

Ian

From: visitor
Sent: 10 February 2005 16:47
To: info
Subject: FW: <no subject>[Scanned]



Cultural
mmission[2][1].doc

-----Original Message-----

From: Celia Stevenson [mailto:Celia.Stevenson@scottishscreen.com]
Sent: 10 February 2005 15:55
To: James
Subject: <no subject>[Scanned]

James

Here is a slightly tidied up version of the organogram I showed you yesterday. It is of course only a work in progress, but I hope it is useful. That was a very good meeting yesterday, at last I began to understand what we possibly could achieve. Looking forward to meeting you here. Let me know when you want to come through. I am away on the week beginning 21st February, so the next week would be better if that suits you as I would like to be here when you visit us. Let me know what suits you.

Best wishes

Celia

Celia Stevenson
Head of Corporate Communications
Scottish Screen
249 West George Street
GLASGOW
G2 4QE
Tel:44(0)141 302 1722
Mob: 07770 592 280
celia.stevenson@scottishscreen.com

SCOTTISH EXECUTIVE

Make a case for separation:

- Specialist expertise required
- Objectivity required

CULTURE MINISTER

INDEPENDENT NATIONAL CULTURAL BODY

Culture Scotland?

- Research & Development
 - Benchmarking
 - Gap Analysis
 - Piloting
 - Evaluation
- Policy (High Level)
 - Compliance
 - Advocacy

Shared Services Division

- Central Services
 - Finance
 - HR
 - IT
 - Legal
 - Marketing Press & PR

How do you service business unit effectively and still avoid duplication?

CULTURAL BUSINESS UNIT

(CEO)
(Sector Specialists)

- Funding Assessment
- Cultural strategy development
- Reporting
- Sector Expertise
- Sector delivery/dissemination
- Central Services

Job functions will vary in each business unit. Specialists in each unit would meet with counterparts in other units regularly to discuss cross-cultural issues

- > reporting/policy-making loop
- > research/feedback loop

PRACTITIONERS

CONSUMERS

STAKEHOLDER

BUSINESS UNITS

INSTITUTIONS

- Museums
- Libraries
- Galleries
- Archives
- * Screen

- Built Heritage

ACTIVITIES

- Music
- Literature
- Performance Art
- Dance
- Theatre/Opera
- Visual Arts
- Moving Image
- Folk Art

Grouping Units:

- Where does moving image sit?
- Certain functionality must exist in every business unit
- Consider size – not too big/too small
- Suggest natural synergies
- Consider participants and consumers – how do the public want to communicate with units?

STAKEHOLDERS

- Local Authorities * ②
- HE/FE * ②
- NTOs ②
- VisitScotland ②
- Enterprise Network * ②
- National Cultural Organisation, e.g. UK Film Council ②
- DCMS ①
- National Lottery ①
- Sector Trade Organisations and Unions ②
- National Trade Organisations and Unions ① ②
- Commercial Partners ① ②

* Needs buy-in/representation as part of national cultural organisation

① Communication at national level

② Communication at business unit level