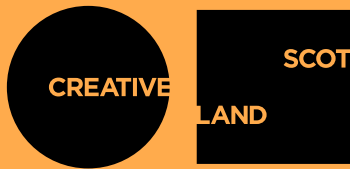


A creative workshop with stone walls and a large map of a city on the right wall. In the foreground, there's a workbench with a large blue corrugated tube and a clear corrugated tube. To the left, a white board displays a grid of small images. In the background, there are shelves filled with boxes and materials, and a large roll of paper hanging on the wall.

## **Creative Industries**

### **A Strategy for Creative Scotland 2016-17**



ALBA | CHRUTHACHAIL

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Cover: Podbox studio

Photo: courtesy of Make Works

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**“There are few certainties about how the creative industries will evolve. But one such is that if an industry is to advance, much – perhaps all – innovation will come from businesses that do not exist yet. Their founders may not even have imagined the activities that will one day make them celebrities.”<sup>1</sup>**

John Kay

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Scotland Re:Designed,  
Judy Clark and MYB Lace  
at The Lighthouse

Photo: courtesy of Scotland Re:Designed





Carlton Die Casting  
Photo: courtesy of Make Works

## Introduction and aims

This Creative Industries Strategy is one of three, sitting alongside the strategies for Arts and Screen. It focuses on supporting creative companies and businesses aiming to be self-sustaining. All three strategies will be reviewed and refreshed in 2017.

It outlines a number of goals for the next 12 months to help inform and support the work of some 14,000 creative businesses in Scotland across no fewer than 16 sub-sectors – from games design to architecture.

We're acutely aware that although many companies and individuals have had support from ourselves and our partner organisations, some do not have direct relationships with Creative Scotland or other public agencies and advisory bodies.

We know that many types of businesses from sole traders to large enterprises play a vital role in the landscape we are committed to nurturing and growing.

We know too that everyone involved in the creative industries needs a champion and our aim is to be just that by valuing the social and cultural contribution they make as well as the economic.

Our overall ambition is:

**For Scotland to be the most positive environment globally for innovative creative businesses of all scales**

Our four headline aims are as simple as they are important:

### One

Investing together to grow sustainable creative businesses through collaboration and partnership working.

### Two

Innovating for the wider economy across all areas of business including the public sector.

### Three

Increasing inclusivity; creating opportunity for emergent creative forms and recognising the value of local trading and place-based partnerships.

### Four

Increasing international profile and status; opening pathways to global marketplaces.

Slam of the Arcade Age by One Life Remains,  
at Tacos, Bluegrass and Video Game

Photo: Chris Scott







Patricia Niemann  
Photo: courtesy of Make Works

## Our role

Our main role over the next 12 months will be to support the development of the micro-enterprises that make up the majority of the creative industries sector in Scotland.

Funding sources as a whole for the creative industries present a complex picture. But what we can and will do with our partners is target investment as intelligently as possible to build the sector collectively.

In short, our strategy is to grow sustainability, innovation, and specialisation and to encourage the resilience we need for a successful 21st century economy.

Creative Scotland has a threefold role: as an advocate; as a broker; as an investor.

In practice this involves championing achievement across the creative industries in Scotland and celebrating their successes.

It means brokering agreements with strategic partners to utilise collective strengths and skills. We have been asked to lead on this co-ordination working alongside our nine partners in SCIP.<sup>2</sup>

And, not least, it means using these relationships to provide the right tools for the creative industries everywhere to reach their full potential. It means fostering an environment where these tools are available for everyone – crucial to Scotland's success.

## Making it happen

Our specialist Creative Industries Team will lead on the delivery of this strategy. It will be used as a basis for informing all our judgements and decisions across the organisation.

But the practitioners themselves are the principal key to success, which is why one of our main strategic functions is to listen, and listen hard, to their priorities. The creative industries are crucial to Scotland's success now and in the future.

