

The logo for Creative Scotland Transition Project is located in the top right corner of a black horizontal bar. It features the text "[creative scotland]" in white, with "creative" on the top line and "scotland" on the bottom line. To the right of this, the words "TRANSITION" and "PROJECT" are stacked vertically in a smaller, yellow, all-caps font.

[creative
scotland]
TRANSITION
PROJECT

Creative Scotland and Widening Access

October 2008

Anne Bonnar and Jim Tough

Journey towards Creative Scotland

What?

- New cultural development body for Scotland
- Working in partnership in arts and creative industries
- Concept developed and refined through Cultural Commission, Culture Bill and Creative Scotland Bill

Why?

- Culture and creativity vital to the identity of Scotland
- Conceived in devolution



Transition to Creative Scotland

How?

- Joint Board of Scottish Arts Council and Scottish Screen developing new organisation
- Creative Scotland Bill
- Fell at Stage 1 Debate
- New limited company proposed to govern Creative Scotland and to inherit staff and resources by April 09
- Legislation through Public Services Reform Bill



Transition to Creative Scotland

- Transition Project of Joint Board of Scottish Arts Council and Scottish Screen
- leading and managing development and design of Creative Scotland and winding down existing organisations
- Current phase led by integrated executive team across two organisations
- Priorities
 - Business case for transition costs
 - Informed by corporate priorities and design
 - Partnerships and relationships



Ambitious for Scotland

- Scotland to be recognised internationally as a creative nation
- A place where people at all stages in their lives and careers inspired and encouraged to develop creative potentials
- Where innovation risk taking, enterprise and creative brilliance are encouraged and valued across all aspects of life
- where our creative talent and enterprises place us at the leading edge of creative practice



Ambitious for Scotland

- Creative Scotland will encourage, support and champion the creativity, talent and excellence of Scotland's individuals and enterprises
- Add value culturally socially and economically
- Committed to working in partnership in shared ambitions
- Focus on areas where it can make most impact



Creative Scotland aims

- Encouraging participation
- Attracting and retaining talent
- Advocating for the creative industries



Benefits of Creative Scotland

- Creates single cultural public body for the arts and creative industries
- 21st century organisation – adaptive to changing circumstances, innovation, digital age
- New media, platforms, new methods of individual engagement
- Working across the creative industries and contributing towards the creative economy
- Intelligent and expert
- Increasing range and flow of financing and funding
- Advocating for the sector



Encouraging participation

- Creative Scotland will work with local and regional partners to inspire creative communities and establish a more creative environment
- Harnessing opportunities of new technology
- Transforming communities; transforming lives
- Promoting creative learning



Encouraging talent

- Develop conditions where artists, film-makers and other practitioners, producers and businesses can maximise creative and entrepreneurial potential
- In web 2.0 world
- Working with partners in skills and education to grow the pool of talented individuals
- Celebrating the very best creative individuals and businesses – internationally



Advocacy for the creative industries

- Working with partners to ensure the value, opportunities and need for intervention and resources are clearly understood
- ‘holding the ring’ - Broadcasting Commission
- Developing distinct and complementary services – nuanced support



What will this mean for you?

- Important opportunities for local regional and national strategic partnerships
- In learning, cultural and economic areas
- Recognise the impact that change has on your planning



A new approach to partnership

**How will we work together to achieve our
common ambitions?**

Jim Tough

Scottish Arts Council and Creative Scotland
Transition Executive Board



Creative Scotland and local government: Inspiring creative communities

- Opportunity for a fresh approach
- Integrated and strategic: as opposed to artform or project driven



Common Purpose: 'Scotland Performs'

- Working in the context of the Single Outcome Agreement
- Recognising the diversity of Scotland
- What serves the people of Campbeltown will be different from the needs of Cambuslang





A Charter for the Arts.....

‘The arts are an essential element of our national life, contributing to its spiritual, social and economic vitality, and are legitimate activities for public investment’

‘Everyone has a right to enjoy and participate in the arts’

‘Education is fundamental not only to developing future artists but also to building the confident, concerned and informed public essential to a dynamic culture’

**COSLA, Scottish Film Council, Scottish Museums Council,
Scottish Arts Council**



A Charter for Creativity....

- Developing the Charter for the Arts for the 21st century citizen
- A mandate
- A statement of principle
- To inspire and affirm creativity within every community



Creative Development Programmes?

- What is already happening in your area?
- What needs attention and what are strengths to be built upon?
- How can we use our joint efforts and resources to tackle that?
- Is the Community Planning context the best place to start?



Creative Scotland's contribution

- Research and information
- Advocacy
- Enable and facilitate where appropriate
- Key question: where to start?



Identifying the next steps

- A new Charter for creativity?
- Two Creative Development Programmes and their outcomes drafted by March 2009
- Implemented as part of the Creative Scotland plan for 2009/10
- Working with CoSLA Executive Groups and VOCAL



VOCAL CONFERENCE 2008