
CREATIVE SCOTLAND DATA REVIEW 2013/2014

A summary of key data from the financial year 2013/14.

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INTRODUCTION

Creative Scotland is the national body which supports the development of the arts, screen and creative industries across all parts of Scotland. This Review summarises a range of statistical data for the year 1 April 2013 to 31 March 2014, and accompanies our financial accounts for the same period.

The year 2013/14 was the final year of our first Corporate Plan 2011–14. This Review therefore covers our work during the period of the final year of our previous planning cycle, and it should be read in that context. Specifically, it relates to the work plan we outlined in our [Annual Plan for the year 2013/14](#) which set out four main objectives, namely:

- **Support excellence in artistic and creative practice:** enabling excellent work to be developed that is recognised and experienced at home and abroad
- **Improve access to, and participation in, arts and creative activity:** across all parts of Scotland, particularly among equality groups and people from less advantaged backgrounds
- **Develop and sustain a thriving environment for the arts, screen and creative industries:** through our funding programmes, development activity and advocacy
- **Deliver our services efficiently and effectively:** ensuring a positive experience of Creative Scotland for those we are here to support and our partners, and effectively managing the public funds for which we are responsible.

From 2014/15 our Annual Plans have included a detailed performance management framework for the period they represent. We will report against that framework in future years, starting with reporting performance against our Annual Plan for 2014/15 in December 2015.

Our expenditure

Creative Scotland receives its funding from two principal sources; Grant in Aid funding from the Scottish Government, and Lottery funding from the UK National Lottery. We also receive restricted funds from the Scottish Government – money which is ring-fenced for specific activity such as youth music projects or showcasing work at the Edinburgh Festivals – and some funding from partner organisations with whom we collaborate on specific projects.

Our total expenditure in 2013/14 was £98.3 million.

Of this £53.3 million was drawn from Scottish Government Grant in Aid and £45 million from National Lottery funds. In 2013/14 we committed £91.3 million to funding the arts, screen and creative industries in Scotland.

Our operating costs in 2013/14 were £6.9 million, or 7% of our total expenditure.

SUMMARY EXPENDITURE 2013/14

	Total (£m)
Lottery	45.0 m
Grant in Aid	53.3 m
Total Committed Expenditure	98.3 m
The total committed expenditure was allocated as follows:	
Funding	84.3 m
Development and Advocacy	7.0 m
Operating costs	6.9 m

Please note that these figures are rounded up/down to the nearest £100k. Consequently this can cause some slight discrepancies with the overall figures in the table above.

Our funding

We are committed to providing long-term, sustainable funding for as many organisations as possible, complemented by project funding for organisations and individuals.

To deliver against this commitment, in 2013/14 we provided funding to:

- Foundation Organisations: Three-year funding support for organisations to cover core running costs
- Programme Funded Organisations: Funding support for up to a two-year programme of artistic work
- Annual Clients: Organisations which were funded on an annual basis to provide support services and networks for the arts, screen and creative industries
- Funding Programmes: Through open and managed funding programmes, supporting a range of individuals and organisations to develop and deliver time limited work and projects
- Partner Organisations: With an in-depth knowledge of their sector which delivered funds on behalf of Creative Scotland.

COMMITTED FUNDING 2013/14

	GIA (£m)	Lottery (£m)	Total (£m)
Foundation Organisations	18,689,806	-	18,689,806
Programme Funded Organisations & Annual Clients	4,566,878	6,925,811	11,492,689
Funding Programmes	19,945,385	31,446,077	51,391,462
Funding to Partner Organisations	1,931,166	839,873	2,771,039
Total Funding	45,133,235	39,211,761	84,344,996

Regular funding for organisations

In 2013/14, funding to Foundation Organisations, Programme Funded Organisations and Annual Clients supported a broad range of organisations and agencies which collectively enabled artists and creative people to deepen and deliver their work, their engagement with the public and their professional networks.

A full list of these funded organisations is available in our [Annual Plan for 2013/14](#).

About this funding

- In 2013/14 we supported 45 Foundation Organisations and 81 Programme Funded Organisations and Annual Clients
- These organisations work across a range of art form specialisms, with funding ranging from £10k to £2.3 m
- Recipients were based in 17 of Scotland's 32 Local Authority areas, although three-quarters operate in areas beyond their home base.

