



## **Education and Culture Committee**

### **Scotland's Educational and Cultural Future**

#### **Creative Scotland**

**March 2013.**

#### **Introduction**

Creative Scotland is the lead body for the arts, screen and creative industries in Scotland. We support artists, filmmakers, creative people and organisations across Scotland through funding opportunities, advice and advocacy. We work strategically, often in partnership, to create a sustaining, supportive and understanding environment where arts and creativity can flourish.

We are in the process of finalising our strategic plan which we intend to publish in April. The Plan provides a ten year vision for the arts, screen and creative industries and three year priorities for our work. We have consulted widely in the drawing up of this plan and believe it provides a clear way forward for the sectors with which we work.

We welcome the committee's decision to conduct this inquiry. We very much want to work with the Scottish Government and other partners and stakeholders, to ensure the arts and creative industries have a bright and positive future. Our new strategic plan is focused on strengthening these sectors and creating the conditions for them to thrive, contributing to the continued development of cultural, social, educational and economic excellence and wellbeing across Scotland.

#### **Answers to specific questions on culture and broadcasting**

##### **➤ Questions 1 – 4: Scottish broadcasting, television production and a potential SBS**

Scotland has a rich pool of creative talent in television and film production and a strong track record of producing award winning creative content. The production community seek to grow the sector and strengthen its sustainability. They are focused on developing and supplying more content to Scotland, UK and International broadcasters.

Creative Scotland has supported the sector by skills initiatives alongside the film and TV industry which is currently working with Creative Skillset's Challenge Fund to upskill the sector to grow and meet increasing demand.

Recently industry, Creative Scotland and Scottish Enterprise collaborated with BBC and C4 on series development resulting in increasing sector's productivity and capacity. This is about to take another step forward in 14/15 with commissioned series by both broadcasters. Skills Development Scotland is developing a new Skills Investment Plan which will enhance this skills provision further in 14/15.

The indications are that the increased demand, consequent industry development and the current and ongoing skills provision would provide a significantly strengthened sector for any broadcasting service to draw upon.

Creative Scotland supports the creative content and talent development of the television production community through a number of routes:

- We provide financial investment in independent productions of TV drama series.
- We support feature documentaries for TV broadcast and cinema release. For example the recent *Fire in the Night*, a documentary about the Piper Alpha disaster which won the Audience Award at the 2013 Edinburgh Film Festival.
- We work with both the BBC and Channel Four in a skills transfer initiative to develop talent for series commissions.
- We have a working relationship with BBC Scotland to exchange commissioning intelligence and knowledge of the cultural output of Scotland's creative community and consider potential to bring that to the audience through broadcast media.

We would seek to have early talks with any new broadcasting organisation to ensure that we maximise the opportunities for the Scottish broadcast sector.

➤ **The benefits that could derive to Scotland if its cultural and creative output were promoted more widely;**

Within our new Strategic Plan we have a key stated ambition that 'Scotland is a distinctive creative nation connected to the world.' We plan to:

- Deepen artistic and creative practice through international dialogue and exchange
- Support international touring and showcasing in Scotland to engage audiences and promote cultural understanding
- Support creative organisations and practitioners to access global markets appropriate for their work

We would welcome a discussion with the Scottish Government on how we might strengthen our resources to deliver against this ambition.

Our new strategic plan builds on a strong history of effective international working where we have worked with partners both nationally and internationally to support a wide range of

international activity which allows Scottish- based artists and Scottish culture more generally reach a global audience.

Examples of past projects include:

- **Venice Biennale** – Scotland has delivered its own presentation at the Venice Biennale since 2003. We work in partnership with the British Council Scotland and the National Galleries of Scotland to ensure Scotland has its own presence at this premier international event for contemporary visual arts. Full details can be found at [www/scotlandandvenice.com](http://www/scotlandandvenice.com)
- **International Film Festivals** –Scotland has been extremely well represented at recent International Film Festivals, such as Berlin, Cannes and Toronto with premieres and screenings of *The Railway Man*, *Sunshine on Leith*, *Starred Up*, *Under the Skin*, *'71*, *For Those In Peril*, *God Help The Girl*, *Exchange & Mart* and *Seagulls*.
- **Scotland as Host to international festivals** – Scotland is host to a plethora of international festivals and events which attract performers and promoters from across the globe. Headline festivals such as the Edinburgh Festivals, Celtic Connections in Glasgow and the Edinburgh and Glasgow Film Festivals are complimented by smaller scale niche festivals such as the National Review of Live Art and the Sound Festival in Aberdeen contribute to a vibrant international cultural exchange.
- **Residencies, conferences and professional development** – we support a range of residencies allowing artists to travel across the globe to make connections and gain inspiration.

