

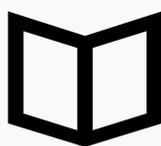


The following information was gathered from members of **Culture Counts** who attended the Core Members meeting held at the **Mitchell Library on Fri 6th October 2017**. We split our members into two groups:

Group 1 was made up mostly of companies, trade unions and organisations who are independently funded as well as some who are funded in-directly by government to deliver industry development and

networks, job security and rates of pay, and to deliver high profile festivals and events.

Group 2 was made up mostly of companies and organisations who are funded by government direct or in-direct in order to deliver social benefit, cultural opportunities, cultural access, community benefits, equalities and diversity benefits, health benefits and artistic excellence in various genres across the arts and culture.



1 Cultural Strategy Resource Pack

P 5 Who do you think needs to be involved in supporting the development of culture in Scotland? Are there partnerships and relationships that you think could be developed?

P 5 Do you know of partnership approaches, cultural or from other areas, which are good examples for us to learn from?

P 6 What is working well for culture and what needs to change?

P 7 If you could achieve 1 thing for culture in Scotland going forward, what would it be?

2 Cultural Sector Operations

P 9 What holds the sector back?

P 9 Are there barriers that could be removed?

P 10 What 1 thing would make life easier?

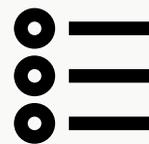
3 National Performance Framework

P 11-13 Which current national indicators a cultural outcome should be strategically connected to?

P 14-15 Which national indicators were missing?

Cultural Strategy Resource Pack

Culture Counts Core Members
Report considered questions as
outlined in the Scot Gov Cultural
Strategy Resource Pack.



Group 1 Question 1

Who do you think needs to be involved in supporting the development of culture in Scotland? Are there partnerships and relationships that you think could be developed?

Members suggested answers to this question which were open to voting.

What makes culture relevant is what happens locally. Local partnerships.	7
Physical space and provision (locally).	5
Software and Online. (For changing consumption, participation & creation.)	5
Diversity of producers should reflect diversity of Scotland (audience).	4
There is a need to better understand the cultural eco-system. What combination of place, assets, and opportunities gives rise to vibrant local cultures and what constrains this?	4
Education. (Is it moving away from culture?)	3
All of government.	2
International.	1
Private. For use of space. Use of local pubs?	1
Using creative and cultural talent for scale challenge. E.G City congestion / electric cars.	0
Space in Schools.	0
We don't need partnerships?	0
Replace 'Scotland' with regions – local culture.	0

Group 1 Question 2

Do you know of partnership approaches, cultural or from other areas, which are good examples for us to learn from?

Sport – Estates and janitors work late to allow football to be played on school grounds.

Island Proofing – Could we have Culture Proofing? Build a broad based awareness of sector needs into decision making?

Group 2 Question 1

What is working well for culture and what needs to change? What is working well?

Members suggested answers to this question which were open to voting.

We have a BBC Scotland channel which is a huge benefit to the sector as we can all contribute to content.	4
Culture is an important part of most people's lives in Scotland.	3
Successful partnerships are working well in Scotland for example Scottish Ballet working with Dementia patients.	2
Creative Industries in Scotland are a growing sector, faster than the UK.	2
Capital Projects, V&A Dundee for example.	0
The sector is small which is a positive; especially in terms helping each other to get past barriers.	0
We are recognised as a world leader in the arts and creative industries; people come from all over the world to study at RCS, world leading national companies (connecting many of the teachers for RCS), world leading events and festivals.	0
Varied revenue streams, funding, pledge, patronage, social investment tax relief.	0
Our current Cabinet Secretary for Culture is good and understand the sector.	0

Group 2 Question 1

What needs to change?

Support for young people getting into culture and creative industry sector needs to improve. Equalities and Diversity.	3
We need to prepare better for advances in technology especially in terms of how young people can participate.	1
We need to show more appreciation for the amateur sector including arts and crafts, hobbies are important as are jobs.	1
Creative Entrepreneurs impact on other sectors including health and social care.	1
Equalities and diversity participation needs to improve; investment needs to reflect this.	0
We need to start to consult young people as standard.	0
We need to recognise and support cross sector infrastructure at local level, community venues, libraries, school halls, public transport.	0
We need to begin to collect the evidence that shows how we impact on others sectors; such as health and community well-being.	0
We need to bring STEM groups together.	0

“ Culture is not an added luxury. We need to change the thinking that culture is somehow an ‘added extra’.”

Group 2 Question 2

If you could achieve 1 thing for culture in Scotland going forward, what would it be?

Members suggested answers to this question which were open to voting.

Culture is not an added luxury. We need to change the thinking that culture is somehow an ‘added extra’.	8
Sustainability. 1 year funding agreements are unworkable.	3
What is the return on investment in applying for Creative Scotland funding? CS Funding applications take up too much time, which leads to a lack of equality and diversity in the sector.	2
We as a sector need to better understand the economic value of the sector to Scotland.	1
The cultural strategy should have ambition for artists.	1
Make culture statutory.	1

Cultural Sector Operations

This section of the event focussed
on how the cultural sector
operates and functions.



Group 1 Question 1**What holds the sector back?**

“The sector is overly keen on policy when it should aim instead to speak to all who contribute to the sector and hear all views, the third sector contribute to the sector though are not usually consulted, including Senscot, Tayside Arts Trusts and so on.”

“The demographic of decision makers.”

“Snobs.”

“The Echo Chamber.”

“Withholding what culture can do.”

“Inequity of ownership.”

“Perceived hierarchy of art-forms.”