Open and managed funding programmes

In 2013/14 Creative Scotland operated 19 separate open and managed project funding programmes. They included the Quality Production programme, which enabled artists to develop and produce new work; the Public Engagement programme, which aimed to widen participation and address barriers to arts engagement; and the Innovation Fund which supported the development of new collaborative digital work.

In 2013/14 we introduced the Artists' Bursaries programme, designed to provide artists and other creative professionals with the time and resources needed to develop their practice. It was open to individuals at any stage in their career. We made a total of 136 funding awards to artists able to demonstrate a high level of quality, imagination and ambition in their work. A further 126 awards were made through the Film and Television Funding Programme to support emerging and established film and television talent to create distinctive and engaging work.

As part of the National Events 2012-14 funding programme we continued to work in partnership with Glasgow Life and other organisations to develop Culture 2014, the cultural programme for the Glasgow 2014 Commonwealth Games. Over 1,500 different projects and events made up the programme which took place in Glasgow and across Scotland throughout 2014. In 2013 we also worked closely with Scottish Natural Heritage and other partners on a range of projects celebrating the Year of Natural Scotland. This included an open fund supporting fourteen new projects across the country, a focus on the life of John Muir, and an interdisciplinary project called Imagining Natural Scotland aimed at bringing together the creative, academic and environmental communities.

Our funding programmes also included £12.2m of ring-fenced funds from the Scottish Government for specific initiatives administered by Creative Scotland on behalf of Government. These include the Youth Music Initiative, Cashback for Creativity, Made in Scotland 2013 and the Innovation Fund.

In total, during 2013/14 our funding programmes distributed £51.4 million to 1,281 organisations and individuals. Details of all individual funding awards made during 2013/14 can be found on our website.

About this funding

- We received 4,075 applications to our funding programmes in 2013/14
- A total of 1,723 funding awards were made through this route, representing a success rate of 42%
- Of these awards 43% were made to individuals and 57% to organisations
- Awards were made to applicants based in all 32 of Scotland's Local Authority areas
- While £51.4 million represents the commitment from Creative Scotland, the total budget for the projects we funded through these programmes was £312.5 million.¹ Applicants drew on earned income and partnership funding from Local Authorities, Trusts and Foundations and the Private Sector.

CREATIVE SCOTLAND FUNDING PROGRAMMES 2013/14

	Total (£m)
Artists' Bursaries	£1,450,000
Capital Programme	£4,996,621
Cashback for Creativity*	£846,545
Creative Futures	£1,433,253
Creative Place Awards 2014	£345,555
Cultural Economy	£3,748,057
Film and Television Fund	£4,066,169
Innovation*	£700,416
International	£1,038,687
Made in Scotland 2013*	£580,454
National Events 2012-14	£8,866,983
Place Partnerships	£569,553
Professional Development	£692,538
Public Art	£400,699
Public Engagement	£1,382,926
Quality Production	£6,596,570
Touring, Festivals and Arts Programming	£3,115,366
Traditional Arts	£517,305
Youth Music Initiative*	£10,043,764
Total Funding Programmes	£51,391,462

¹ This figure is based on projected budgets and partnership funding received from applicants at the point of application

* Ring-fenced funds from the Scottish Government

Funding delivered by partners on behalf of Creative Scotland

Some of our funding was devolved to partner organisations which delivered specific projects and funding programmes on behalf of Creative Scotland. These included initiatives such as the Starter for 6 programme run by the Cultural Enterprise Office, Awards for All which was delivered by the Big Lottery Fund and funding devolved to Local Authorities across Scotland to deliver small grants to visual artists and crafts workers.

In 2013/14 Creative Scotland devolved over £2.7m in funding to partner organisations.

FUNDING DEVOLVED TO PARTNERS 2013-14

	GIA (£)	Lottery (£)	Total (£m)
Big Lottery (Awards for All)	-	499,873	499,873
British Council Scotland	150,000	-	150,000
Collaboration and Development on Skye	120,000	-	120,000
Creative and Cultural Skills	125,000	-	125,000
Cross Border Touring	-	175,000	175,000
Cultural Enterprise Office	395,000	-	395,000
Cultural Enterprise Office - Starter for 6	300,000	-	300,000
Live Literature	-	165,000	165,000
International Partnerships	138,270	-	138,270
Local Authority devolved funds in crafts	94,126	-	94,126
Skills Clore - Leadership	30,000	-	30,000
Youth Employment Initiative	578,770	-	578,770
Total Funding	1,931,166	839,873	2,771,039

Increasing access to the arts, screen and creative industries

We are committed to increasing the quantity and quality of opportunities for people of all ages to engage with, and learn from, the arts, screen and creative industries.

