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From: Kay Henning [KayHenning@compuserve.com]  
 Sent: 17 October 2004 17:14  
 To: info  
 Subject: Contribution to Cultural Review[Scanned]



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Karen,

Please find attached a contribution to the Cultural Review process.

This is couched in terms of the first stage of your consultation process - Cultural Rights and Your Remit - but it also has relevance to the next stage on Developing Talent. I'd be happy to expand on any of it if, and when, you wish.

Please do *not* publish my e-mail or phone contact details on your website. I like to keep them confidential. Please though do use them if you wish to contact me.

The ideas presented here are from me in my own personal capacity and are *not* the views of any organisation that I may be associated with.

Thanks.

Best, Kay

Kay Henning

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 Name: THINK1.RTF

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# **Cultural Commission: Framework for Inviting Responses**

## **Cultural Rights & Our Remit**

### **A. CULTURAL RIGHTS**

*Concept of cultural rights for the Scottish citizen and those of its creative community  
Suggestions on how rights best formulated and then translated into a scheme of entitlements*

#### **1. Rights Formulation**

- a) right to equal, inclusive access to cultural experience - **'the right to engage'**
- b) right to participate in the cultural life of the nation - **'the right to participate'**
- c) right to cultural self-expression - **'the right to perform'**
- d) right of access to cultural diversity - **'the right to plurality'**
- e) right to cultural aspiration and creative ambition - **'the right to soar'**.

#### **2. Scheme of Entitlements**

- a) Annual Open Culture Day - **'Culture for All'**
- b) After-School Creativity Clubs - **'Engaging the Future Generation'**
- c) Cultural Literary as a Curriculum Feature - **'Access to Cultural Fluency'**
- d) National Performance Channel - **'Extending Audiences'**
- e) Pan-Scotland Creative Cafes Network - **'Inviting Participation'**.

In terms of delivering the rights identified above, it is as important how these schemes are realised as that they exist. So, for example, the idea behind the Open Culture Day is that it is an annual event happening on a specific day (same date each year) so embedding itself in the national psyche. Like the 'Open House' scheme, it would open up cultural activities on a free basis once a year for 24 hours to anyone who wished to participate. Many cultural institutions already, and wonderfully, offer free entry. Perhaps this could extend to all charged exhibitions and to all concerts, theatre and performances scheduled for that one specific day. This would need to be achieved, of course, without financial detriment to the participating venues. All venues could be encouraged, in addition, to experiment with transmitting their performance live online so that any citizen, with internet access, anywhere in Scotland could access it. Gaelic and other language sub-titles could be provided. Communities without widespread broadband access, either for financial or geographical reasons, could be supported to provide big screen projection facilities for a 'mass screening' of a day's cultural performances with a schedule as voted by those citizens.

## **B. REMIT**

*Implications for*

### **1. Education**

*- How do we develop artistic, cultural and social skills and provide cultural knowledge?*

- a) encourage and celebrate local festivals, and all manifestations of creative life, organised by local communities for local communities
- b) run creative workshops, seminars and courses that are psychologically, financially, linguistically and geographically accessible promoted in different ways to diverse potential audiences
- c) encourage project activity in schools engaging potential creative talents ideally with an embedded dimension which delivers community enrichment
- d) celebrate the achievements of social and cultural entrepreneurs - run an annual award, capture the essence of their achievement in published form, create a website with inspirational case studies etc.
- e) invite established Scottish artists and creative talent to 'package' their 'how to' cultural knowledge in a series of inspirational interviews and masterclasses made available in live sessions across Scotland and online
- f) create 'social entrepreneurs in residence' schemes to complement local enterprise in culturally disadvantaged communities.

### **2. The Institutional Framework**

*- How best to organise and support the cultural sector in Scotland to deliver the maximum value in the most effective manner?*

- a) offer a limited number of simple, transparent structures with rapid decision-making capabilities
- b) reward vision and creativity in decision-making
- c) reward cultural entrepreneurs inspired to create cultural opportunities for their own communities
- d) reward enterprise in attracting sponsorship for cultural activity, but do not penalise where fair effort has been applied or where such sponsorship would compromise artistic independence
- e) consider creating a National Endowment for Scottish Culture and Creativity to fund one-off projects which inspire and celebrate Scottish creativity.

### **3. The Delivery of Services and Access to Them**

*How best to provide cultural facilities and ensure the widest access?*

### **4. Marketing and Promotion**

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

- a) make it easy and pleasurable - free at point of access, easy public and private transport access, facilities for all (designated space for the buggy and the wheelchair), particularly warm welcome to atypical audience members etc.
- b) 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
- c) encourage venues to experiment with different pricing structures, where applicable - eg, reduce 10 per cent of tickets to £10 (or 10p!) 10 weeks before performance and 10 minutes before performance.
- d) create and/or extend existing schemes opening up national archives to internet access
- e) experiment with 'broadcasting' performances (eg, gigs, comedy acts, theatrical performance, concerts) - offer a public space on the internet for any performer to 'webcam' their performance worldwide: complement with a revenue-generating programme of live performance extending audiences from the physical event in Scotland to anywhere on the globe - develop a new Scottish cultural brand.

### **v. Encouraging Creativity**

*What is the best way to maximise the creative potential of the people of Scotland?*

- a) all of the above  
plus
- b) inspire and celebrate creativity from its smallest articulation to its largest manifestation
- c) promote media coverage of the 'wee' performances and festivals as well as the 'biggies'
- d) invite celebrities to set trends or confer 'cool and wicked' status to minority culture activities and/or amongst atypical audiences
- e) encourage the visionaries.

KH, 12.10.04