

Creative Scotland Annual Review of Performance 2020/21



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Introduction

Introduction

The year from April 2020 to March 2021 was like no other for Creative Scotland, for the people and organisations that we support and for society in Scotland as a whole.

The onset of the COVID-19 pandemic in the early part of 2020 had an unprecedented impact on everyone in all parts of society - economically, culturally, and in terms of health and wellbeing. Almost overnight, the pandemic led to necessary restrictions in the interests of public health, resulting in the suspension of live cultural programmes and significant negative impact on people and organisations working in Scotland's art and creative sectors.

Throughout this period, people and organisations in Scotland's culture sector swiftly adapted their work to remote or digital environments to connect with and reach audiences who were seeking solace and stimulation through art and creative activities at home in the face of lockdowns and necessary restrictions on daily life. The culture sector in Scotland also responded to the public health emergency in other ways, such as using buildings as centres for emergency food provision to those in need, becoming testing or vaccination centres, and reaching out in new ways to their local communities with both creative and wellbeing initiatives. The creative community, once again, demonstrated its central role at the heart of our society.

The top priority for Creative Scotland in 2020/21 was to deliver emergency support to help address the impacts of the COVID-19 pandemic on people and organisations working in the culture sector.

During 2020/21, we made nearly 12,000 emergency funding awards totalling £68 million in value. This is alongside 1,582 funding awards made through our existing funding programmes totalling £93 million in value.

Thanks to substantial additional funding from the Scottish Government, this is far in excess of the normal level of support that we deliver each year (typically around 1,300 funding awards) and the staff of Creative Scotland have worked tirelessly and with enormous dedication to deliver this emergency funding efficiently and effectively, and at considerable pace, in the most challenging of circumstances.

Alongside our emergency response to COVID-19 was the continued provision of Regular Funding to 121 of Scotland's key creative and cultural organisations; the availability of Open Funding for Individuals and Organisations; and broad support for different aspects of creative and cultural provision through Targeted Funding, including amongst a host of other funds, support for Youth Arts and the Youth Music Initiative.

Highlights of what this funding supported and helped to deliver to the people of Scotland are provided in this Annual Review.

2020/21 in Numbers

£158.3m | **↑ 202%** INCREASE ON PREVIOUS YEAR
 FUNDING AWARDED IN TOTAL (INCLUDING EMERGENCY FUNDS)

11,837 EMERGENCY FUND AWARDS MADE = **£68m** ALMOST 10x THE VOLUME OF AWARDS MADE ANNUALLY

EMERGENCY FUNDS FOR INDIVIDUALS:

£4.3m + £16.9m = £21.2m

BRIDGING BURSARY/
SCREEN BRIDGING BURSARY

HARDSHIP FUND/
SCREEN HARDSHIP FUND

EMERGENCY FUNDS FOR ORGANISATIONS:

£46.8m

THROUGH A SUITE OF NEW FUNDS:

- CULTURE COLECTIVE
- CULTURE ORGANISATIONS AND VENUES RECOVERY FUND
- GRASSROOTS MUSIC VENUES RECOVERY FUND
- INDEPENDENT CINEMA RECOVERY AND RESILIENCE FUND
- PERFORMING ARTS VENUES RECOVERY FUND

RFO FUNDING CONTINUED IN 2021-21:

£33.2m

RECIPIENTS:

121

DUE TO THE PANDEMIC RFO FUNDING HAS BEEN EXTENDED TO MARCH 2024

OPEN FUND:

659

RECIPIENTS

51%

SUCCESS RATE

£12.6m AWARDED



£2.2m

INCREASE ON PREVIOUS YEAR

TARGETED FUNDING:

