



RESPONSE TO THE CULTURAL COMMISSION STAGE 1 CONSULTATION

INSPIRATION AND CELEBRATION
OF CREATIVITY FROM ITS
SMALLEST ARTICULATION TO ITS
LARGEST MANIFESTATION



RIGHTS TO OPPORTUNITY

EVERYONE IN SCOTLAND SHOULD HAVE THE RIGHT TO OPPORTUNITIES TO:

Equal, inclusive access to cultural experiences - **Opportunities to engage**

Participation in the cultural life of the nation - **Opportunities to participate**

Cultural self-expression - **Opportunities to perform**

Access to cultural diversity - **Opportunities for plurality**

Cultural aspiration and realisation of creative ambition - **Opportunities to soar**

EDUCATION

A CURRICULUM WITH A CULTURAL HEARTBEAT

Entitlement to:

a) Cultural Literacy as a Curriculum Feature - '**Access to Cultural Fluency**'

- Provide opportunities to develop cultural literacy for every student in the primary and secondary education sector enabling future generations to appreciate, understand and enjoy a range of cultural experiences and equip them for life on an intellectual, emotional and economic level. This would require local authority commitment and be linked to attitudinal changes to teacher education. By 2035 two generations will have been given the tools to engage, participate, perform and excel.

b) After-School Creativity Clubs - '**Engaging the Future Generation**'

- A complementary development to curriculum entitlement linked perhaps to an artist in residence scheme. This would also be available to members of the community in addition to students. It would encourage project activity engaging potential creative talents with an embedded dimension that delivers community enrichment. It could complement or create an annual local community cultural festival organised by the community for the community.

c) Annual Open Culture Day - '**Culture for All**'

- An annual event happening on a specific day each year - similar to the Open House initiative. This would offer free entry to one cultural event for each person in Scotland on that specific day. All venues could be encouraged, in addition, to experiment with recording and 'broadcasting' their performance on the web, so that any citizen with internet access, anywhere in Scotland could access it - for one day. Sub titles in Gaelic, and English for Gaelic performances, could be provided. A permanent national Online Creative Archive could be built from this, with the opportunity for commercial development and the potential for attracting global audiences.



INSTITUTIONAL FRAMEWORK

CHANGING ATTITUDES - EXPANDING DELIVERY

- Ensure that any new legislation developed to deliver cultural policy should place a duty on all public bodies to develop a cultural strategy.
- Give Scottish Enterprise a similar remit for social and cultural issues as Highland & Island Enterprise.

To achieve this requires a massive change in the philosophy of the way that government and public bodies approach culture. The outcome though would be a true holistic approach to cultural development.

DELIVERY OF SERVICES MARKETING & PROMOTION

MAKE DELIVERY SIMPLE, TRANSPARENT AND ACCESSIBLE STRUCTURE ENGAGEMENT IN A WAY WHICH IS INVITING, INCLUSIVE AND OPEN

- Make it easy and pleasurable - free at the point of access, easy public and private transport access, facilities for all, particularly warm welcome to atypical audience members
- Target and tone publicity in different places to different audiences - explicitly organise, schedule and structure activities for the 'currently excluded' working in association with them and with their support organisations
- Run creative workshops, seminars and courses that are psychologically, financially, linguistically and geographically accessible promoted in different ways to diverse audiences
- Encourage venues to experiment with different pricing structures, where applicable - eg, reduce 10 per cent of ticket to £10 or 10p - mimicking success from cultural venues where this has been trialled.

ENCOURAGING CREATIVITY

CELEBRATE THE SMALLER MANIFESTATION OF CREATIVITY

- Inspire and celebrate creativity from its smallest articulation to its largest manifestation
- Invite celebrities to set trends or confer 'cool and wicked' status to minority culture and/or amongst atypical audiences
- Encourage the visionaries
- Be inspired by other success stories around the world
- Think inspirational, think big - eg. the Big Draw scheme and 'public draw-ins' on vast canvasses with major visual impact
- Work in association with media 'brands' that can deliver impact and audience, eg, Restoration and The Big Read on BBC.