The emphases will be different throughout sectors and across our varied geography. But the common imperative is for Creative Scotland to speak clearly and appropriately both in nurturing emergent activity, and helping existing sole traders and businesses flourish.

With our partners we want to create the conditions for the sector to strengthen itself and grow.

**Together with partners, we'll do the following during 2016-17:**

## **Aim One**

### **Investing together to grow sustainable businesses**

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#### **1. Guide creative businesses to the best investment opportunities.**

We'll work with enterprise and social investment partners to help you find the best route to support and investment.

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#### **2. Ensure you and your creative people have the right skills for your business.**

We will offer support and information on how to access creative and business skills development – working with partner agencies and the Higher and Further Education sectors.

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#### **3. Create support for new projects to grow.**

We will stimulate sector development initiatives directly and with partners using our funding to leverage new resources.

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#### **4. Commit as chair of Scotland's Creative Industries Partnership (SCIP) to help ensure it delivers maximum impact for the creative industries.**

We will work with all partners to deliver an impact that is tangible and measurable through identifying specific actions in our Creative Industries Shared Plan.

## **Aim Two**

### **Innovating for the wider economy**

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#### **1. Stimulate innovation in Scottish creative businesses.**

We will work with the creative industries across all areas of business activity in Scotland and the public, private and voluntary sectors.

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#### **2. Support effective links between the academic world and industry.**

Together with the Scottish Funding Council we will establish connected and collaborative innovation support within colleges and universities.

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#### **3. Create maximum profile for all creative industry sectors.**

We will showcase Scotland's creative industries in events and at every opportunity celebrating creativity, innovation and sustainability.

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#### **4. Increase awareness of the impact of creative businesses on education, health, community development and the wider economy.**

We will promote the success stories of the creative industries and advocate for better support for future growth. We will devise workshop programmes to connect the arts and other creative businesses, encouraging collaboration, innovation and the cross-fertilisation of ideas.

## Aim Three

### Increasing inclusivity

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#### 1. Work to improve local creative industries activity.

We'll provide a framework for local creative businesses to plan collective development, improve sustainability and work with Local Authorities to stimulate opportunities via local development plans.

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#### 2. Maximise skills, resources and buildings in support of improving creative businesses.

We will encourage Local Authorities to identify under-utilised property, skills and resources in support of creative businesses in their locality.

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#### 3. Increase diversity in the workforce.

We'll promote a more diverse workforce, addressing barriers to access and progression within the industry, talking directly to people about their business ambitions and engaging with UK-wide campaigns on diversity.

## Aim Four

### Increasing international profile and status

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#### 1. We'll help creative businesses access international sources of support.

We will promote and unlock European funding opportunities and ensure creative businesses have access to information on how to apply.

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#### 2. Share knowledge on international success stories.

We will help more companies trade internationally, building on the achievements and strengths of our arts and culture sectors, to deliver partnership events where creative businesses share their successes in the global marketplace.

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#### 3. Increase awareness worldwide about our vibrant and internationally recognised creative businesses.

We will work with partners to facilitate the attendance of Scotland's creative businesses at major international showcases and events and share their learning with the wider creative community at home.

## Further information and contacts

This strategy was developed as part of a suite of resources outlining our ambitions to support the creative industries in Scotland. To access this information, including some of the supporting appendices, news, useful resources and links, please goto **[www.creativescotland.com/creativeindustries](http://www.creativescotland.com/creativeindustries)**

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**[www.creativescotland.com/updates](http://www.creativescotland.com/updates)**

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<sup>1</sup> [www.johnkay.com/2010/09/29/the-job-of-business-secretary-is-to-put-the-future-first](http://www.johnkay.com/2010/09/29/the-job-of-business-secretary-is-to-put-the-future-first)

<sup>2</sup> Scottish Government, Scottish Enterprise, Highlands & Islands Enterprise, Scottish Funding Council, Skills Development Scotland, Business Gateway, Scottish Development International, VOCAL (the national association for culture and leisure managers), Scottish Local Authorities Economic Development Group (SLAED).




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