

Ian

**From:** ashley.kennedy@tiscali.co.uk  
**Sent:** 25 September 2004 12:31  
**To:** info  
**Subject:** Suggestions re: Policy[Scanned]

Dear Team,

A few suggestions thru the eyes of a Marketer....simple ones mind you'....to start with!

**Education:** In pre-school government led nursery schools, the teaching of the importance of culture has to laid down here, with infants, toddlers, even babies. This has to be where foundations are needing to be firmly put.

**Infrastructure:** This Commission should be continued indefinitely, with a proper base in Scotland, with an office and venue attached. It should be a where professionals can help, by constantly find out from those working daily in the various sectors what works best for their particular sector, then with vision, help bind and organise strategic alliances to work in partnership, through the middleman - The Commission? The problem is getting the cultural sector working as a collective, and a SBU.

**Delivery:** Take the 'cultural' to the people, mobile units, like police units, a roadshow...highlighting in various areas in Scotland what is available to them....having discounted packages set up in advance, but the key is being 'out there' amongst the everyday person.  
Making the commission have a set of regulates access checkpoints, go around and measure venues around Scotland, then award them the CC award for excellence?

**Marketing and Promo:** Really applies to the above points, Culture needs more explaining, people need to feel it is their right to be a part of a Cultural Scotland, not singled out for those with more money and time than themselves...The concept is to brake barriers by making pushing the word Culture, and make people want to get involved...it needs figure heads, leaders, who can relate to all levels of the community, 'this is ours - take a piece's.

**Creativity:** Pushing youth, and abstract thought thru School programmes, University Challenges, CCC awards, dispersing fear is key, it is the fear of looking stupid which is what hinders the exploration... again, figure heads and spokespeople going around highlight the good, bad and ugly of their industry would generate awareness.

Ultimately these wee suggestions involves cash, and we all know their is never enough of that to go around! However, I feel that small steps with small cash investments over longer periods of time will be the answer. Constant and genuine information.....

"HAPPINESS IS THE DEFERRED FULFILMENT OF A PREHISTORIC WISH...THEREFORE MONEY DOES NOT BRING HAPPINESS"...S.FREUD 1889

Ashley Kennedy

The Wee Toon

16/03/2005

ashley.kennedy@tiscali.co.uk

*Signature powered by Plaxo*

ALYTH  
PH11 8RB

tel: 01828 633497

fax: 01828 633497

mobile: 07837 436 277

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