consultation document, just as it is difficult to envisage businesses across these industries investing the time to network within such a diverse grouping.

**As I mentioned earlier, I would welcome the opportunity for SE to contribute to defining clear respective responsibilities ahead of the establishment of Creative Scotland's economic development role.**

I would be happy to discuss further any of the issues raised in our consultation response.

Yours sincerely

Jack Perry  
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