As part of our process of recording the reach and audience engagement of the organisations we fund, all organisations in receipt of regular funding from Creative Scotland are required to make an Annual Return in October each year. Analysis of the Annual Returns received in December 2014 (reflecting activity for the year 2013/14) shows that these organisations:

- Delivered 61,949 performances, 9,228 exhibitions and 14,747 screenings
- Produced 335,769 publications and 266,583 films or music products for download or streaming. Additionally, over 11.2 million unique visitors viewed the websites of our regularly funded organisations.

Annual Returns from the 105 organisations that were able to tell us about their audience numbers record nearly 3.9 million attendances at performances, 1.2 million attendances at exhibitions and 700,000 attendance at screenings.

ANNUAL RETURNS 2013/14: NUMBER OF EVENTS AND ATTENDANCE

	Number of events (n=110)	Attendances (n=105)
Performance	61,949	3,888,543
Exhibition	9,228	1,155,825
Screening	14,747	699,044

A commitment to education underpins all of Creative Scotland's objectives

We continue to work with partners to deliver Scotland's Creative Learning Plan, and analysis of data from our regularly funded organisations show that in 2013/14 they delivered 31,572 education and outreach events, providing over 2 million opportunities for engagement.

In addition Creative Scotland leads on the delivery of the National Youth Arts Strategy. In November 2013 the first ever National Youth Arts Strategy (Time to Shine) was published, setting out a vision and recommendations to enable Scotland's children and young people to flourish through the arts and creativity. In early 2014, following an open application process, Creative Scotland provided £3.1 million in funding to establish nine youth arts hubs across the country, as part of an overall £3.5 million in support.

Cultural infrastructure

Creative Scotland works in partnership with others, including national agencies, Local Authorities and skills development bodies to create the best possible conditions for the arts, screen and creative industries to thrive. Analysis of the Annual Returns from funded organisations for the year 2013/14 shows that regularly funded organisations:

- Employed 3,786 members of staff and worked with 4,764 volunteers
- Undertook youth employment initiatives which supported 265 work placements, 76 apprenticeships or traineeships and 108 internships
- Undertook touring activity in 885 venues across Scotland and the wider UK.

Regularly funded organisations also worked closely with artists and creative practitioners, providing 8,705 employment opportunities and broader support to 7,474 individuals. In total they issued 972 commissions to produce new work and 679 residencies for artists. Regularly funded organisations also organised 8,397 events supporting artists, artistic development or professional training, attracting 38,727 participants.

Increasing cultural participation

As a Non-Departmental Public Body (NDPB), Creative Scotland aligns to the Scottish Government's National Performance Framework (NPF). This framework aims to create a series of measures and reports on how Scotland is performing and includes a number of national indicators.

Creative Scotland is a named partner for the delivery of the national indicator to 'Increase Cultural Engagement and Improve Scotland's Reputation'. The key source for national level data on cultural participation and attendance is the **Scottish Household Survey (SHS)**. Results from the 2013 SHS survey found that 91% of Scottish adults engaged in culture in the 12 months preceding the survey. Specifically:

- Over three-quarters (80%) attended a cultural event or place in 2013. The most popular activity was watching films at a cinema (56% of adults) and around a third (31%) attended live music events and theatre performances
- Over three-quarters (78%) of adults participated in some form of cultural activity in 2013. By far the most popular form of cultural participation was reading for pleasure (68%) followed by using a computer or social media to produce creative work (23%).

There has been a small but steady increase in cultural engagement between 2007 and 2012. The overall cultural engagement level in the 2012 survey was just below 90%.

Since 2013, Creative Scotland has placed a set of questions in a national omnibus survey in order to better understand public attitudes to arts and creativity, motivations for taking part and any barriers to engagement that individuals face. In the March 2014 survey respondents told us about the wellbeing benefits of engaging in cultural activities: 'relaxation' was the most cited benefit of creative activity (52%) followed by 'feeling good' (44%). Other reported benefits included 'learning something new' (36%) and 'improves my health' (25%). Only 6% stated that they saw no benefit at all in creative activity.

