

Ian

**From:** mike morrison [mjcm@btclick.com]  
**Sent:** 01 September 2004 13:57  
**To:** info  
**Subject:** Request for feedback[Scanned]

**Attention James Boyle.**

**Dear James,**

**Here as requested are focused comment on your areas of investigation.**

**Education:**

You develop skills and share knowledge by doing Projects that involve all sectors in cultural events or experiences. It requires active leadership at all levels and enthusiastic support of outreach activities to enrol all sectors of the population in creative activities. Resources have to be balanced between quality and volume of participants, funders needs to help prioritise and then provide enough support to meet jointly set objectives with providers.

All government financed institutions and employers should have a role to play in promoting not just physical health but the value of engaging the brain in cultural activities and thinking about the provocations that the arts provide.

I suggest a transparent national audit to find out just what are our Scottish capabilities and skills are to deliver cultural learning and in what areas they operate. The resulting analysis of the findings could spur an organisational strategy to develop of institutions and their staff to deliver cultural education at world class level. Do not restrict capabilities for example, I consider crafts such as dry stane dyking to be an art form that provides me much pleasure when viewing the landscape of rural areas and would include that skill in the audit.

Art can be seen as a very important marker of productivity and economic well being and social cohesion. We need a campaign to teach the value of creative thinking and change perceptions of what culture is in terms of social and economic benefits. It must be made more accessible to people and barriers broken down through understanding on both sides of the fence ie the artist and cynical observer of stuffed sheep in tanks.

**Delivery:**

We were once renowned as a nation of inventors , engineers and enlightenment , pride in these qualities requires reinstatement in schools, universities , offices and on the street.. This means a change in behaviour by politicians and leaders and a more even balance between Sport and Arts spending . Compare sports reporting in newspapers to cultural , a ratio of about 5:1 in favour of sport during the weekly press, a almost zero in tabloids. Lobby the owners for a more balanced view of life in Scotland and encourage participation in the cultural aspects of life.

Build or create new bright bold venues in areas where economic benefits can be provided and future revenue streams are likely to be sustained. Better business planning and strategy to provide all sectors

16/03/2005

with meeting spaces for the creation of Arts and community events of all sorts.

Flexibility is the future key. The changes we will see over the next 10-20 will be technology driven and we must be bold and experimental in our attitude to all things digital and electronic. Interactive spaces with participation and real experience of exciting and entertaining art forms, games or experiences are going to attract audience.

Good food , wine and beer will also add value to places that need revenue, the local neighbourhood must be safe and family friendly. We can learn a lot from Europe on how to make cities and towns destinations and communities that people want to live and work and be proud to sustain. Many examples of success and boldness of vision can be seen in European cities and towns.

### **Institutional infrastructure:**

Simplify current structure of Scottish Executive and SAC, there are too many layers of government. Go for 3 levels, with reduced control between Government and delivery of Public Service.

Move the SAC or a replacement organisation out of Edinburgh to a more central location in Stirling or Perth , decentralise budget control to point of delivery centres in Aberdeen, Nairn , Glasgow, Edinburgh and Orkney. Provide each area with a 5 year mission to develop local infrastructure and facilities according to local needs. Use the central location to provide NATIONAL company support and let the local units decide how money should be spent through a consultation process with their communities. Meanwhile combine Arts and Business with Scottish Enterprise. Its new role to focus on how to sustain longer term engagement of business through investment and sponsorship throughout Scotland. It can be rewarded on a basis of performance across the country, targets being secondments and cash to support plans for growing the Arts sector and employing people in creative jobs

Use learning from other countries efforts and simplify the structure of rewards currently being applied by SAC. Target the money to those who are strategically important and meet the standards of management and innovative cultural leadership. Support bold new buildings to attract positive public responses and engage communities on creating a sense of hope and optimism in our abilities as a country.

Provide more obvious TAX incentives to encourage Corporate sponsorship and individual giving to cultural activities. Provide Arts organisation with sustainable income streams to support medium to long term planning over 3-10 years. Short term funding destroys opportunity and demotivates talent.

### **Marketing & Promotion; One Scotland , many cultures.**

Provide what the public want with entertaining and challenging events to attract old audiences back and develop new ones . Facilitate touring companies and cross city secondments of Artistic entrepreneurs and managers. Spread best practice through promoting opportunities for organisations to exchange skills with business and Public Servants.

Send talent abroad and bring in external skills from abroad to provide opportunities for new learning. Provide more government money to pay for “ joint venture “ tourism culture , where culture and Scottish Enterprise Development and commerce can both benefit from each other.

The success of music festivals and sporting events in remote locations has been proven, repeat that success in other areas. I recently saw Perth pipe band in Estonia promoting Scottish week, why not other elements of culture at these promotions. We have a new music scenes and artists who can promote

our cultural tourism at these joint events.

### **Encouraging Creativity:**

Promote and reward creativity at all levels of society. Facilitate events that encourage people to learn new techniques and skills to capture their ideas and inspirations. Use all mediums to discuss where it is found and how it benefits all involved in the process. Medicine , Science and the Arts. A more Renaissance approach to our culture is what is required , where we celebrate instead of cat call and not take pleasure in the attacks on Artists self esteem that have become “ put down humour” in Scotland.

Have a National week of creative endeavour in organisations. There is no shortage of ideas when people are asked for them, the courage is actually in the implementation and sustaining phases of change.

### **Cultural Rights:**

We are a small country of approx 5M and are geographically spread out over large areas, some which are wilderness. Where populations are small only limited facilities may be economically provided. Politicians have a major role to play in debating what is a fair right, it should also be balanced with a responsibility by citizens to pay and support their local venues and events.

In general People should have a right to access to affordable tools, education and facilities to be creative and to enjoy and communicate life experiences and different ways of seeing the world.

Choice is the key and perhaps the Broad banding of Scotland may help more fairly opportune the entitlement to learning and access to creative events as yet unthought-of or developed means. So provide cheap accessible broadband to all in remote communities and artists and encourage them to share and participate in shows and Projects.

### **Organisational Issues:**

Funding the future. sustainable development requires continued public funding. This is not ideal, but a reality due to the way we have funded our culture historically. The stress within organisations to perform and survive is ongoing. We must focus on building on what we do well and continue to raise our expectations and quality standards to compete for our audience and satisfy funding bodies.

We must get even better at what we do and exceed the expectations of funding bodies who pay for our services. There is a need in Arts organisations to sell better and then be proud that they can pay their way and deliver services and social value.

Behaviours and values of artists do not often reflect these values, somewhere some have developed a dependency culture and this needs to be addressed , no one owes them a living. Respect has to be earned at all levels. Change is constant and fashions, tools and technology are changing as rapidly as organisations evolve and change, Art is no exception , although sometimes it give the impression of being just to precious.

A key issue for me is facilitating the interested parties with money into Joint Ventures where multi-disciplined teams can deliver great Art Projects and build new cultural buildings fit for the future.

Your Commission is right to move quickly or a generation of skateboarding big brother watchers and game boy players will reject today's thinking and invent something totally new and unintelligible as culture. The rise of new text languages and hand held devices that send videos or wirelessly commune across continents are just recent examples to those who have responsibly for planning a future strategy. The hard part will be balancing their needs with that of an aging population who will want more quality and superior delivery within reach of their pension funds.

If you wish to discuss these comments in more detail please give me a call. I would appreciate feedback to confirm you have received this mail.

TX.

Mike

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