Group 1 Question 2**Are there barriers that could be removed?**

“The perception of being marginal and discountable.”

“We are overly measured by funders.”

Group 1 Question 1**What 1 thing would make life easier?**

“Better ways structurally to learn from each other, sharing success and failure.”

“Investment.”

Group 2 Question 1**What holds the sector back?**

“The Time wasted over-reporting. Different funders request different information. Standardised reporting would help.”

“Funders are risk averse and overly focussed on outcomes, which stifles the ability to creatively explore without deciding what will happen in advance.”

“Creative entrepreneurs need innovative models to learn from, we need to be able to take risks on innovative approached and models for doing business.”

“The sector largely depends on Creative Scotland, it would be better if the sector was more distributed.”

Group 1 Question 2**Are there barriers that could be removed?**

“Time involved in applying for funding, the ‘lottery’ nature of funding means that only those who can afford to take time off can apply.”

“The entire sector spends too much time working on and worrying about funding.”

Group 2 Question 1**What 1 thing would make life easier?**

“Confidence through business development.”

“Money, Funding, Investment.”

“1% for culture as recommended in the Cultural Commission.”



National Performance Framework

Culture Counts members advocate for Culture to have its own Outcome within the Scottish **National Performance Framework**. We believe that culture should be secured as a statutory obligation; that should be delivered for and by citizens, by government and its agencies at local and national level.



We asked Culture Counts members to vote for;

Which current national indicators a cultural outcome should be strategically connected to?

Increase the number of businesses	13
Increase exports	10
Improve digital infrastructure	7
Reduce traffic congestion	2
Improve Scotland's reputation	21
Increase research and development spending	6
Improve knowledge exchange from university research	6
Improve the skill profile of the population	20
Reduce underemployment	8
Reduce the proportion of employees earning less than the living wage	10
Reduce the pay gap	6
Increase the proportion of pre-school centres receiving positive inspection reports	6
Improve levels of educational attainment	15
Increase proportion of young people in learning, training or work	10

Increase the proportion of graduates in positive destinations	8
Improve children's services	3
Improve children's dental health	0
Increase the proportion of babies with a healthy birth weight	0
Increase the proportion of healthy weight children	1
Increase physical activity	6
Improve self-assessed general health	13
Improve mental wellbeing	23
Reduce premature mortality	1
Improve end of life care	3
Improve support for people with care needs	2
Reduce emergency admissions to hospital	1
Improve the quality of the health-care experience	3
Reduce the percentage of adults who smoke	1

We asked Culture Counts members to vote for;

Which current national indicators a cultural outcome should be strategically connected to?

Reduce alcohol related hospital admissions	1
Reduce the number of individuals with problem drug use	3
Improve people's perceptions about the crime rate in their area	2
Reduce reconviction rates	4
Reduce crime victimisation rates	0
Reduce deaths on Scotland's roads	0
Improve people's perceptions of the quality of public services	10
Improve the responsiveness of public services	3
Reduce the proportion of individuals living in poverty	3
Reduce children's deprivation	2
Improve access to suitable housing options for those in housing need	0
Increase the number of new homes	1
Widen use of the internet	15
Improve people's perceptions of their neighbourhood	12

Increase cultural engagement	22
Improve the state of Scotland's historic sites	14
Improve access to local green space	6
Increase people's use of Scotland's outdoors	9
Improve the condition of protected nature sites	5
Increase the abundance of terrestrial breeding birds: biodiversity	0
Increase natural capital	1
Improve the state of Scotland's marine environment	0
Reduce Scotland's carbon footprint	3
Increase the proportion of journey's to work made by public or active transport	0
Reduce waste generated	2
Increase renewable electricity production	1

New Draft Cultural Indicators

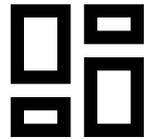
We asked Culture Counts members which national indicators were missing?

Group 1

- Improve social connections
- Reduce loneliness in the elderly and for those unable to work
- Increase opportunities to participate and collaborate in culture
- Widen access to cultural commons
- Increase people's perceptions of belonging
- Increase opportunities for creative learning
- Improve people's perceptions of the value of culture
- Increase access to cultural opportunities
- Improve physical and virtual spaces for culture to take place

Other Comments: Increase

sample size of Scottish Household Survey to give a better informed picture of what people want and how satisfied they are.



New Draft Cultural Indicators

We asked Culture Counts members which national indicators were missing?

Group 2

- Improve self-assessed life satisfaction
- Improve community cohesion
- Improve literacy levels
- Improve people's perceptions of wellbeing
- Increase participation in making activities
- Increase visible accessible creative activity in communities
- Increase the number of school children participating in cultural experiences
- Increase visitor numbers of children visiting museums and galleries, equal access
- Increase people's perception of the value of culture to their community
- Increase participation in and support for the traditional arts of Scotland
- Improve the quality of infrastructure required for cultural participation
- Increase recognition of diverse cultural practices from different communities
- Increase national happiness
- Increase in diversity of cultural audiences
- Increase individual self-confidence
- Make Scotland the best place to grow up in the world as an artist and audience member
- Improve people's perceptions of their communities
- Increase accessibility to cultural experiences for those with disabilities
- Widen access to ensure that every child in Scotland has access to one performing arts experience per year

Other Comments: Celebrating 'our' cultural is not the way that sector generally considers culture. The 'One Scotland Many Cultures' campaign was a success and we should build on that. "We are creative and value culture" would sit better as celebrating 'our' culture could be an inward looking aim?

This information was gathered from members of **Culture Counts** who attended the Core Members meeting held at the **Mitchell Library, Glasgow**, on **Friday 6 October 2017**.



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