**A Culture Strategy for Scotland - Culture Conversation**

**Information for Hosts**

**Introduction**

This resource pack contains background information, key questions and a feedback form which can be used to host a Culture Conversation which will shape the development of A Culture Strategy for Scotland. The Scottish Government is at the early stages of developing the Strategy and as part of the engagement phase we are having conversations with individuals, artists, cultural organisations, communities and other sectors across Scotland. These conversations are helping to support the development of a strategy that will set out a vision and priorities for culture in Scotland.

We are developing a rolling programme of public discussions to help as many people as possible take part in shaping the Strategy over the next few months. Some of the events will be supported directly by the Scottish Government, and some will be attended by Scottish Ministers. Others will be held by organisations and groups across the country.

Culture means different things to different people. There are many cultures in Scotland and many ways to create and take part in culture. We also know that not everyone has the same opportunity to take part in or contribute to cultural life in Scotland. That is why it is important that we work together to engage with as many people as possible, so that the voices, views and experiences of many are reflected in the Strategy. To achieve this we are asking individuals, organisations, networks and community groups across Scotland to host their own Culture Conversations.

**Culture Conversations**

The purpose of holding Culture Conversations across the country is to gather as many views as possible about what is important about culture in Scotland to enable people to share their ideas about how best to support and contribute to developing a vision for culture in Scotland and to discuss what priorities will support the future development of culture in Scotland.

Each Culture Conversation will use three questions to stimulate discussion:

1. Why is culture important to you?

2. What is good about culture in Scotland and what needs to change?

3. What do you want the future for culture in Scotland to be like?

Further prompts to aid discussion are included in the feedback form supplied.

**Your Culture Conversation**

Please submit anonimised feedback from your Culture Conversation by **5 pm on Thursday 30 November 2017** on the feedback form provided.

Please feel free to use the questions provided simply as a guide to kick start your Culture Conversation – you do not have to answer every question and you can use the ‘Any other general comments or feedback’ section of the feedback form to record any points raised which do not relate to the questions provided.

**A Culture Strategy for Scotland - Culture Conversation**

**Discussion Questions**

**1. Why is culture important to you?**

Culture means different things to different people and evolves just as society changes and evolves. There are many cultures in Scotland and many ways to create and take part in culture.

* Why is culture important to you? What does it mean to you as an individual or as a group?
* What role does culture have in your community?
* How does culture shape how Scotland is seen as a nation at home and abroad?

**Why your views are important:**

We want to

* ensure the development of the Strategy is informed by the views of as many people as possible
* build on what people think is important about culture.

**2. What is good about culture in Scotland and what needs to change?**

The Strategy will reflect on the current state of culture in Scotland, both what is working well and the challenges faced. We know, for example, that not everyone has the same opportunity to take part in or contribute to cultural life in Scotland There are also financial, environmental and other social challenges for those working in the culture sector and in terms of participation.

* What is working well for culture in Scotland and what needs to change? (please give examples)
* How can we work together to ensure that anyone with an interest in culture has the opportunity to take part or contribute?
* 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?
* Do you know of partnerships or approaches, cultural or from other areas, that are good examples for us to learn from?

**Why your views are important:**

We want to:

* build on what is working well already
* understand what the main challenges are to develop ideas and partnerships to address them
* increase access to culture and make sure everyone has an equal opportunity to take part or contribute.

**3. What do you want the future for culture in Scotland to be like?**

The Strategy will set out a vision for culture in Scotland that has been shaped by everyone who has taken part in this and other Culture Conversations across the country and on line. This vision, which will help define a wider vision for culture’s role across society, will set the future ambition and direction for culture in Scotland – it will set out what we want to achieve together.

* If you could achieve one thing for culture in Scotland going forward, what would it be?
* What are the main priorities you think the Strategy needs to focus on?
* What support do you think the Scottish Government, Local Authorities and other public bodies and funders should provide to help address those priorities?
* What can you do to help support those priorities? Much of what we do culturally in Scotland is excellent. How can we build on those successes?

