



**Consultation on Creative Scotland Draft Strategic Plan**  
**Response from Arts Council England**  
**February 2014**

Arts Council England is the national development agency for the arts, museums and libraries in England. Our mission is 'great art and culture for everyone' and we work to achieve this by championing, developing and investing in arts and cultural experiences that enrich people's lives.

Between 2011 and 2015, we will invest £1.4 billion of public money from government and an estimated £1 billion from the National Lottery in order to make the arts, and the wider culture of museums and libraries, an integral part of everyday public life, accessible to all, and understood as essential to the national economy and to the health and happiness of society.

We have read your proposed strategic framework with enthusiasm and recognise that we share many of your ambitions, approaches and priorities. This presents many opportunities for closer working between Scotland and England and across the UK. By identifying new opportunities for artistic and cultural collaboration across our countries we can generate more great art and culture for everyone as well as maximise the impact that our resources make.

We have some specific comments on particular elements of your proposed strategic framework.

**Advocacy/Influence**

A number of projects are underway across England which explore the value of arts, culture and the creative industries. We would welcome opportunities to share data and research, and approaches to analysis which can help us collectively understand the impact of the work of the sector, and therefore strengthen the case for investment. Through our advocacy toolkit we also empower stakeholders and the organisations we fund to make the case for the value of arts and culture. We would like to hear more from you about how you empower others to do the same in the hope that we might share good practice.

**Development**

We believe there are a number of developmental areas where we could do more to share good practice and learning, including the evolution of new business models in the sector, environmental sustainability, and the development of initiatives which target particular audience groups. We would welcome renewed discussion on these areas of shared interest.

**Touring and distribution**

We value the formal cross-border agreement that is in place between England and Scotland and recognise that there is the potential for even more collaboration and exchange between England and Scotland. This is to ensure audiences can experience a rich and diverse cultural offer, and to widen the opportunities that arts organisations can have to present their work. We welcome further discussion on how we can promote more exchange, and share learning about effective ways to present and distribute work both physically and in the digital realm, in particular across rural areas.

## **Creative Industries**

We support the reference in your strategy to the economic benefits of culture. This is because arts and culture underpin much of the activity undertaken by the creative industries which support UK plc. Economic policy is largely a reserved function of the UK government, particularly in relation to exports. Collaboration on a UK-wide scale between all the UK arts councils and the UKTI can help to ensure that UK arts and culture reach global markets. Likewise, the UK can make the most of European opportunities such as Creative Europe with the new UK-wide desk bringing together the BFI, the British Council and the national arts councils in a model of UK-wide alliance. Further exploration of these types of joint working can ensure the development of a strong UK brand for our distinct artistic and cultural products.

## **Creative Learning**

We welcome Creative Learning as a connector theme as we believe that schools can provide the first opportunity and experience of arts and culture, as well as progression pathways, for young people from all backgrounds. We work hard to advocate for the value of creative learning and to ensure that all young people have access to a cultural education. Through sharing research and learning from young people targeted initiatives we could develop a stronger case for the inclusion of high quality cultural education in school curricula, and share ways in which we might improve related CPD for teachers

We would welcome the opportunity to work closer with Creative Scotland to further develop our Arts award and Artsmark schemes and share our evolving quality principles and approaches for work with children and young people.

## **Equalities and Diversity**

We are delighted that Creative Scotland are partnering with us on Unlimited, and we are looking forward to seeing the commissions showcased across England and Scotland.

To instigate closer collaboration between our organisations, we propose a UK wide research meeting later in the year and would welcome your participation. We also look forward to future discussions about specific areas such as touring and creative learning where we feel closer working could benefit the UK arts and cultural sector as a whole.