£48.4

AWARDED

704

RECIPIENTS

INCLUDING SUPPORT FOR THE SCREEN SECTOR

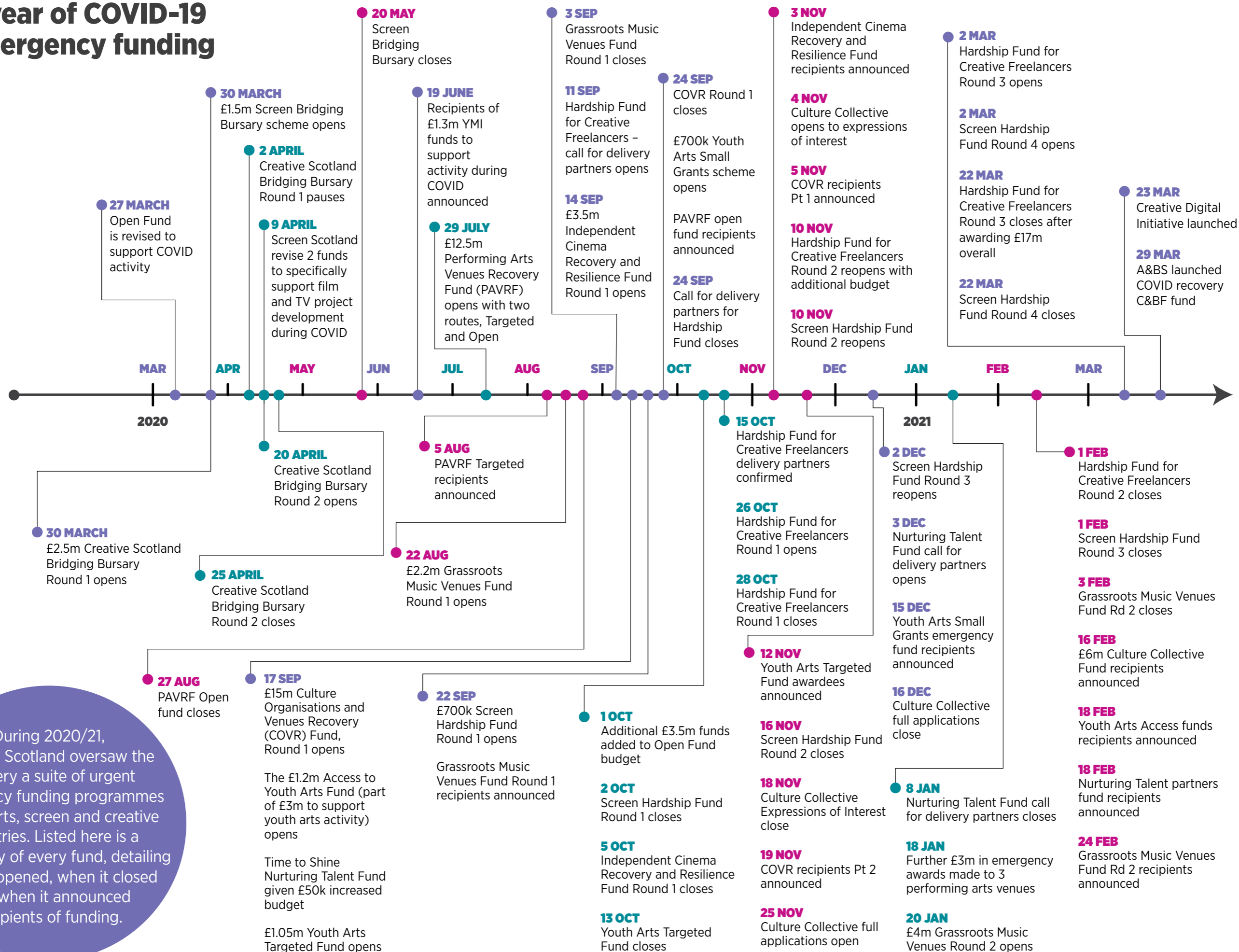
228

AWARDS

£26.6m

AWARDED

A year of COVID-19 emergency funding



Key work delivered in 2020/21

The year was dominated by the COVID-19 pandemic, and our response to it.

As outlined on pages 5-6 we developed and delivered an unprecedented suite of new emergency funding programmes throughout the year, to try and help quickly and effectively deliver public funding support to the arts, screen and creative industries.

These funds included specific funds for individuals and creative freelancers (the **Bridging Bursary** and **Screen Bridging Bursary** programmes; the **Hardship Fund for Creative Freelancers** and **Screen Hardship Fund**) along with a range of funds for organisations and venues (the **Culture Organisations and Venues Recovery Fund**, the **Performing Arts Venues Resilience Fund**, the **Grassroots Music Venues Recovery Fund**, the **Independent Cinema Recovery and Resilience Fund** and the **Culture Collective**).