**Why your views are important:**

We want to:

* Capture the ideas and ambition that people have for culture in Scotland
* Celebrate the excellence of what is already being done culturally in Scotland
* Identify the main priorities for action.
* Understand how public resources can best support the sector in addressing its priorities

**A Culture Strategy for Scotland - Culture Conversation**

**Feedback Form**

To make sure that we capture all of the Culture Conversations that take place during the engagement, and to help us analyse these discussions in a consistent way, we would be grateful if you would summarise group discussions using this form

**Event hosted by: Event Date:**

**Location/Venue: Number of participants:**

**1. Why is culture important to you?**

This box will expand as you write………

**2. What is good about culture in Scotland and what needs to change?**

This box will expand as you write………

**3. What do you want the future for culture in Scotland to be like?**

This box will expand as you write………

**4. Any other general comments or feedback**

This box will expand as you write………

**Forms can be submitted by email at** **culturestrategy@gov.scot**

**A Culture Strategy for Scotland – Culture Conversation**

**Information for Participants**

**Background**

Culture lies at the heart of Scotland’s future, offering opportunities to experience life and develop skills through a wide and enriching range of perspectives whether that is through craft, dance, literature and language, music, screen, technology, theatre, visual arts or through the objects we make and collect or the buildings and places we design, protect and cherish. We know that culture has intrinsic value and that it also contributes both directly and indirectly to the health, wealth and success of our nation. Culture is important and warrants a strategic approach to its future development in the same way the economy, education, environment and health etc. do. We want Scotland to be a place where cultures thrive and everyone has the opportunity to participate freely in a vibrant cultural and creative life of their choice.

We want to know what matters most to you. Why is culture important to you? What role does culture have in your community? How does culture shape how Scotland is seen as a nation at home and abroad? What do you think are the most important issues that need to be addressed for culture in Scotland to thrive and for everyone to have an equal opportunity to contribute to and take part in cultural life in Scotland?

Your views and ideas will shape a vision for culture in Scotland and help to define a wider vision for culture’s role across society. It will set the future ambition and direction for culture in Scotland by setting out what it is that we want to achieve together.

You can find out about planned events and follow the development of A Culture Strategy for Scotland via the Scottish Government [website](https://beta.gov.scot/policies/arts-culture-heritage/culture-strategy-for-scotland/), and you can contribute to the Culture Conversation on [social media](https://twitter.com/culturescotgov) using the hashtag #scotlandscultureconversation or by sharing your ideas via the [online discussion forum](https://www.ideas.gov.scot/a-culture-strategy-for-scotland-what-does-culture-mean-to-you)

**A Culture Strategy for Scotland**

**FACT SHEET 1 – CULTURE CONVERSATION Q&A**

**Q. Why are we holding a Culture Conversation?**

We want anyone who has an interest in culture in Scotland to have a chance to shape the Culture Strategy. The purpose of the discussion is to gather your views on what is important to you and your participants about culture in Scotland as early as possible in the development of the Strategy. Yours is just one of a number of Culture Conversations that the Scottish Government and stakeholders are supporting across Scotland. People across the country are also sharing their views on social media and on our interactive discussion forum. Information about Culture Strategy events and online discussions can be found on the [Scottish Government Website](https://beta.gov.scot/policies/arts-culture-heritage/culture-strategy-for-scotland/) .

**Q. What will happen after the event?**

Your host will take notes of the main points raised during your Culture Conversation and an anonimised summary will be fed back to the Scottish Government before the end of November 2017. Your ideas will feed into a report which will summarise the main points raised by people throughout the engagement phase. Your feedback will therefore shape early thinking about the Culture Strategy and what it should do.

**Q. Who can I contact if we have any questions about the Culture Conversation?**

A. You can contact the Scottish Government Culture Strategy Team by email at culturestrategy@gov.scot or by telephone on 0131 244 0305 or in writing to Culture Strategy, Area 2GNorth, Victoria Quay, EH6 6QQ.

**Q. Why do we need A Culture Strategy for Scotland?**

A. Culture is important and warrants a strategic approach to its future development in the same way the economy, education, environment and health etc. do. Culture has the power to transform and connect us. It is at the heart of everything we do as individuals, as communities and as a nation on the world stage. We are working with artists, cultural organisations, communities and individuals across Scotland to create a plan that will support the future development of culture in Scotland.

