



**Culture - it  
defines who  
we are**



**our innate creativity is the most potent force  
for individual change and social vision**

# Cultural Policy Statement

April 2004



## Vision

“Our devolved government should have the courage and the faith to back human imagination, our innate creativity, as the most potent force for individual change and social vision.

I believe we should make the development of our creative drive the next major enterprise for our society. Arts for all can be a reality, a democratic right and an achievement of the 21st century.

I believe this has the potential to be a new civic exercise on a par with health, housing and education – the commitment to providing and valuing creative expression for all.”

First Minister Jack McConnell, MSP; St Andrew's Day 2003

# Vision



I share this big vision for Scotland with the First Minister and I will work with the people of this country and the cultural sector to help deliver it.

We will establish Scotland as a vibrant, cosmopolitan, competitive country and an internationally recognised creative hub.

We will do it by building an effective, sustainable infrastructure for our arts, heritage, screen and creative industries.

We will invest in the innate creativity of our young people and energise a new generation by creating an environment that encourages them to realise their cultural potential.

Cultural activity is central to all aspects of our lives – it can revitalise us individually and as a community. Its role in all areas of education is vital and must be fully integrated.

We need a new cultural vision for our country and a radically different way of delivering and sustaining our cultural services.

## Our commitment

Devolved government is a main player in this endeavour, and we will lead by example. But we are not the only ones who have an interest or a responsibility in its success.

Our government's Partnership Agreement committed us to reviewing the cultural sector – to look at its future and to consult on its future governance.

We will do this from a position of first principles.

We need to be clear about where we want to be and how to get there. And we need to take stock, to look again at our cultural infrastructure and ask if it is fit for purpose, or does it retain too many echoes of the past?

I believe we can do better with what we already have.

# excellence

“It's August, which means that it's time for the UK's biggest and best film festival:  
Edinburgh International Film Festival.”  
Channel4.com, August 2003

# expression

## Cultural rights

I believe passionately that every citizen has the right to access and excellence in our diverse culture, and to pursue the means of fulfilling whatever talents may be within them.

The review of the cultural sector will take as its starting point the premise that each person in Scotland has cultural rights – rights of access to cultural activity in this country.

I want us to work towards more equitable cultural provision for people in Scotland regardless of where they live, how old they are, or how much money they have.

How and where we provide our cultural services will be defined by the needs of our citizens. We will also acknowledge and celebrate the rights of our artists and creative community.

# access

## Collaboration and co-ordination

Rights must be balanced with responsibilities – sharing cultural experiences and releasing talent should be part of a national enterprise; it is after all everyone's business.

A healthy culture is one where everyone is actively engaged – it's about people and the difference engaging in cultural activity can make to their life.

A fundamental shift may be required in our cultural, political and administrative agencies to change the way they approach, and deliver, what they do.

Collaboration, co-operation and co-ordination are strengths we must learn to maximise in all sectors of government and within the cultural sector.

I have already begun a series of discussions with my ministerial colleagues about the way in which investment in culture can improve Scotland. There will be a similar dialogue with the private and voluntary sectors.

## Creativity

The creativity of Scots – from the classroom to the boardroom – is the edge we need in a competitive world. Our duty as an Executive is to create the conditions that allow that creativity to flourish – whether in arts, sciences, commerce or industry.

Creativity is as valuable in retail, education, health, government and business as in culture. The cultural sector should become the national dynamo of the creative impulse that can serve all these areas.

# innovation

“Scotland’s prowess in the field of new technology is another aspect which draws world attention. Our creative industries are making a leading contribution, developing digital products which are used across the globe.”

**Scottish Libraries and Information Council, 25 November 2003**

## Institutional infrastructure and governance

“We will not shore up institutions for historical reasons or sentimental attachments.”

First Minister Jack McConnell, MSP; St Andrew's Day 2003

The cultural sector needs to look at itself carefully and from a citizen-first perspective. Our organisations need to take responsibility for delivering to the people of our country in an effective and accessible way.

The full range of cultural activity in the country has breadth and depth; there must be parity of esteem among those who deliver it whether voluntary body, local authority or national company.

creativity

# achievement

“The revamped Scottish Ballet is not just good, it’s world class – and the company’s Spring programme showcases that talent in all its diverse beauty”  
The List, 15 April 2004

## Creating a blueprint for tomorrow

The review of the cultural sector is a generational opportunity – to look seriously and maturely at our culture and decide the framework for its support in the future.

