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**From:** Saskia Anley McCallum [redpoint@blueyonder.co.uk]  
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**To:** info  
**Subject:** In Response[Scanned]

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

Encourage and provide funding, guidelines and training for exchange programmes in schools - private with public, rural with urban, plus international exchanges.

The Steiner School is an excellent resource for developing artistic creative thinking young people. On a recent tour, every single AS level pupil gained an A grade in Art and their Show was more impressive and varied than that of the Edinburgh College of Art. (They are next door to you so please get in touch with them!)

- **Marketing and promotion:** How to increase and broaden the profile of the audience and the public engaging with cultural activity in Scotland?
- Encouraging creativity: **What is the best way to maximise the creative potential of the people of Scotland?**

The same answer applies to both these questions.

Creative education at grass roots level. Exposing young people to The Arts, to different cultures and experiences... Culture, creativity, (fitness and nutrition!). Target the role models, the teachers.

There is too little flexibility in the rules that govern education - who can and cannot gain a PGCE (the rules in England and Wales are far more flexible), which schools can have 'State status and funding' (The Steiner School is crying out to get funding to admit more students who would highly benefit from their creative approach to education.)

Hope that is useful,

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