

1 CREATIVE INDUSTRIES



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CARNYX GROUP LIMITED



3 PARK STREET SOUTH GLASGOW G3 6BG

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James Boyle,  
Chair,  
Cultural Commission,  
Broughton High School,  
Carrington Road,  
Edinburgh,  
EH4 1EG

Dear James.

Thank you for your letter seeking feed-back on the Cultural Commission.

#### OVERVIEW

I have one over-riding concern, and that relates to the use of the word 'cultural'. This is a very vague term that can mean many different things to different people. Indeed, every single aspect of our lives and all our activities contribute to the cultural pie. The danger is you might have to spend a lot of time debating what should or should not be included.

For the purposes of this note I am assuming your remit covers the arts, media, music, fashion, architecture and design.

#### The Creative Industries

There are two distinct strands to the creative industries. One side is motivated by the commercial imperative.

People are ultimately using their creative skills to sell; through designing desirable buildings, producing clear marketing information, well crafted products and music that is worth adding to the album collection. I would describe this as the creative industries.

#### THE ARTS COMMUNITY

The other strand is people working for their own gratification or in the interests of their own self expression. Their products are sometimes sold, do sometimes add to the community as a whole, but this is not the primary motivation. This strand I would call the arts community.

The Carnyx/-

The Carnyx Group represents the Creative Industries - which in our view is the most significant group in terms of creating jobs and growing the economy.

#### **EDUCATION**

Ideally less emphasis should be put on formal education. The biggest problem I have is finding graduates who still have an ability to come up with ideas. I suspect that the education process currently discourages people from thinking for themselves. No aspect of the creative industries is an exact science. The education establishment should stop pretending it is.

#### **THE INSTITUTIONAL INFRASTRUCTURE**

Under the right conditions people are naturally creative. The challenge is finding a way to create these conditions. One route adopted by other centres such as New York and Birmingham is to focus on the physical infra-structure. They have developed high-density areas of their cities that offer cheap rates for creative businesses. Birmingham's Custard Factory has been successful in drawing 200 or 300 hundred business together - and this in turn has help to foster a strong creative community.

#### **THE DELIVERY OF SERVICES AND ACCESS TO THEM**

Again quite a broad point. Forgive me for focussing on one small aspect of it. The key to building a healthy cultural environment is establishing a healthy media industry.

If Scotland takes this issue seriously then I would suggest that regulatory control of broadcast - and perhaps the newspaper industry - should be moved from London to Edinburgh. There is a real chance that SMG and Scottish Radio Holdings will be taken over for example, which will leave no major broadcast media outlet in Scottish hands.

#### **MARKETING PROMOTION**

I would suggest a return to marketing basics. The first thing to do is establish what the product is that is being sold. And then identify the target market.

#### **ENCOURAGING CREATIVITY**

A combination of activity is vital. More people have to be attracted into the Scottish market. One way of doing this would be to encourage more Scottish companies to spend their marketing and media budgets here. At the moment we estimated that there is £1billion worth of marketing spend managed in Scotland, that is spent in London. Each £1m of expenditure represents 15 job, which means over 10,000 are being lost to the Scottish market place.

#### **CULTURAL/-**

**CULTURAL RIGHTS FOR THE SCOTTISH CITIZEN AND THOSE OF ITS CREATIVE COMMUNITY**

I have to confess I do not understand what you mean by this. Citizens already have rights - they can listen to radio, watch football, buy newspapers, own a TV, play video games, go to the cinema, visit museums, look at shops, use the language and even change the language and so on.

As for the creativity community I do not believe it should be given rights. It has to earn them by adding something of value to the mix.

**KEY ISSUES FOR OUR ORGANISATION**

Recruitment - there is a lack of trained staff in the market

Anti-Sales Culture - Scotland still suffers from an anti-sales culture meaning it is particularly difficult to recruit on the sales front, another factor that is inhibiting growth.

Decline of Scotland as a media centre - Scotland has less corporate HQs which has led to an erosion of many service sectors such as advertising. The knock on effect is media owners, like us, are seeing a drop in Scottish revenue.

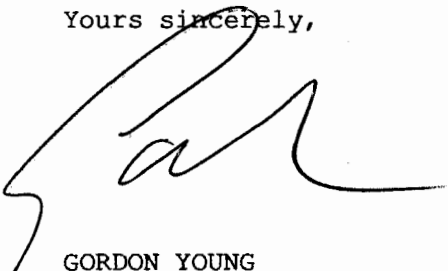
**KEY OBJECTIVES**

Continuing to build our interests in other parts of the UK

I hope all this helps. For your further information I have enclosed a selection of our publications.

Best wishes,

Yours sincerely,



GORDON YOUNG  
**Publisher**