

# Scotland can unleash our creativity.

Na h-Alba daoine a bhith cruthachail



**#GREENHOLYROOD VOTE GREEN 2016**





# **SCOTLAND CAN create a flourishing and diverse arts sector.**



**We believe that arts, culture and heritage are not optional luxuries – they are a profound part of the human experience.**

**Through the arts we can represent our experiences, explore questions of national and personal and community identity and inspire people to fulfil their potential.**

**Our creative industries provide more jobs than our energy industry, with 6.6% of Scotland's people employed in the creative economy.**



# WHY CULTURE POLICY MATTERS.



- 91% of adults in Scotland engage in culture, four in every five attend a cultural event or place of culture and 78% participate in a cultural activity in any 12 month period. [1]
- A survey in Glasgow showed that 92% of residents agree heritage is important for the country, 80% agree that it is important for their local area and 85% agree it is important for them personally. Culture has a positive impact on health and wellbeing. [2]

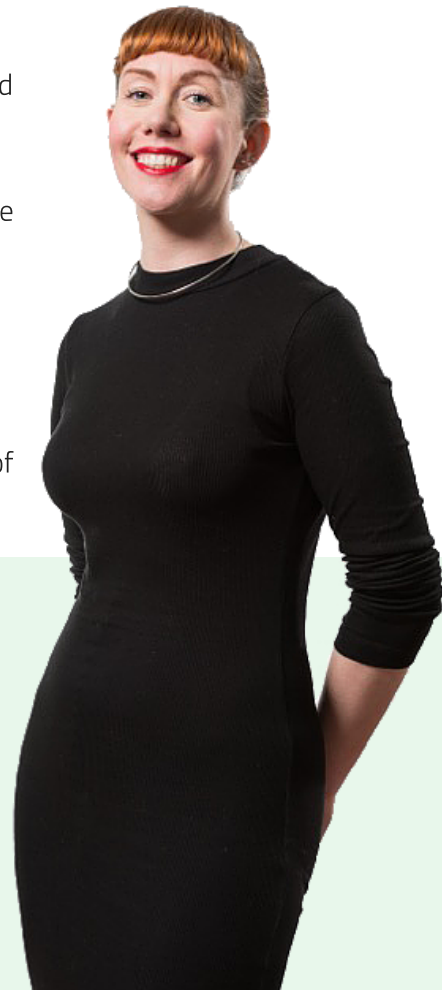
## CULTURE HAS A POSITIVE IMPACT ON HEALTH AND WELLBEING:

- Those who attend a cultural place or event are over 59% more likely to report good health compared to those who didn't. [3]
- Those who attended a cultural place or event were over one and a half times more likely to have reported high life satisfaction, compared to those who did not. [4]
- Culture is a vital part of our economy, providing approximately 174, 000 jobs in Scotland - that's 6.6% of the total jobs figure. [5]
- The arts and creative industries in Scotland have an estimated economic impact of £3.69 billion Gross Value Added (GVA). [6]

"Scotland has a rich cultural heritage, from music and poetry to dancing and architecture; but it is not only our past creativity that is important to preserve. We can continue to create new cultural output to inform and represent our society today, and present a vibrant, welcoming face to the world. "

**ZARA KITSON**

**SGP culture spokesperson, second list candidate for Glasgow**





## SCOTLAND CAN SUPPORT PUBLIC SECTOR PROVISION OF THE ARTS.

We will increase funding to Creative Scotland, Scotland's National Performing Companies and National Collections, enabling them to provide more opportunities for participation, outreach, and to target diverse audiences.

When budgets are under pressure, the arts can be an easy target. We believe that cultural and heritage activities are not luxuries but intrinsically valuable to social wellbeing. We will work with all local authorities to maintain provision of community arts and culture in their region at current levels, and expand where possible.

We will introduce a new 'Outcome for Culture' across all government departments, using the existing Scottish Government's National Performance Framework, designed to capture more than economic outcomes alone.

