



CULTURAL SCOTLAND

HOW WOULD IT WORK?



APRIL 2005

A NEW CULTURAL SCOTLAND

Scottish Screen's Response

We welcome the opportunity to make this submission to the Cultural Commission. In this document we have taken a broad look at how cultural provision in Scotland could be structured to bring about the First Minister's goal of developing a cultured, confident Scottish society by the year 2035 and how Scottish Screen fits into the picture.

Scottish Screen is the only NDPB in Scotland serving the screen industries. We are concerned not only with culture but also with business. Like museums and galleries, we provide opportunities for access, exhibition and education, but we also develop talent. It is this duality of purpose which makes Scottish Screen unique, and which must not be underestimated. As one of the cultural partners, we would aim to ensure efficient use of resources and talent, while avoiding duplication of function.

Our History

Scottish Screen was established on April 1st 1997 and is the amalgamation of four companies, the Scottish Film Council (an NDPB), Scottish Screen Locations, Scottish Broadcast and Film Training, and the Scottish Film Production Fund.

The idea behind the merger was to streamline the services offered to the screen industries in Scotland by rationalising provision under one roof. The so-called 'one stop shop'.

However, in the intervening eight years, the screen industries in Scotland have greatly expanded and matured. It is with this in mind that the Board of Scottish Screen and the management team are currently undertaking a radical reappraisal of our various responsibilities and priorities.

HOW WOULD A NEW CULTURAL SCOTLAND LOOK?

○ A CABINET-LEVEL CULTURE MINISTER...

- ① ...with a dedicated Culture Department fully across the brief, embedding the positive instincts and benefits of culture and creativity across all government departments.

○ CULTURE SCOTLAND...

- ② ... with an arms-length relationship with government; a specialised independent artist led body providing inspiration, leadership, vision and advocacy, creating landmark national cultural initiatives, celebrating best practice, developing audiences, promoting the arts and setting standards for the entire cultural sector. The arms-length status is essential for the success of Culture Scotland's role as an advocate for culture, which must not be compromised by political intervention. Any legislation should be process-focused rather than content-focused, with funding distributed through the most effective structures in line with national cultural imperatives.

○ A CULTURAL PARTNERSHIP...

- ③ ...of the established institutions, (MUSEUMS - GALLERIES - ARCHIVES - BUILT HERITAGE - THEATRE - DANCE - MUSIC - PERFORMANCE ARTS - SCREEN), working closely together to exploit the synergies that exist between them while recognising the autonomy necessary for accountability; a powerhouse of innovation and creativity, much greater than the sum of the parts. Such a virtual partnership would be responsible for the development of joint aims and objectives. Good communication and flexibility would be the key, and shared services would develop where appropriate.