**Q. When will the Strategy be published?**

A. Engagement with stakeholders about the Strategy’s scope and purpose is currently underway and will inform our approach to broader public engagement over the coming months.  Our stated approach to the development of A Culture Strategy for Scotland is both a collaborative and an iterative one which will draw on the knowledge, expertise and energy of the culture sector/s so that the Strategy is shaped by those who best understand the many ways culture contributes to society and one which responds to feedback received throughout the process. Although led by the Scottish Government, the Strategy is to be developed by and for all of Scotland and it would not be helpful, therefore, to impose a fixed deadline for publication at this early stage.

**A Culture Strategy for Scotland**

**FACT SHEET 2 –INFORMATION ABOUT CULTURE IN SCOTLAND**

This fact sheet provides some background information about culture in Scotland. It is not meant to be fully comprehensive but rather aims to set out basic key facts that are currently known to us to help contextualise your conversations.

**Our cultural resources:**

* Scotland is rich in cultural assets and activities with opportunities to experience and participate in culture, arts and creativity in many different ways. In Scotland we enjoy our publicly funded National Performing Companies and National Collections which are freely accessible to the public. Many more organisations and individuals across Scotland are supported by public bodies like Creative Scotland,Historic Environment Scotlandand the National Museum of Scotland who provide financial assistance and advice in support of the culture sector. Other funders and supporters include Local Authorities, Big Lottery Fund, Heritage Lottery Fund and local and national trusts and foundations as well as the private sector. In addition to this, a large amount of cultural activity is funded by individual participants and happens every day.
* Culture and heritage is celebrated throughout the country, with Scotland’s cities, towns and villages playing host to over 200 festivals each year. Events cover the length and breadth of Scotland all year round.
* Scotland is home to a diverse mix of cultures and languages; over 170 languages are spoken here. From Punjabi to Polish, Cantonese to Gaelic and Scots, these languages reflect today’s Scotland.
* Scotland is currently home to six UNESCO World Heritage Sites and 2,400 castles, 450 of which are protected under legislation.
* The National Library of Scotland is one of the world’s leading research libraries with over 24 million items.
* The arts sector has an incredible reach. In 2015/16 over 1.6 million opportunities were created for young people to participate in music and youth arts through organisations supported by Creative Scotland.
* The Scottish Government has largely protected culture and historic environment funding in recent years. However, demand is high and funding is under pressure across both national and local Government as well as funding for heritage and the arts through National Lottery Good Cause funding which is facing a continuing downward trend in the proportion of total Lottery income returned to good causes.

**International reputation and tourism**

* In Scotland, and on the international stage, Scotland is increasingly recognised as **rich in cultural heritage** and as an **interesting and exciting place for contemporary culture**, such as music, screen, art and literature ranked 16th overall for culture in 2016 by the Anholt – GfK Roper Nation Brands IndexSM. Scotland’s reputation for historic buildings, monuments, vibrant cities and urban attractions continues to contribute positively to its overall ranking as a tourist destination (ranked 12th overall). (The Anholt - GfK Roper Nation Brands Index(SM): Report for Scotland, Scottish Government 2014)
* One third (33%) of visitors chose Scotland as their holiday/short break destination because of its reputation for history and culture and 9% because of ‘My Scottish Ancestory’ (Scotland Visitor Survey 2015 and 2016, Visit Scotland 2016).
* It is estimated that Scotland’s 460 museums and galleries attracted 27.7 m visits in 2014 and sustained over 3,500 tourism related jobs. (Visitor Attraction Monitor Report, Scottish Museums and Galleries 2014)
* Edinburgh’s status as ‘The World’s Festival City’ continues to attract artists, audiences and media from over 70 countries, audiences of over 4m and generating £261m annually.

**Economic contribution**

* The Creative industries is a key growth sector in Scotland contributing more than £5 billion to the Scottish economy each year and supporting more than 70,000 jobs. The creative industries are those based on individual creativity, skill and talent, or which have the potential to create wealth and jobs through the development or production of intellectual property. The Creative industries definition used by the Scottish Government covers a wide range of industries including advertising, art, design, digital industries, performance arts and publishing. (Creative Industries Growth Sector Statistics, Scottish Government 2017).
* An estimated £2.3bn is contributed to our economy by our historic environment which directly supports 34,330 full time equivalent employees. Including indirect and induced effects, the historic environment supports in excess of 55,000 FTE employees. (Scotland’s Historic Environment Audit, HES, BEFS 2016).