These funds were largely delivered through **new online applications systems**, and involved **new partnerships** in their funding, development and delivery. Volumes of applications, enquiries and awards were higher than ever before experienced, and in handling the work, Creative Scotland and Screen Scotland staff spent the year **working from home**, supported by the organisations ongoing process of **digital transformation work**.

Alongside the new emergency funding, we also **refreshed our popular Open Fund** and **two Screen Scotland funds** to support developmental activity during lockdown. We commissioned **several waves of COVID-19 audience research** – to help provide intelligence on the impact of COVID on audience intentions – and Screen Scotland were part of the industry task force who **developed the safe working guidelines** that enabled film and TV production to restart when it did.

As a result of the COVID emergency funding, a lot of work initially planned for 2020/21 was halted – but other non-COVID activity did still get delivered.

We ran the next wave of the **Crowdmatch crowdfunding programme**, announced the recipients of the **Create:Networks fund** to support new creative business networks in Scotland and, as many moved their activity online, we also launched the **Digital Pivot and Digital Mentoring programmes** to help organisations make the switch to online working and help them keep audiences engaged.

We put out an open call for members to join our inaugural **EDI Advisory Group** – and then announced the 12 members who came on-board to help steer and support our EDI work. We also announced the next round of recipients of the **Create Inclusion fund** – the fund which seeks to support a more diverse range of recipients. We continued our support of the **Diversity Agent for Change programme** and our funding to support the **Unlimited programme** for disabled artists.

2020/21 also saw us welcome new **Creative Scotland Board Members**, as well as seeing the launch of the **Highland Place Partnership** – the latest addition to the network of partnerships taking place across the country.

The **Touring Fund for Theatre and Dance** returned, to support new outdoor work as well as help previously supported projects to complete, and we welcomed Maisie Chan as the latest recipient of the **Gavin Wallace Fellowship**, and Alberta Whittle as the artist selected for **Scotland + Venice 2022**.

In screen we saw the opening for business of the **First Stage Studios in Leith**, along with further support for new studio provision with Scottish Government support of the **Kelvinhall Studio in Glasgow**. We commissioned a new study into the **economic value of the screen sector** and continued to deliver a suite of funding programmes for the sector, as well as support further rounds of developmental programmes such as **TRC's Rad programme** and the **Indielab Accelerator** – as well as new initiatives such as the **Little Pictures** short film programme, and the **FOCUS Screen Business Bootcamp**.

Finally we saw a strong focus on Youth Arts activity as we continued **to deliver the Youth Music Initiative** alongside delivering a raft of **new funding for youth arts programmes** during the pandemic.

Understanding our Performance

Creative Scotland is the national body that supports the development of Scotland's arts, screen and creative industries.

Our work is based on a set of ambitions and priorities that provide a focus for our work and reflects what we want to achieve. We have five shared ambitions for the arts, screen and creative industries over the next 10 years:

Excellence and experimentation across the arts, screen and creative industries is recognised and valued

Everyone can access and enjoy artistic and creative experiences

Places and quality of life are transformed through imagination, ambition and an understanding of the potential of creativity

Ideas are brought to life by a diverse, skilled and connected leadership and workforce

Scotland is a distinctive creative nation connected to the world.

As well as our ambitions, there are four connecting themes that run through all aspects of our work:

- Creative learning
- Equalities and diversity
- Digital, and
- Environment.

Monitoring our performance

Under each of our five ambitions we have identified priorities to inform our work. These priorities inform our funding guidelines and decisions, as well as our own development, advocacy and influencing activity. Each year we publish an Annual Plan, which sets out how we will achieve our ambitions and priorities for that year, and summarises our planned income and expenditure.

In order to show the difference that we make, we monitor a range of measures that help us to understand our own work and the health of the arts, screen and creative industries in Scotland. Our Annual Plan includes a detailed performance management framework including performance indicators. We are committed to reporting against this framework and presenting historical data where appropriate in order to identify change from previous years.

This review, for the financial year 1 April 2020 to 31 March 2021, accompanies our *Annual Report, Accounts and UK National Lottery Accounts* for the same period. It describes key activity undertaken against our five ambitions, including how our funding is being used, and sets out quantitative and qualitative evidence against our Performance Indicators (PIs).

