

Cultural Commission

How to make sponsorship in Scotland more effective from both recipient and sponsor's perspective

- From a sponsor's perspective, we hit the nail on the head at the meeting. The effectiveness for the sponsor is being constantly eroded by the media and this could, in time, lead to less corporate sponsorship rather than more. The media are all too quick to miss off the company name, preferring instead to highlight the arts partner and the good that they are doing. There seems to be a reluctance to acknowledge that without the big corporates, some of these projects might not even get off the ground and a mention in the press goes a long way towards persuading chief executives to sanction more budget.
- From the recipient's point of view, my thoughts are that all funders make the beneficiaries leap through hoops to get their funding, resulting in them spending more time filling in applications than in actually promoting their art. Systems need to be simplified in both the public and private sectors and arts organisations should know exactly where to go for funding and how to go about it.
- In addition, funders could also think about being less prescriptive about how the sponsorship has to be run and once the money has been handed over, take hands off and let the arts organisations be creative about the use of the funds. Obviously there needs to be some accountability, but projects can be run within a few guidelines agreed between the partners in advance.

How to attract more sponsorship and sponsorship into new and different areas (locations, sectors, etc)

- Reference the media point above. More companies will get involved if the media stop giving us a hard time and acknowledge the good that we are doing.
- The old Corporate Social Responsibility (CSR) chestnut comes in here too. Until companies have hit on the magical formula for measuring the effects of CSR activity in monetary terms on the balance sheet, then there will always be a reluctance to do more. The good news on this one is that we are constantly working on this, so it can't be that far away
- Sponsorship in different locations is always going to be a difficult one for the corporate entity, as every company focuses on the areas in which they have operations. Different sectors will only be accomplished if successes are publicly celebrated – oh no, not the media again!

How to encourage more employee involvement in the arts and cultural pursuits, plus benefits to employee, employer

- Large companies are doing this already: through our sponsorships, employees get free or discounted tickets or get the chance to actually take part in some way through hospitality, ticket sales, etc. The challenge will always be to encourage smaller companies to get their employees involved as arts cost money and smaller entities will struggle here. Partnerships between larger and smaller companies is something I have been exploring for a while and this could be the key to involvement.
- At Diageo, we are starting to use the arts for training purposes. Again, some good publicity around this when the time is right would encourage other corporates to follow suit.
- Unions could be engaged to push the arts agenda through their members and then through the employers.

- Benefits can range from the under-estimated 'feel-good factor' which leads to better productivity, to more identifiable benefits such as enhanced communication and interpersonal skills, more confidence, etc. Using arts as a training tool can deliver specific, pre-agreed benefits.

The relevance/attractiveness of cultural skills (design, innovation, presentation, etc) to employers: future workforce requirements, skill shortages, etc

- Arts skills/qualifications are currently under-valued by those business with a technical/production-type base/focus. However, our industry does come under that banner, but the culture within Diageo is one of encouraging employees to be creative and innovative – in fact, the innovation agenda is seen as the tool to driving the business forward. It will take some time, however, for business to see that an arts-oriented person can deliver on these challenges, rather than having a totally technical workforce. Again, large companies are already moving in the right direction.
- Education, at the earliest possible age, is going to play a key role in whether or not employers start to recognise cultural skills. If children are educated that arts and culture are tools which help deliver all sorts of results, rather than 'nobby' subjects, then this will spill over into the workplace.

The importance of Scotland's cultural identity to Scottish exporters

- Extremely! Although marketing is trying to move away from the tartan and heather image. But there is so much more to Scotland's heritage and culture than tartan and heather anyway!
- Just from the whisky point of view, the increase in interest around single malts has been astronomical in recent years. Through whisky alone we can, and must, 'sell' the culture of rural Scotland

The importance of Scotland's cultural identity and provision in attracting and retaining investment

- Not sure I understand exactly what you are asking for here – European investment? Or just UK government investment? Whatever ... public bodies will invest in quality and there is a huge message to get out there (more media!) about the quality of what we produce in terms of art and culture. We already have a wonderful history to shout about.
- There's a bit in here around 'home-growing' our art/culture. With so many remote populations, communities should be encouraged through government incentives to 'grow' there own art and entertainment. This 'culture' is something that can very much be influenced in schools and once this is embedded, ie. if government is seen to be actively encouraging this kind of growth, then companies will be more willing to invest.
- Investment will only ever be retained if the arts/cultural organisations demonstrate that they are constantly striving to move forward.

Elaine Bailey
Community Relations
Diageo Global Supply
October 2004

lan

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From: Richard
Sent: 12 October 2004 09:16
To: lan
Subject: FW: A&B Sponsors Forum[Scanned]



Cultural
 Commission.doc (30 KiB)
 Submission from Diageo

Richard Smith
 Cultural Commission
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 e: richard@culturalcommission.org.uk

-----Original Message-----

From: Bailey, Elaine [mailto:Elaine.Bailey@diageo.com]
Sent: 08 October 2004 12:24
To: Richard
Subject: RE: A&B Sponsors Forum[Scanned]

Hi Richard - hope this finds you well.

I'm attaching a document with some bullet points that, hopefully, address your points. I've kept it as short and to the point as possible and it's written as I thought about it, so a bit 'chatty' in style - hope that's OK. Some of it, I have to admit, I did find a bit hard to comment on, so possibly a few woolly thoughts in there, but it is generally a reflection of the direction in which business is moving at the current time.

Let me know if you need any more (although I finish today for a two week holiday, so you probably won't get much out of me before the 25th October!).

Kind regards
 Elaine
 01343 562252

-----Original Message-----

From: richard@culturalcommission.org.uk [mailto:richard@culturalcommission.org.uk]
Sent: 29 September 2004 11:43
To: Bailey, Elaine
Subject: A&B Sponsors Forum

Elaine,

It was very good to meet you yesterday. Just a little note to say that we would very much welcome Diageo's views on the Commission's remit (opportunities, issues and priorities), particularly on matters such as:

* How to make sponsorship in Scotland more effective from both a recipient and sponsors perspective.

* How to attract more sponsorship and sponsorship into new and different areas (locations, sectors, etc.)

* How to encourage more employee involvement in the arts and cultural pursuits, plus benefits to employee, employer

* The relevance/attractiveness of cultural skills (design, innovation, presentation, etc.) to employers: Future workforce requirements, skill shortages, etc.

* The importance of Scotland's cultural identity to Scottish exporters

* The importance of Scotland's cultural identity and provision in attracting and retaining investment.

James and I found yesterday's meeting very interesting and positive. We very much want to capture the views of industry on the development of culture in Scotland and on the importance and direction of that development in supporting industry in Scotland. You are key participants in this debate.

Look forward to hearing from you and from Diageo. All submissions to the Commission can be confidential if you so indicate.

Kind regards,

Richard

Richard Smith

Cultural Commission

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