This implies significant change – and I would urge the cultural community to take this opportunity, this challenge, seriously.

I have established an independent Commission to undertake this review. Its members will be experienced and well respected and will, I believe, bring a vigorous intellect to bear on issues of tremendous importance to our culture and our country.

They will be invited to determine a blueprint for how we progress the areas of cultural policy I have outlined and to engage actively and in imaginative ways the views of Scottish people in this process.



## The government's role

Government's role is to ensure the right infrastructure is in place to deliver culture for the people of Scotland, to invest in the next generation, and to respond to the needs of the people of Scotland.

I have outlined our policy – the Commission will now provide practical recommendations on how we implement it. If legislation is required, we will publish a Culture Bill by 2007.

Throughout all of the above – policy, practice, legislation – the key values of access and excellence will be the guiding principles. They are fundamental to my core beliefs and to those of Scottish Ministers.



**Frank McAveety, MSP**

Minister for Tourism, Culture and Sport

# radical

“Last week, two announcements were made about national theatres. One was in Edinburgh, the other in New York. One was radical and forward-looking, the other tired and old-fashioned. Curiously, it is little old Scotland, not New York, where the agenda is being set.”

**Guardian, 13 September 2003**



# 1 General

- 1.1 The Cultural Commission (the Commission) will use the First Minister's St Andrew's Day speech and the Minister's policy statement to provide a policy context to their deliberations.
- 1.2 The Commission's procedures and findings will acknowledge the First Minister's statement that, "Our devolved government should have the courage and faith to back human imagination, our innate creativity, as the most potent force for individual change and social vision".
- 1.3 The Commission will be asked to:
- explore the notion of cultural rights for the Scottish citizen, and those of its creative community and define how these might be translated into a scheme of entitlements;
  - redefine the institutional infrastructure and governance of the Scottish cultural sector to enable it to deliver the entitlements that spring from rights.
- 1.4 The Commission will pay particular attention to the impact on the wider objectives of Scottish government in the execution of its work.
- 1.5 The objective of this work will be to describe the cultural entitlement of each citizen and the corollary – a blueprint for the level of cultural provision necessary for the nation, in all its sectors, to achieve it.
- 1.6 The outcome of what may be a series of radical changes will be a nation that encourages the habit of creativity through the release and celebration of its citizens' talents.
- 1.7 The test of the Commission's work in the long-term will be the celebration of talent and evidence of enhanced creativity. The Commission should imagine and describe how the nation might develop and direct such creativity in practical ways for the greater good.
- 1.8 In their findings, the Commission will acknowledge the First Minister's requirement for both access and excellence to be a constant throughout cultural provision in Scotland.

- 1.9** The Commission will be expected to take the long view in its work and consider an ambitious cultural policy that will endure for at least a generation.
- 1.10** The Commission will test the ability of existing structures to evolve and change. The Commission will have regard to the realities of existing, and likely future, funding levels.
- 1.11** The Commission will acknowledge the importance of education in all its findings and liaise where appropriate with the Curriculum Review.
- 1.12** The Commission's findings will be informed by the diverse cultural and linguistic communities within Scotland, with particular regard to Gaelic language and culture.
- 1.13** The Commission will be expected to develop its own working method consistent with the composition of the group and the expectations of the remit.
- 1.14** The Commission will be expected to involve and enthuse the cultural community in Scotland and internationally as well as ensure that interested parties from all sectors of public life are heard.
- 1.15** The Commission should seek to involve those who perceive themselves to be stakeholders and those who would not see themselves as such.
- 1.16** The Commission should encourage innovative and radical thinking and solutions, and confront stereotypical notions of culture and cultural provision.
- 1.17** The Chair of the Commission will be expected to have regular update meetings with the Minister. It is expected the Minister will meet with the full Commission quarterly.
- 1.18** The Commission will make its final report to Scottish Ministers by June 2005, and will submit an interim report in October 2004.

## 2 Cultural rights

**2.1** The First Minister outlined in his St Andrew's Day speech that establishing and implementing cultural rights will form the cornerstone of national cultural policy.

**2.2** The basic premise for this acknowledges that each citizen of Scotland should have equity of access to cultural activity. This will be identified as a series of cultural rights and consequent entitlements.