We review our PIs annually and amend them if necessary as our operating context changes and as we become more sophisticated in our approach to gathering qualitative as well as quantitative data. We use data from our Annual Statistical Survey of Regularly Funded Organisations (RFOs). This year, despite the challenges posed by the COVID-19 pandemic, we received returns from all 121 organisations.

We aim to achieve success across all our ambitions and priorities over the course of the 10-year plan, subject to any necessary adjustments should our overall levels of funding vary over this period.

Our Income and Expenditure

Creative Scotland receives its funding from two principal sources: grant-in-aid funding from the Scottish Government and UK National Lottery funding. We also receive restricted grant-in-aid funding from the Scottish Government — money that is ring-fenced for specific activity such as the YMI and the Made in Scotland programme at the Edinburgh Festival Fringe — and some funding from partner organisations with whom we collaborate on specific projects.

In 2020/21, our income was £180.8 million. Of this £145.4 million was allocated to Creative Scotland from Scottish Government grant-in-aid, and £32.3 million was received from UK National Lottery proceeds. Other income of £3.1 million was received, including third party funding and sales proceeds.

Our total expenditure in 2020/21 was £168.1 million (**Figure 2**). Of this:

- £147.3 million was allocated from Scottish Government grant-in-aid and £20.8 million from National Lottery funds.
- In 2020/21, we committed £158.3m to funding the arts, screen and creative industries in Scotland. This includes grant funding of £157.8m and project expenses of £0.5m, and accounts for re-charges and de-commitments.
- Our operating costs in 2020/21 were £9.8 million, or 5.8% of our total expenditure.

Figure 2: Summary Expenditure 2019/20

	Total	Budget
National Lottery	£20,812,000	£24,421,000
Grant in Aid	£147,293,000	£148,928,000
Total Expenditure	£168,105,000	£173,349,000
Total expenditure was allocated as follows:		
Funding	£158,329,000	£160,881,000
Operating Costs	£9,776,000	£10,587,000

¹ Figures exclude the results of Creative Scotland's wholly owned subsidiary, Shorestage Limited, which are consolidated into the Group Accounts of Creative Scotland in the 2020/21 Annual Report and Accounts.

Performance against our Ambitions

1.

Excellence and Experimentation

We support individuals and organisations across Scotland to develop and produce high quality work, both through funding and by helping them to create time and space to develop their practice. The first of our 10-year ambitions is that **excellence and experimentation across the arts, screen and creative industries are recognised and valued**. As part of our Performance Management Framework we currently measure our progress against the following outcome:

Outcome 1:

More diverse high quality artistic and creative work is produced and developed across Scotland.

Regular Funding

We are committed to providing long-term, sustainable funding for as many organisations as possible within the context of the overall budgets available to us. In January 2018, we announced an **expanded network of RFOs** to receive three-year funding for the period April 2018 to March 2021. The RFO network now

comprises 121 organisations, including sector development organisations, and will receive £101.6m in funding across the three years. In 2020/21, we funded the RFOs to support core running costs, deliver work programmes, deepen engagement with the public and broaden professional networks. In total, RFOs received £33.2m of funding in 2020/21 with awards ranging from £60k to £2.3m (**Figure 3**).

Figure 3: Awards to Regularly Funded Organisations 2020/21

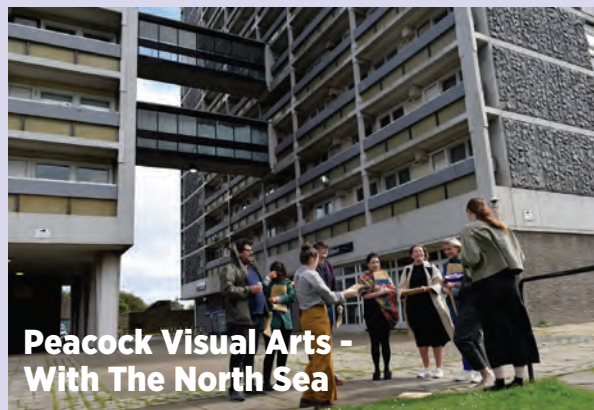
	Number	Grant in Aid	National Lottery	Total
Total Awards	121	£33,204,928	-	£33,204,928

The 2018-21 RFOs are based in 21 Local Authority areas. They include a mix of organisational scale as well as reflecting Scotland's social diversity. The organisations work across crafts, creative industries, dance, digital, literature/publishing, music, screen, theatre and visual arts (**Figure 4**) and include strong representation for youth arts and Gaelic language. A full list of the RFOs for 2018-21 and their funding is available in the **funding section of the Creative Scotland website**.

