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01 OCT 2004

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James Boyle
Cultural Commission
c/o Scottish Arts Council
12 Manor Place
Edinburgh EH3 7DD

Dear James Boyle

Having been set seven days in which to answer your questionnaire I tried several times to download your web site and to use your email address, all without success. Being uncertain as to whether your school address is that of a CC office I use the above as a reasonably assured means of reaching you.. May I now respond seriatim to your questionnaire by offering the following suggestions.

1. Appoint a chartered accountant, preferably with interest in the arts, with the sole remit of finding funding for every branch of activity in the arts in Scotland, answerable to the Scottish Executive via the incumbent minister. The fortunes of sport and tourism will find their own rainbows in the market.
2. The C/A will approach the Scottish banks and major industrial/commercial concerns to invite their participation in the nation's artistic life by allocating substantial finance to support the arts field of their choice. Such subvention would not only redound to the national credit (in every sense) of these organisations but also materially improve both their international standing and Footsie quotation. It is common knowledge that the Royal Bank of Scotland, for instance, is now a worldwide consortium with a market base of sterling billions. A few millions from them would be, for them, a minor transaction.
3. The Scottish Executive, having approved the construction of a parliament building at a cost of ten times that of the first estimate, can certainly find further financial support for the nation's arts. This, dare it be said, could be raised by means of a levy of one penny in the three constitutionally set as options for increase in fiscal taxation.
4. Each of the country's major arts organisations will be approached to promote the work of native artists. The present Creative Awards Scotland scheme is an admirable undertaking and will continue its splendid initiative, but there is still a lamentable absence of the work of Scottish playwrights, composers and performers in the repertoire of the various national ensembles and companies. In particular, the official EIF supports ~~and promotes the arts of virtually every land except those~~ of the country where the EIF was born and where it studiously ignores all forms of indigenous art. This situation must be rectified, by giving due prominence to Scottish composers and dramatists without impairing the 'international' aspect of the EIF.

5. Involve the schools, colleges and universities in the promotion and financial support of musical performances and dramatic presentations both professional and amateur, using the wealth of talent in these arts which abounds in the country.
5. Avoid all kinds of piously general mantras in the approach to fostering the arts.
6. Find the Funding! Motivate the Markets! Command the Cash!

Yours sincerely

Hugh McBain

Hugh McBain

**DIRECTOR JORDANBOOKS
DRAMATIST AND COMPOSER
REPRESENTED IN LIBRARY OF RSAMD**