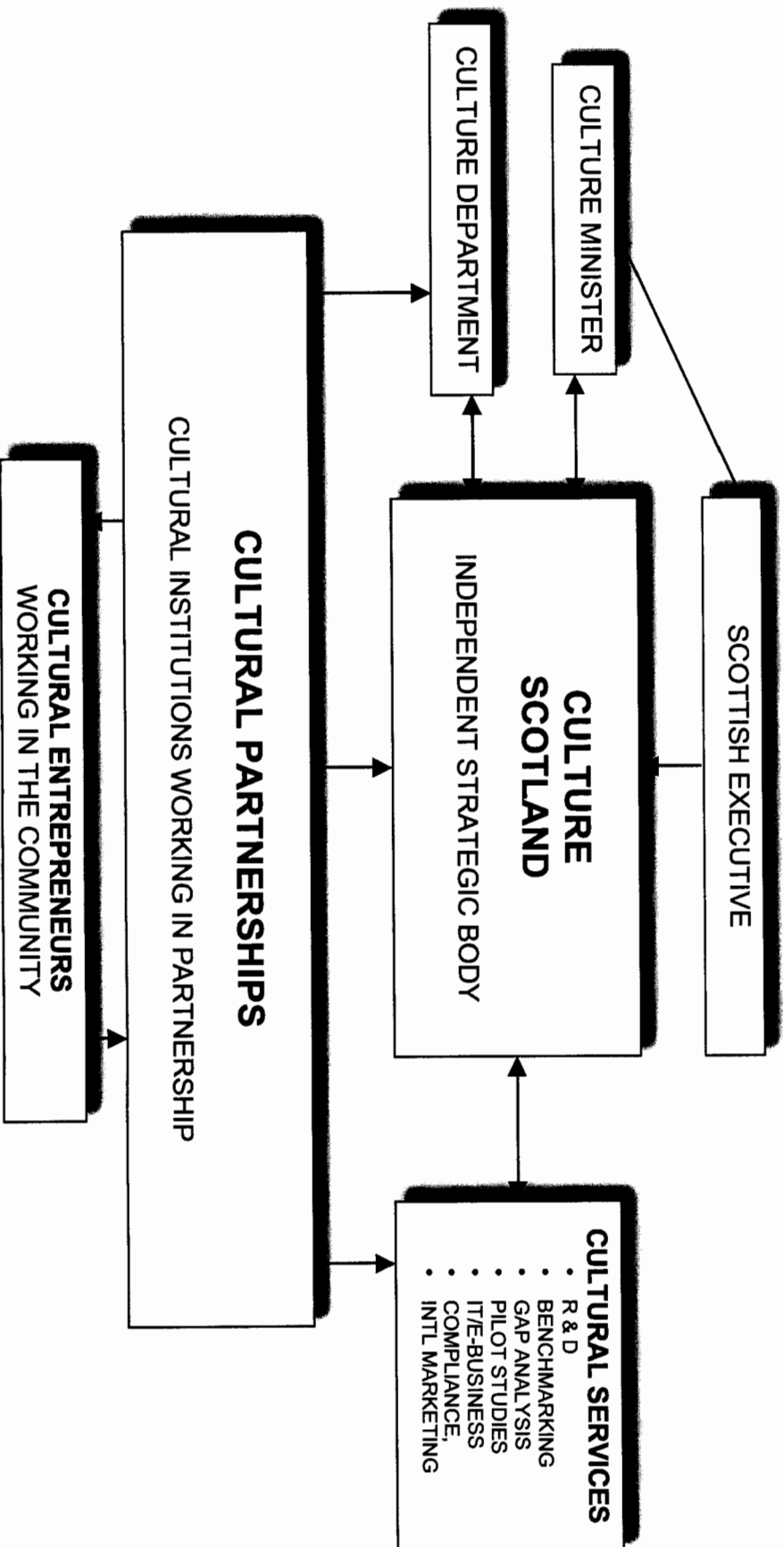
○ CULTURAL ENTREPRENEURS...

- ...making sure culture is accessible to everyone and not constrained by financial limitation, geographical remoteness or psychological inhibition. Working in and with local communities, embedding creativity from the classroom to the community, it would provide the climate for creative expression and ambition – supporting the positive, the ambitious, the expansive and the visionary, leading to the establishment of a body of world class artists and work.

○ **CULTURAL SERVICES...**

...providing research and development work as required to inform strategic thinking – benchmarking; gap analysis; IT; e-business; compliance; international marketing; pilot studies.

FUTURE LANDSCAPE



SCOTTISH SCREEN

What We Stand For

○ VISION

Our vision for Scotland:

- Moving image education embedded for the young but available to all
- Access and inclusion to moving image for everyone in all forms
- Cultural organisations and industry working in partnership to achieve common goals
- Development of a strong sustainable production industry/community
- International recognition of Scotland's screen talent

Scottish Screen's own vision is to be an organisation, which is acknowledged as creative, open and which embraces excellence in all its dealings

○ MISSION

To serve the people of Scotland by building and encouraging a culture of excellence and opportunity in moving image through support, funding, development, advocacy and promotion.

○ STRATEGY

- Driving screen policy for Scotland
- Championing entitlement to moving image education
- Establishing a sustainable screen industry in Scotland in partnership with stakeholders
- Providing and promoting opportunities for appreciation and enjoyment of screen culture in Scotland
- Preserving and making accessible Scotland's screen heritage
- Encouraging a global outlook and raising the profile of Scotland as an internationally recognised centre of production.

○ ACTING NATIONALLY...

