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From: Hannah Rudman (Private) [hannah@hannahrudman.com]
Sent: 29 October 2004 10:06
To: info
Subject: Scotland's cultural story - the digital element[Scanned]

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I'd like to be involved in the process of Scotland's cultural story, as I think my experience in the North West of England (where I work in the arts and cultural sector) could inform your plans for Scotland (where I live, and anticipate working in the arts and cultural sector in the future).

The opportunity for Scottish Arts provision to be expanded over the next 25 years to existing, new and young audiences, can be achieved by setting up a Digital Development Agency for the Arts in Scotland. The proven model and business plan (that I have already designed to help this happen in the NW) would apply appropriately to Scotland. There are many business models which ensure digital content from the arts can make a digital development agency for the arts in Scotland self sustaining after initial set up.

I currently work as Artistic Director of Arts Magnet, a successful pilot project, about to commence regional roll-out. The project aims to attract new and young audiences to arts and culture by using the hook of the new digital technologies which currently so intrigue them. This means developing the arts and cultural sector in the NW to be able to do this. As well as developing bespoke technology for the sector, and training programmes, Arts Magnet also has to change the inherent philosophy that technology is "scientific", and therefore the opposite of "artistic" (and so is scary/irrelevant etc.)

For the past year, I have been creating cultural policy for the rapidly evolving post-industrial, knowledge based economy and society - like the Scotland, the NW has a rapidly growing Creative Industries sector. This has been underpinned by an important change in the way that the North West of England is approaching its regeneration strategy. In the last few years, the Arts Council of England, North West (ACENW) has started to work closely with the North West Development Agency (NWDA, the NW equivalent of Scottish Enterprise). This has been due to:

a). the pressure on the ACENW to prove that they are making cultural provision for all members of their region, spanning 2 major urban cities (Manchester & Liverpool) and remote rural communities (eg. the Lake District).

and

b). the NWDA's desire to promote the potential of broadband as an economic (social and cultural) regeneration tool

The speed of development of broadband in the North West of England, as well as diversity of digital channels (internet, IPTV, GPRS, WAP) and the breadth of devices on which people can gather digital content (digital TV, mobile devices and phones, public kiosks and big screens) have all led to new markets emerging. People in the NW are changing the way they gather and interact with information, and are beginning to demand rich appropriate content.

Arts and cultural organisations have the type of rich content that's in demand (its the interactive masterclasses, workshops, education events that's part of core activity), it just needs to be digital format.

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The broadband technology that will be part of Scotland's infrastructure and inspiring emerging markets here by next summer, offers unparalleled opportunities for the SAC and Scottish Executive to deliver on its promise of cultural entitlement for all.

Working through projects like Arts Magnet, the NW is beginning to prove that the arts and cultural sector play a vital role in enhancing economic development, both directly, and indirectly through the enhancement of social education economies. Broadband will play a vital role in widening access to rich cultural provision to all - existing, new and young potential audiences.

Scotland needs a version of Arts Magnet to promote its traditional art forms in new, relevant ways to a population who have changed their methods of communicating and interacting because of new technology.

Do contact me via the details below if I can let you have any further information. I look forward to your response.

Yours sincerely,
Hannah.

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