Figure 4: Art form specialism of organisations in receipt of Regular Funding 2020/21

Principal Art Form	Count
Craft	4
Creative Industries	4
Dance	9
Digital	1
Literature/Publishing	8
Multi-Artform	21
Music	19
Screen	4
Theatre	28
Visual Arts	23
Total	121

Explore more online



Peacock Visual Arts - With The North Sea

Peacock Visual Arts is a contemporary arts space in Aberdeen. Find out how they brought together five practitioners working in their area for Scotland's first fully-funded Curatorial Fellowship for visual arts.

Explore more online



Glass meet the future

North Lands Creative talk us through their inaugural edition of Glass Meet the Future Film Festival.

Open Fund

Open Project Funding (OPF) was introduced in November 2014, replacing most of our project-based funding programmes. In 2020, the fund changed its name to the Open Fund.

The Open Fund supports a broad spectrum of activity including: creative and professional development; research and development; production; small capital requirements; touring and collaborations; festivals; arts programming; and audience development.

In 2021, a new **Open Fund for Individuals** was launched to support the wide range of activity initiated by artists, writers, producers and other creative practitioners in Scotland. Individuals can apply for between £500 and £100,000.

Organisations apply to the **Open Fund: Sustaining Creative Development**. The fund is for organisations and groups based in Scotland whose work or project involves the arts, screen and creative industries and organisations can apply for between £1,000 and £100,000, for activity lasting up to 12 months.

We received 1,294 eligible applications to the Open Fund between 1 April 2020 and 31 March 2021 and made 659 awards through this route, distributing a total of £12.6m (Figure 5). Of these awards 66% were made to individuals (435) and 34% to organisations (224).

The overall success rate for the Open Fund in 2020/21 was 51%:

- The success rate for application was 50% for individuals and 54% for organisations.

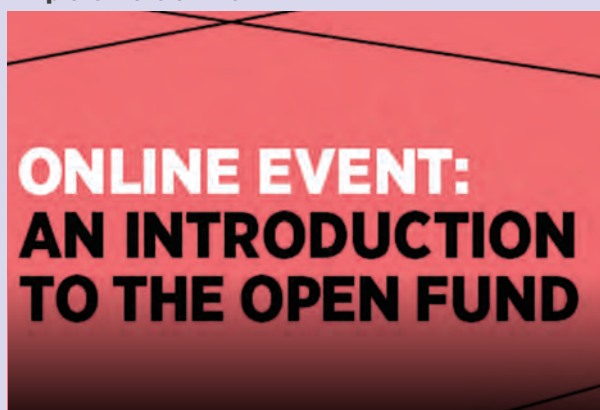
Figure 5: The Open Fund from 1 April 2020 to 31 March 2021

	Number of awards	Grant in Aid	National Lottery	Total
Open Funding	659	£4,021,289	£8,616,463	£12,637,752

Awards were made to applicants based in all of Scotland's 32 Local Authority areas and active across a range of art form specialisms (Figure 6). Details of all **individual funding awards made during 2020/21** are published on our website.

The number of awards made through OPF increased from 447 in 2019/20 to 659 in 2020/21, and the overall funding level increased from £10.4m to £12.6m. The average award through this funding route has decreased slightly to £19,200 in 2020/21 (from £19,700 in 2019/20).

Explore more online



In 2020 we changed the old Open Project Fund, and adapted the funding to support those impacted by COVID-19. See [here](#) for an introduction to the new fund from a series of live open sessions we did in Summer 2020.

