



Scottish **Arts** Council

**S/C05m5p1
Confidential
For Approval**

**Council
25 October 2005**

Strategic Review

Optimum Scenario – Draft Framework

1 Introduction

- 1.1 As agreed by Council the first stage in the Strategic Review involves the development and presentation of a funding scenario that is aspirational and ambitious for the arts in Scotland.
- 1.2 This scenario will represent the interests of the artists and arts organisations that we work with, and offer new and exciting opportunities for the people in Scotland whose interest in the arts has been evidenced in our APA Survey. It also echoes the ambitions of the First Minister's St Andrew's Day speech in 2003, and the call for increased investment outlined in the Cultural Commission Report.
- 1.3 Heads of Departments have detailed the aspects of their activity that require increased investment to improve the impact on our aims. These scenarios have been tested and refined through consultation with advisors and committee members in recent months.
- 1.4 The next stage will be to collate and summarise these scenarios and their impacts, and frame this within a brief narrative that will be presented in a published advocacy document and launched in November. The timing allows an opportunity to take stock of the response to the proposals prior to the critical meeting of Council in December.
- 1.5 1At the time of writing we are working on the summary version of the scenario and we will be able to table this work in progress at the Council meeting on 24th October.

2 Recommendation - Council are asked to approve the following;

- 2.1 The proposal for the optimum scenario to be outlined in the form of a published advocacy document (appendix 1).
- 2.2 The proposed presentation of this at a date to be confirmed in November - likely to be 28 November
- 2.3 A mandate for the Directorate, in consultation with the Chair, to complete the task of summarising the detailed content of the Departmental scenarios

Jim Tough
Director of Arts
15th October 2005

Appendix 1 - Draft Optimum Scenario Framework

Towards a Creative, Cultured Scotland

1. Introduction

Why the arts are important to Scotland and its people

Why we have produced this document

What we get in return for investment in the arts and artists

2. Improving Support for Artists and Creative Environments

Why supporting the artist is important

Case study 1 e.g. Alison Watt

Why supporting creative arts organisations is important

Case study 2 e.g. Edinburgh International Festival

Our proposals for optimum investment

What we (Scotland) will get in return

3. Increasing audiences and participation in the arts

Why audience development is important

Case Study 3 e.g. macrobert

Why participation is important

Case Study 4 e.g. Feis

Our proposals for optimum investment

What we (Scotland) will get in return

4. Arts and Creativity at the Heart of Learning

Why arts in education is important

How does it help in formal educational settings

Case Study 5 e.g. Room 13

How does it help in life long learning

Case Study 6 e.g. generat8

Our proposals for optimum investment

What we (Scotland) will get in return

5. Developing the arts in Scotland

What do we need to explore e.g. digital media

Who do we need to work with – partnership

What do we need to know and learn about – research

Our proposals for optimum investment in advocacy, partnerships, research

What we (Scotland) will get in return

6. Summary of the optimum scenario