**2.3** These rights and entitlements will form the blueprint for the level, location, and in some cases the nature, of cultural provision in the country.

**2.4** The Commission is therefore asked:

- to define a series of cultural rights that will have application across Scotland;
- to consider the issue of entitlements and how these might be delivered<sup>1</sup>.

This will include

- a) identifying the nature of entitlements
  - b) considering the feasibility of their implementation
  - c) considering the consequence of their introduction
- consider the rights and responsibilities of our artists and creative community.

**2.5** The Commission will be expected to identify several broad-based rights<sup>2</sup> and a series of more specific entitlements<sup>3</sup>.

**2.6** The Commission will identify how specific entitlements at regional or local level may be introduced in a practical way.

<sup>1</sup> These may be adapted to suit regional and local variations.

<sup>2</sup> Consideration should be given to those already in use by national and international bodies, such as UNESCO. The Commission should note UNESCO's week-long conference on cultural rights to be held in Barcelona in the Autumn and incorporate current thinking to emerge from that event into their findings.

<sup>3</sup> These may be influenced or determined by professional or representative bodies in association with national and local government.

### 3 Wider objectives

3.1 The First Minister emphasised that all areas of the public sector should be expected to help deliver the cultural agenda.

3.2 The Commission is therefore asked:

- to provide guidance and advice on initiatives which affect the wider objectives of Scottish government;
- for specific guidance on how cultural bodies should relate to other Scottish Executive policy areas, in particular
  - education
  - enterprise
  - sport
  - tourism
  - major events
- for specific guidance on the responsibilities of other public sector agencies, and local authorities;
- to comment on guidance for the private and voluntary sectors in this regard;
- to assess the merits, and potential, of cultural planning in this regard.

# world class

“Glasgow – one of the world’s most creative cities... a cultural powerhouse exporting bands, books, films, fashion and art to an astounded world.”  
Sunday Herald, 4 April 2004

## 4 Infrastructure

4.1 The Commission will acknowledge the full cultural ecology of Scotland including the public, private and voluntary sectors and those areas, where appropriate, outwith the scope of the devolved settlement (e.g. the broadcasting sector).

4.2 Within this context the Commission is asked to:

- assess the current institutional infrastructure, in terms of
  - a) being fit for purpose
  - b) impact on sector
  - c) cost effectiveness and best value
- consider the relationship between the institutions;
- consider the relationship between the sectors – public, private and voluntary;
- consider the designation ‘national’ and how it might be more appropriately determined;
- give special consideration to the national companies and how their potential might be realised more effectively;
- comment on the role and potential of the cultural sector’s international presence;
- consider the role of new and emerging technologies and the IT infrastructure on the sector and the potential for engagement;
- assess the need for, and nature of, a cultural ‘think tank’;
- assess the adequacy of the current built infrastructure of the cultural sector;
- suggest more effective alternatives for the institutional infrastructure in light of the above;
- identify the governance implications of such recommendations and present options of governance for consideration.

## 5 Pre-legislative guidance

- 5.1 It is anticipated the Commission's recommendations may have implications for current legislation, and may recommend areas of new legislation.
- 5.2 The Commission is therefore asked to provide preliminary guidance on the form of any recommended legislation.

## 6 Scope of the Commission's work

- 6.1 The scope of the Commission's work, as outlined above, will embrace:
- the arts, including drama, dance, literature, music, the visual arts, crafts, film, and all branches of these;
  - the creative industries, including screen and broadcasting;
  - museums and heritage;
  - galleries;
  - libraries;
  - archives;
  - architecture;
  - relationships to events, festivals and sports.
- 6.2 The Commission should advise on those areas in which Scotland may benefit from closer collaboration with UK and European policy making bodies, and cultural networks.
- 6.3 The Commission will consider how to achieve best value from existing resources and how to use public spend to lever growth in the cultural and creative industries.
- 6.4 The Commission's recommendations will take into account the Scottish Executive's relevant Partnership commitments within the cultural sector; namely:
- to develop national and local programmes in arts and culture aimed at achieving excellence;
  - actively to promote our young talent by increasing links between public support and commercial enterprise;
  - strengthening the link between art and culture and the promotion of tourism and economic growth;
  - developing Scotland as a creative centre for film, TV and new media.
- 6.5 The Commission will take into account recent reviews of national bodies and other relevant research material.