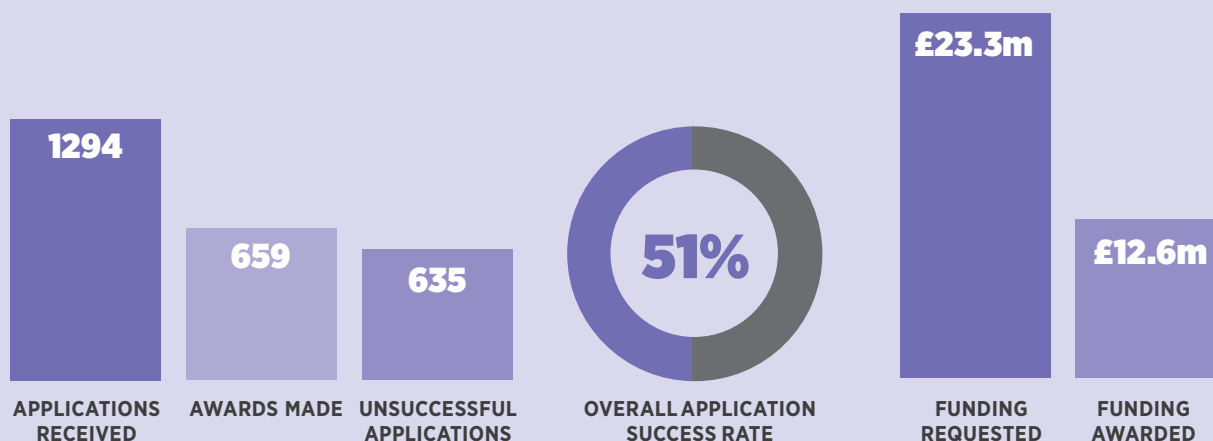
Explore more online



Go behind the scenes with songwriting collective Hen Hoose and find out how Open Funding helped their development.

OPEN FUND: 2020/21 FINANCIAL YEAR

TOTAL NUMBER OF APPLICATIONS AND SUCCESS RATE



47%

INCREASING IN THOSE RECEIVING FUNDING COMPARED TO 2019/20

THE OPEN FUND BUDGET FOR 2021/21 INCREASED BY:

£2.2m

Figure 6: Principal art form specialism of Open Funding awards 2020/21

Principal Art Form	Awards through Open Fund	Value of Awards made
Crafts	43	£582,951
Creative Industries	2	£25,961
Dance	43	£856,177
Design	6	£202,939
Digital	25	£378,058
Literature/Publishing	69	£1,094,439
Multi-Artform	36	£1,248,244
Music	188	£3,312,623
Theatre	123	£2,498,527
Visual Arts	124	£2,437,833
Total	659	£12,637,752

While £12.6m represents the commitment from Creative Scotland, the total predicted budget for the activity we funded through these programmes was £23.3m. Successful applicants drew on partnership funding from

a range of sources including Local Authorities, Trusts and Foundations and the Private Sector, as well as earned income. In 2019/20 the total predicted budget for projects funded through the OPF was £27.5m.

Targeted Funding

In 2020/21, we operated 43 Targeted Funding programmes focussed on delivering shared strategic goals with partners. These were a combination of both application-based and ring-fenced funding and included Screen Scotland funding as well as funds operating in our Arts and Engagement, Creative Industries and Strategy directorates.

In total, we made 704 awards through Targeted Funding in 2020/21 and distributed £48.4m. Of this £48.4m, £14.2m was restricted funding from the Scottish Government to deliver programmes including the Youth Music Initiative (YMI), Cashback for Creativity and supporting the Edinburgh Festivals (through the EXPO Fund).

In 2019/20, we delivered 35 Targeted Funding programmes and made 755 awards to the value of £34.8m.

Explore more online



Spotlight on Heavy Sound

Find out how YMI funding enabled Heavy Sound to bring their innovative programme to care experienced young people.

Screen Funding

In 2020/21, our Targeted Screen funding was delivered through Development and Production Funding, as well as funding routes to support filming in Scotland, Film Festivals, Audience Development and funding for cinemas and venues to upgrade or install cinema screening equipment.

We made 228 funding awards through Screen Scotland, providing £16m of support for emerging and established film and television talent to create distinctive and engaging work that promotes Scotland's creativity.