We will introduce an 'Intermittent Work Scheme' for working artists so that they are entitled to receive a monthly compensation comparable to unemployment compensation. This will increase the retention of talent and the output of the artists resulting in more work of a higher quality available to the public.

We will support budget increases from within the education budget for arts education in schools.

We will change the planning framework to ensure that cultural hubs and venues are prioritised and large developments required to provide cultural spaces such as studios or venues. We'll introduce measures to ensure that Noise Abatement Legislation can no longer be used to further restrict existing music and cultural venues by future purchasers of nearby property. The proposed Scottish Film Studio will also be prioritised within the National Planning Framework. We will ensure that districts which enjoy strong cultural economies are encouraged and protected.





# SCOTLAND CAN SUPPORT INNOVATION IN THE CREATIVE SECTOR AND GENERATE A PRODUCTIVE AND VIBRANT CULTURAL LIFE.

We will encourage the use of publicly-owned empty space for cultural activity, and support 'right of first occupancy' and 'community right-to-buy' legislation to protect formal and informal venues for cultural activity and live performance across Scotland.

We will support UK-wide lobbying for the evidence-based reform of intellectual property and copyright legislation to promote the remuneration of artists rather than multinational corporations.

We will create a Scottish 'Women in Media' watchdog to monitor and challenge underrepresentation, gender stereotyping and sexualisation of women and girls.

We will encourage diversity across the culture sector, with the introduction of the 'Intermittent Work Scheme' which ensures that people from a range of backgrounds are able to access employment and stay in the creative industries.

Raising funds locally through an 'overnight visitor levy' will provide additional resources to fund cultural activity across Scotland, ensuring that talent and

cultural hubs can flourish in areas outside of the central belt.

We will work with Scottish and UK-wide broadcasters to ensure they reflect, enable and present all of Scotland's people and all of Scotland's creativity.

We believe the encouragement of cultural diversity is a prerequisite for cultural democracy. We will encourage a diversity of: cultural creators, producers, distributors, distribution channels and audiences; artistic and other cultural content; individuals responsible for governance and decision-making. We support cultural ventures in all the languages of Scotland, including measures to encourage the use of Gaelic and the Scots tongue.

We value the importance of culture and artists as the beating heart of our national identity. We recognise that Scotland is a leader on the world stage and a thriving cultural sector is a key part of a thriving tourism, innovation and knowledge exchange. Our culture renews us and demonstrates that Scotland is a wonderful place to live, work and visit.





# KEY COSTINGS



Cuts in John Swinney's budget has stripped £5m from the National Companies and £7.3m from the National Libraries and Museums. A further £7.7m has been cut from Creative Scotland's annual settlement. [7]

New revenue can be raised locally with the application of a discretionary 'overnight visitor levy'. Visit Scotland figures show visitors spent 64.29m [8] nights in Scotland in 2014 - if these were taxed at £1 per night this would raise £65 million. Areas with high visitor numbers can balance out against areas which have a more fragile tourist economy.

New revenue to reverse Swinney's cuts to the national companies and galleries can be raised by the application of a £4 visitor levy on air passenger duty. Counting only passengers from outside of the UK, Visit Scotland's figures for 2014 are 2.4m [9] overseas tourists - which could generate £9.6m. This figure would be much higher assuming the charge was applied to arrivals from elsewhere in the UK in addition.

The cost of increasing cultural activities in schools is well within the figure of £65m raised via the overnight visitor levy - £20m of which can be allocated to this

visitor levy - £20m of which can be allocated to this scheme and councils would have power to raise additional revenue by adjusting the levy rates.

The cost of increasing funding to Creative Scotland is well within the figure of £65m raised via the overnight visitor levy - £21m of this can be allocated as ringfenced funds for activities across the length and breadth of Scotland. Councils would have power to raise additional revenue by adjusting the levy rates.

The cost of providing an Intermittent Work Scheme for workers in the creative industries is calculated at £24m. In reality this figure will likely be less, since some artists will already be claiming job seekers allowance. The calculation is based on 102,000 [10] employed in the Creative Industries\* (3.9% of all employment in Scotland and larger than employment in the energy industry), applying the Scottish rate of unemployment of 6% [11] and calculating for those 6,120 people an equivalent payment of job seekers allowance at the higher rate of £73.10 over a very conservative figure of 52 weeks per year (full unemployment as opposed to intermittent) which gives a figure of £23,263,344 rounded to £24m.



