

1 CREATIVE IND

139

lan

From: graham.lean [graham.lean@btinternet.com]

Sent: 02 October 2004 12:36

To: info

Subject: Lighthouse reference[Scanned]

Ref. the Lighthouse's note (below), attached please find a few random thoughts on the subject - some with tongue in cheek.

Hope they might be useful to the debate.

Graham Lean

Dear Member

The Lighthouse has been asked by James Boyle, chair of the Cultural Commission to co-ordinate communication to the creative industries sector, seeking consultation on the remit of the commission. To that end attached is a letter from James Boyle which sets out the issues on which to respond.

I do hope that you can spare time to respond to the commission directly to the email in James Boyle's letter.

Best wishes

Dr Stuart MacDonald

04/10/2004

Cultural Commission

Dear colleague,

24 August 2004

CULTURAL COMMISSION PHASE 1 OF THE CONSULTATION PROCESS

The Board of the Cultural Commission is complete, and the work of the Commission is well underway. We are part way through a series of introductory meetings around the country, involving cultural and heritage bodies and others with related interests.

The Commission's website is at : www.culturalcommission.org.uk.

There, anyone with an interest – both individuals and groups - can enter views about Scotland's cultural future.

We are now seeking out views of the specific questions raised in the Minister's Cultural Policy Statement and the remit he set the Commission, in which we are all challenged to 'make a generational change'. (The full text is on the Commission's website.)

We would like to hear from you organisation on various issues throughout the one-year life of the Commission. At this time we would like to have your response to the various sections of our remit and your answers to its implicit and explicit questions.

To help everyone focus in the same way, we ask that you do three things: that you take the citizen's perspective, think radically and look ahead.

You will see that the Commission's remit has implications for,

- **Education:** How do we develop artistic, cultural and social skills and provide cultural knowledge?
 1. Has to start at school. Widen curriculum to include cultural and artistic training. Make music obligatory for early years. Widen visits to cultural attractions/performances, and to schools by cultural ambassadors.
 2. Make attendance at an annual 2-3 week cultural summer school obligatory for children aged between 12 & 15, preferably residential (in the style of US summer schools). Bring in overseas students to widen learning base and give comparative lessons.
 3. Tighten TV scheduling rules to have more cultural output.
 4. Provide lessons in speaking, dress, behaviour, courtesy at an appropriate age.
 5. Introduce a compulsory national test in culture - to be taken at
- **The institutional infrastructure:** How best to organise and support the cultural sector in Scotland to deliver the maximum value in the most effective manner?
 1. Use schools, colleges, universities as training centres for children, students and adults. i.e. have permanent cultural facility available, staffed by specialists. Give discount on council tax for attendance.
- **The delivery of services and access to them:** How best to provide cultural facilities and ensure the widest access?
 1. Ensure every new commercial development and every large residential development has a small space dedicated to cultural activities (e.g. auditorium, or exhibition space, or workshop facilities, or recital hall etc.), funded by rents from commercial tenants.
 2. Encourage quality street performances/busking in selected areas.

➤ **Marketing and promotion:** How to increase and broaden the profile of the audience and the public engaging with cultural activity in Scotland?

1. Appoint "cultural commissars" to get into communities where cultural activities don't exist.
2. Identify "cultural agents" in every community to encourage local participation in cultural activities - e.g. by setting up cultural societies to uncover amateur talent, organise events, co-ordinate with other communities etc. It would be essentially voluntary work, but should aim to provide annual administrative budget. NOT within local councils: has to be within communities.

➤ **Encouraging creativity: What is the best way to maximise the creative potential of the people of Scotland?**

1. Hold national/regional competitions in different fields.
2. Offer Lottery-funded subsidised cultural holidays/learning trips for schools or families.
3. Encourage exchanges with national/European cultural centres for motivated individuals.

Framing your response under these headings would help us greatly – but feel free to offer other responses and ideas. We are particularly interested in your response to

➤ **The concept of 'cultural rights for the Scottish citizen, and those of its creative community',** and would welcome your suggestions as to how these putative rights might best be formulated and then translated into a scheme of entitlements.

I don't understand the question. Every citizen has a "right" to be cultured, seek culture, learn, educate him/herself. But many don't seem to bother. So why not encourage the idea of a citizen's cultural duty? To learn more in order to improve wider society. Access to culture of every kind is getting easier as different forms of media develop, but it appears mainly to be consumption of cultural products - little interactivity or beneficial output. The curse of easy access to pre-packaged entertainment of poor quality. Like most things in life, what people get out of something depends on what they put in.

Please identify the key issues as you see them for you/your organisation and list the main priorities you feel that you have to address. This is indeed a once in a lifetime opportunity to produce the cultural sector that we need for the future. Think hard and be radical.

Finally, let us acknowledge that we have a vibrant cultural scene here in Scotland. We are doing lots of good things and getting them right. The Cultural Commission is about planning an even better future when Scotland will lead the world in its services to its confident cultured citizens.

We are looking for quick responses, although this will not be your sole chance to talk to us. We will be contacting you several times during the course of the Commission's work with progressively more specific questions and requests for help and advice.

On this first occasion, could you send your response by 27 September? Comments can be emailed to the Commission at, info@culturalcommission.org.uk or sent to us at our Broughton School address below. We look forward to hearing from you and to your partnering us in this task.

With best wishes,

Yours sincerely,

James

JAMES BOYLE

CHAIR

Broughton High School
Carrington Road
Edinburgh EH4 1EG

t: 0131 315 0262

w: www.culturalcommission.org.uk