Scottish Screen welcomes and is committed to its responsibility to address the needs of Scotland's varied communities, cultures and groups. We will develop partnerships with organisations and groups across Scotland to assess and inform how our strategic objectives might best be delivered for the benefit of all. Where appropriate we will initiate projects and schemes to be delivered through key partners in order to ensure that our work and activities reflect the diversity of Scotland.

○ ...THINKING GLOBALLY

Recognizing that Scotland must compete in a global market, Scottish Screen will increase the number of opportunities it facilitates for the Scottish industry to do business with overseas partners. In the past two years, Scottish Screen has capitalised on a partnership with the UK Film Council to increase Scotland's profile at the Cannes Film Festival, and re-established a Scottish presence at events such as AFCI Locations in Santa Monica. In 2005-08, we will continue this evaluation of targeted markets, festivals and events with a view to increasing worldwide awareness of all aspects of filmmaking in Scotland – its people, its films and its locations.

Scottish Screen also recognises the importance of moving image as a medium for portraying Scottish culture to the world. In this respect, Scottish Screen will continue to work closely with the Scottish Executive, members of the Scottish International Forum, and other cultural organisations, to ensure that the work of Scottish filmmakers, across all genres, is incorporated into international cultural event programmes.

Future Activities

○ EDUCATION

We continue to work closely with central and local government to embed moving image education into the heart of Scotland's curricular and informal education frameworks. Building on the success of our teacher training and school-based initiatives, we will develop and advise on moving image education from primary to tertiary and postgraduate level. We are also uniquely placed to position ourselves as the centre of excellence for entry level into the industry through embedding and supporting creativity from the classroom to the community.

○ TRAINING

We are the point of contact and advocacy for industry entrants, providing the climate for creative expression and ambition. We give people the means and the training to move on, through supported media access centres for hands on experience, into short film production, then longer form drama, and finally into first feature – all carefully mentored by us. This educational path equips new filmmakers to enter the mature market place with skill and confidence. Currently we are moving to a facilitator role rather than providing hands on training, identifying the gaps in provision and making sure that these are filled. We work closely with Skillset, the Sector Skills Council for the audio visual industries, to develop future training strategies.

○ PRODUCTION & DEVELOPMENT

Scottish Screen is responsible for distributing Lottery funds for development and production. We use these funds to build talent within the industry from entry-level short films through to features and, in partnership with our training colleagues, mentor the recipients at all stages.

○ ARCHIVE

The Scottish Screen Archive is the jewel in the Scottish Screen crown, holding as it does the repository of 100 years of Scottish film history. While we celebrate and utilise its resources across all areas of our work, we recognise that, as an almost autonomous unit, the Archive could benefit from the increased resources available to it from an alliance with the Scottish Archives and Libraries sector.

○ EXHIBITION

Traditionally we have given financial support to the regional films theatres such as Filmhouse in Edinburgh and GFT in Glasgow, as well as a spread of other such cinemas throughout Scotland. Currently there is a major consultation being undertaken looking at the exhibition sector in Scotland which will inform our strategy for the future. We will continue to support the Edinburgh International Film Festival – the gold standard film festival in Britain – as well as other more 'niche' festivals which are also important showcases for Scottish work.

○ LOCATIONS

We are the point of entry for anyone wishing information on all aspects of filming in Scotland, and act as the hub of a countrywide network of local film offices. Our offices hold the most comprehensive photographic library of film locations in Scotland.

○ MEDIA

MEDIA Antenna Scotland, the office of the European Union's MEDIA Programme, is hosted by Scottish Screen. It's aim is to integrate the Scottish industry into Europe by encouraging Scottish practitioners to take advantage of MEDIA opportunities for funding, training and networking

○ MARKETING COMMUNICATIONS

We manage the organisation's communication with all stakeholders and publics. Our wide-ranging activities include briefing ministers to advise the government on screen industry issues; providing our industry colleagues with information which supports their business; liaising with the press on all matters related to moving image; publishing a weekly electronic news bulletin and monthly magazine available to a broad readership; and organising a Scottish presence at markets, film festivals and cultural events in the UK and overseas.