This figure is well within the estimated £65m which can be raised through a locally applied 'overnight visitor levy'. In the context of a total tourism spend in Scotland of £4.8bn, this small levy is feasible and is unlikely to have any negative impact on tourism. Indeed, the benefit of increased cultural activities across Scotland as a result of this extra revenue will make Scotland a more attractive place to visit.

Total exports from the creative industries growth sector stood at £2.9 billion in 2014, accounting for 3.8 per cent of Scotland's total exports. [12]

The predicted reduction in GP visits as a result of good health associated with culture participation has a value to society in that it leads to costs savings for the NHS of £5.07 (audience member in the arts), £2.59 (visiting heritage sites), £1.05 (visiting libraries) and £1.89 (visiting museum) per person per annum. [13]



\* Scot Gov Growth Sector Briefing counts 68,000 employed in Creative Industries, due to different methodology (SIC2007 codes versus SOC codes used by the UK gov study which reaches a higher figure because it explicitly counts occupations in the crafts sector as well as actors, entertainers, dancers and musicians, exactly the occupations we aim to support with our scheme) Breakdown of Intermittent Work Scheme Costings: JSA equivalent over a whole year:  $73.10 \times 52 = 3801.2$  Unemployment rate: 6% unemployment rate Scotland ONS 2016 Number of workers in Scotland's Creative Industries (UK GOV 2014): 102000 Estimated unemployed in Creative Industries:  $102000 \times 0.06 = 6120$  Estimated cost of unemployed in Creative Industries to be paid a JSA equivalent over a whole year: 23,263,344 Rounded estimate of cost of Intermittent Work Scheme: £24m

[1] Scottish Gov't, People, Heritage and Culture, 2015, <http://www.gov.scot/Publications/2015/01/2156>

[2] 20 years in 20 places, Heritage Lottery Fund and Britainthinks, 2015, <https://www.hlf.org.uk/about-us/research-evaluation/20-years-heritage>

[3] and [4] Healthy Attendance, Scottish Gov't, 2013, <http://www.gov.scot/Resource/0043/00430649.pdf>

[5] UK Gov't Creative Industries: Focus on Employment paper, Jun 2015, [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/439714/Annex\\_C\\_-\\_Creative\\_Industries\\_Focus\\_on\\_Employment\\_2015.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/439714/Annex_C_-_Creative_Industries_Focus_on_Employment_2015.pdf)

[6] Economic Contribution Study, Creative Scotland and Scottish Enterprise, 2012, [http://www.creativescotland.com/\\_data/assets/pdf\\_file/0010/21403/ECS-Final-Report-June-2012.pdf](http://www.creativescotland.com/_data/assets/pdf_file/0010/21403/ECS-Final-Report-June-2012.pdf)

[7] The Scotsman, Budget: Scots culture funding cut by £20m, 16 Dec 2015, <http://www.scotsman.com/news/budget-scots-culture-funding-cut-by-20m-1-3977779>

[8] and [9] [http://www.visitscotland.org/research\\_and\\_statistics/tourismstatistics.aspx](http://www.visitscotland.org/research_and_statistics/tourismstatistics.aspx)

[10] UK Gov't, DCMS, 2015, [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/439714/Annex\\_C\\_-\\_Creative\\_Industries\\_Focus\\_on\\_Employment\\_2015.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/439714/Annex_C_-_Creative_Industries_Focus_on_Employment_2015.pdf)

[11] Office of National Statistics, Jan 2016, <https://www.gov.uk/government/statistics/creative-industries-economic-estimates-january-2016>

[12] Scottish Gov't Growth Sector Briefing – Creative Industries, Feb 2016

[13] UK Gov't Research, 'Analysis to Value the Health and Educational Benefits of Sport and Culture'



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