➤ **How new powers over the economy and an overseas diplomatic and trade network could encourage the Scottish cultural and creative sectors;**

Tax breaks and incentives provide an important and impactful boost to the creative industries. This is particularly the case for film which is a truly global industry in terms of production location. Creative Scotland would like to work with the Scottish Government to research opportunities to stimulate growth through local and national fiscal changes to benefit film and the creative industries.

There is a mutually beneficial relationship between culture and overseas trade and diplomacy, with culture long being seen as a key selling point and diplomatic and trade missions and providing valuable opportunities for culture and the creative industries. Many Scottish-based artists and companies have been able to be involved in such projects and have seen great benefits in terms of raising their international profile, making global connections and developing their practice.

We would endeavour to make strong connections with any new diplomatic and trade networks to ensure such mutual benefits are fully exploited.

➤ **How Scottish cultural bodies currently work together with their counterpart bodies in the rest of the UK, and whether this relationship may change;**

Creative Scotland was formed in 2010 and inherited the functions of the Scottish Arts Council and Scottish Screen, with a remit to work across the arts, screen and creative industries.

The Arts Council of Great Britain was split to become the Arts Council of England, Arts Council of Scotland and Arts Council of Wales in 1994. Devolution saw a further degree of independence with budget setting powers for culture transferred to Holyrood. Scotland and Wales however had always been virtually autonomous as under the 1967 Charter, the functions of the Arts Council of Great Britain in Scotland and Wales had been carried out by two committees known as the Scottish and Welsh Arts Councils.

We have recognised the importance of cross-border working for our sector/s since the 1970's. Artists and creative practitioners are highly mobile and draw their inspiration and collaboration through a wide network which transcends borders within the UK and internationally. We also see the benefit in making sure Scottish audiences have access to the best cultural production the UK has to offer.

We work with our UK counterparts in a number of ways, detailed below.

- **Cross Border Touring** – Creative Scotland currently has a cross border touring initiative of £175k to support the touring of work from elsewhere in the UK to tour to Scotland. This has allowed Scottish audiences to enjoy a diverse range of high quality work. This is matched by funding from other UK Arts Councils to allow Scottish companies to benefit from touring into England, Wales and Northern Ireland.
- In addition we allow applicants to our General Touring Fund to include some dates at venues outwith Scotland within their application, providing the majority of the proposal is for the benefit of Scottish audiences. This allows Scottish companies to present and promote their work throughout the UK.
- We have also funded companies based in the rest of the UK to tour their work to Scotland. For example we recently awarded £25k in funding to the Michael Clark Dance Company to tour work in Scotland. The production is primarily supported by ACE (Arts Council England).
- Arts Council England accepts applications from Scottish companies to tour in England through their Grants for the Arts scheme to benefit English audiences.
- 'Stage One' Large Scale touring: we commit £220k towards the Stage One fund. A joint scheme supported together with the arts councils of England, Wales and Northern Ireland to support large scale shows to tour to large scale venues of Festival Theatre (Edinburgh), His Majesty's Theatre (Aberdeen), Eden Court (Inverness) and Theatre Royal (Glasgow). This allows for the performance of large scales shows which would not otherwise tour to Scotland such as War Horse by the National Theatre.
- UK-wide events and organisations – we work with UK counterparts on a number of UK wide strategic events to develop specific artforms.

Creative Scotland written evidence to the Education and Culture Committee

➤ **The likely future role for UK bodies that have some cultural or creative function in Scotland**

Creative Scotland cannot answer this question at this stage. We would expect to play a role in discussions around future roles for UK bodies that have cultural or creative functions in Scotland, where relevant within the context of our plan.