Nearly half of respondents to the omnibus survey (46%) would like to do more creative activities, citing a lack of time, home or family commitments, cost and lack of opportunity. The SHS indicates that people with a long term mental or physical health condition are less likely to engage in cultural activities than others, including being much less likely to attend a cultural event. The level of overall cultural attendance also declines with age, notably for those aged 45 or older. Improving access to, and increasing participation in, arts and creative activity continues to be a priority.

The contribution places make to creativity in Scotland is central to our work

In 2013/14 we continued to work closely with Local Authorities and other partners to develop and improve our Place Partnerships. Although 88% of respondents to our omnibus survey agreed with the statement that Scotland is a creative nation, only two-thirds agreed that their local area is a creative place. We will continue to work to see arts, creativity and culture embedded in communities across Scotland.

The international context

Creative Scotland operates in a broader national and international context, working closely with our partners to provide leadership and advocacy for the arts, screen and creative industries in Scotland.

In 2013, 27% of the 126 Foundation Organisations, Programme Funded Organisations and Annual Clients we funded on a regular basis delivered some of their work internationally. This included, for example, touring and international showcasing of theatre productions to France, Austria, Mexico, the USA and Canada.

Our funding programmes for 2013/4 supported 159 awards enabling international exchange and professional development, and our development and advocacy work continued to support international showcasing included Scotland + Venice, South by South West and the Cannes and Toronto Film Festivals.

In addition, funding which was devolved to partner organisations helped to raise the profile of work from Scotland, for example collaborations with British Council Scotland and support for cross-border touring within the UK.

Economic Impact

The Scottish Government Growth Sector Statistics for the Creative Industries (including Digital) measure the economic footprint of the Creative Industries. The latest available annual statistics show that:

- The Creative Industries Gross Value Added (GVA) in 2012 was £3,067 million (£3.1 billion). This is an increase from £2.8 billion in 2011
- The Creative Industries employed 68,600 people in 2013. This represents 2.77% of all employment in Scotland. This is an increase of 3,400 on 2012 figures but is still lower than in 2009 when the sector employed 76,000 people
- There are 13,825 registered enterprises in the Creative Industries, the highest number since this data started to be collected in 2008.

As part of the Government's National Performance Framework (NPF) we are a named partner contributing to for the delivery of the indicator 'Improve Scotland's Reputation'. This indicator is measured by the **Anholt-GfK Roper Nation Brands Index® (NBI)**, analysing people's attitudes and perceptions about a country's reputation. Scotland's overall score on the NBI was 61.8 in 2014, up from 60.1 in 2012 and 59.7 in 2010, showing improvement in how Scotland's reputation is perceived internationally. The score has not changed significantly from the baseline score of 60.2 (2008) and positions Scotland 17th across 50 evaluated countries around the world, very similar to other Western nations of similar size.

The Culture dimension of the NBI measures three elements of a nation's cultural reputation: its cultural history and heritage; its contemporary culture; and its sporting excellence. Although the relative perception of Scotland's Culture has dropped between 2012 and 2014, there has been a sizeable increase in the score for 2014 compared to 2012. Scotland is continuously recognised as rich in cultural heritage. This attribute has seen an increase in relative ranking compared with 2012. Scotland is also seen as an interesting and exciting place for contemporary culture. Scotland's reputation for both these attributes continues to be ranked in the Top 20.

Our service and how we deliver our work

Creative Scotland is committed to providing an effective and efficient service to those we are here to support and to effectively manage the public funds for which we are responsible. In 2013/14 we received and processed 4,075 applications to our funding. On average the turnaround time for assessment of applications, from the date received to notifying applicant of our decision, was 42 working days.

In order to better understand the service we provide to funding applicants we undertake a stakeholder survey twice a year. The majority of stakeholders are regularly in contact with Creative Scotland; over half are in contact at least every couple of months.

Seven in ten stakeholders indicated that they were satisfied with their communication with Creative Scotland, a slight increase from 2012.

Our website continues to be a key information source for our stakeholders. In 2013/14 we worked to develop our new website, which launched in March 2014. The site is now clearer, more user friendly and also acts, alongside our social media channels, as a platform for those we fund to promote their work to a wider audience.

In 2013/14 we received:

- 150,000 unique visitors to our homepage
- Over 1 million unique page views across our website
- Over 2 million unique page views on our Creative Scotland Opportunities site, with an average of 60 adverts uploaded per week.

For further information about this Data Review

If you have any questions or require clarification of any of the information and data in this review contact:

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