**Cultural participation**

* Around nine in ten (92 per cent) adults were culturally engaged in 2015, either by attending or visiting a cultural event or place or by participating in a cultural activity. The level of cultural engagement in Scotland has increased by around 5 percentage points since it was first recorded in 2007(Scottish Household Survey 2015). (Note that most surveys tend to focus on the visible and quantifiable aspects of cultural engagement. It is more difficult to measure less visible or more subtle, personal forms of cultural engagement including everyday interests and activities).
* Although figures for cultural engagement are growing, there continue to be inequalities in engagement. Those from lower socio-economic groups, from deprived areas or with a long-term physical or mental health condition, and those who do not have university degrees are not engaging in culture to the same extent as the larger population. (SHS 2015)

**Attitudes to culture**

* In 2013, when asked whether ‘Culture and the arts make a positive difference to my local area’, 54% of adults strongly agreed or tended to agree. 17% of adults strongly disagreed or tended to disagree with this statement (Scottish Household Survey Topic Report, Scottish Government 2013)
* 95% of the Scottish population believes that creative activity is essential for children and young people’s learning and well-being (Scottish Opinion Survey TNS, September 2014)

**Benefits / impact**

* The wide ranging benefits of cultural engagement have been demonstrated in international research studies in which many positive associations are identified. For example, a systematic review of the social impacts of sport and culture conducted on behalf of the UK government in 2015 found evidence of the positive impact of arts and cultural participation on health, social capital, crime rates and educational attainment. (The Social Impacts of Engagement with Culture and Sport, The Culture and Sport Evidence (CASE) Programme, 2017)
* A systematic review of evidence conducted by Glasgow Centre for Population Health revealed that there is evidence of many positive impacts of cultural participation on health, well-being and educational attainment. However the review also found that there is great variation in the methods used, with some studies more robustly demonstrating impact than others. There is a lack of empirical and longitudinal research, and research with robust baselines, that can more effectively demonstrate cause and effect. (Evaluating Sistema Scotland: Narrative Synthesis of Evidence, Glasgow Centre for Population Health, 2014)
* The positive benefits of music have been explored in a wide range of disciplines. A systematic literature review by Professor Sue Hallam finds that there is a relationship between active engagement in music and cognitive, educational, social, emotional, health, physical and behavioural benefits, including improved aural perception and language skills, literacy, memory, spatial reasoning, educational attainment, educational motivation, social cohesion and inclusion, pro-social behaviour, empathy and emotional intelligence. However, the limitations of evidence of the direction of causality are acknowledged. (The Power of Music, Hallam, S.2015)
* Research conducted using Scottish Household Data, demonstrated that people who have attended a cultural place or event in the previous 12 months are almost 60 per cent more likely to report good health compared to those who have not (Healthy Attendance? The Impact of Cultural Engagement and Sports Participation on Health and Satisfaction with Life in Scotland, Scottish Government  2013)
* Learning through arts and culture has been shown to improve attainment across many other aspects of the school curriculum. Participation in structured arts activities increase cognitive abilities, and taking part in structured music activities improves attainment in maths (Cultural Learning Alliance, 2011)

**Employment / workforce**

* Artists and cultural freelance workers continue to experience inequalities in work and barriers to career progression. Particular problems that they face include low / unfair pay and conditions, working for free, intermittent and unreliable work leading to a greater tendency to follow portfolio and freelance careers. Because of these barriers, arts and cultural industries continue to lack of diversity in terms of ethnicity, class and disability.
* A recent survey by Creative Scotland 2016) reveals that:
	+ A high proportion (41%) of the workforce are working as freelancers, and work in other roles to support their artistic careers, and around a third work part time. (Freelance work is notoriously insecure, with freelancers losing out on sick pay, pensions and other employment benefits).
	+ Respondents highlighted the challenge of maintaining artistic practice while having to work outwith the sector for financial support.
	+ Incomes within the sector are well below the national average (the median income reported was just £20,000)
	+ Economic challenges were more acutely felt by women, people with parental responsibilities and disabled people
	+ At the same time respondents are highly educated, have comparatively high levels of home ownership, and a higher than average number of people were privately educated (14% compared with 4% in Scotland as a whole). In addition, nearly half received financial support from family or friends to support their professional career in the arts. This finding reflects the fact that those who are in a stronger financial position are often better able to sustain a career in the arts. (Arts and Diversity Survey, Creative Scotland 2017)