In total, across all our funding routes, our Screen expenditure was just over £26m in 2020/21 (**Figure 7**). This figure includes the four screen RFOs (Alchemy Film and Arts, Centre for the Moving Image, Glasgow Film Theatre and Regional Screen Scotland) and a proportion of funding to RFOs that are multi-arts venues with cinema provision. These figures are not the full expenditure for Screen Scotland in 2020/21, which include operating costs and budgets for research and communications.

[Explore more online](#)



Growing Scotland's studio offer

Find out how we continued to support the growth of new studio provision in Scotland in 2021.

[Explore more online](#)



Amazon brings 'The Rig' to Scotland

Read about how Screen Scotland helped bring this major new production to Scotland.

Figure 7: Total Screen funding 2020/21

	Grant in Aid	National Lottery	Total
Audience	£1,993,319	£531,785	£2,525,104
Business Support and Market Development	£531,010	-	£531,010
Development	£903,221	£2,447,345	£3,350,566
Film Education	-	£532,425	£532,425
Filming in Scotland	£3,410,000	-	£3,410,000
Production	£1,824,357	£3,545,521	£5,369,878
Skills	£258,500	£618,654	£877,154
Studio and Built Space	£8,797,000	-	£8,797,000
Talent	£63,596	£1,021,297	£1,084,893
Total	£17,781,003	£8,697,027	£26,478,030

COVID-19 Emergency Funding

Creative Scotland's primary focus following the COVID-19 pandemic was to keep funding flowing to sustain individuals and organisations through the immediate short-term impacts and looking ahead to the medium to long term recovery required.

Creative Scotland distributed a total of £68m in COVID-19 response emergency funding in 2020/21. Of grants distributed from Scottish Government funding, £46.8m was awarded to organisations and £19.5m to individuals.

Figure 8: COVID-19 Emergency Funding 2020/21*

	Grant in Aid	National Lottery	Total
Emergency Funding Total	£66,244,000	£1,731,000	£67,955,000

* In addition to the £66.2 million above, £4 million of emergency funding was also allocated to the Open Fund, and £3.8 million to Youth Arts, operated alongside the YMI programme.

Figure 9: COVID-19 Emergency Funding for Organisations 2020/21

	Value of Awards
Culture Organisations and Venue Recovery Fund	£13,131,000
Performing Arts Venue Relief Fund	£12,196,000
Grassroots Music Venue Relief Fund	£6,200,000
Independent Cinemas Recovery and Resilience Fund	£5,531,000
COVID Targeted Funds	£3,801,000
Culture Collective	£5,892,000
Total	£46,751,000

Figure 10: COVID-19 Emergency Funding for Individuals 2020/21

	Value of Awards
Bridging Bursaries**	£2,568,000
Hardship Funds	£16,905,000
Total	£19,473,000

** Creative Scotland also distributed £1.7m of Bridging Bursary funds from the National Lottery and the Freelands Foundation.

[Explore more online](#)



Emergency Funding secured for independent cinemas

Read about the recipients of our Independent Cinema Recovery and Resilience Funding in Summer 2020

[Explore more online](#)



Within a fortnight of the first lockdown, Creative Scotland and Screen Scotland launched their online applications for quick and easy access to emergency funding for freelancers.

Breadth of funding

Overall, in 2020/21 we received 2,094 applications across all our Open and Targeted Funding programmes and made a total of 1,363 funding awards through these two routes, to a total value of £61.1m.

Across Open and Targeted Funding routes we have continued to make awards to all of Scotland's 32 Local Authority areas and across all the art form areas we support. In 2020/21, 36% of awards were made to individuals and 64% to organisations, compared to 23% of awards to individuals and 77% to organisations in 2019/20.

Analysis of applications show 15% of applicants were based in the 20% most deprived areas in Scotland, as defined by the Scottish Index of Multiple Deprivation (SIMD)², and 17% of awards made through these routes were to applicants based in these areas: 227 awards to a value of £10.3m.

In 2019/20, 15% of applicants were based in the 20% most deprived areas in Scotland and 15% of awards made through these routes were to applicants based in these areas: 183 awards to a value of £8.5m.

Outputs of our funding

All organisations in receipt of Regular Funding from Creative Scotland are required to complete an Annual Statistical Survey in October of each year³. This return includes information about the organisations and their work with artists as well as financial, environmental, audience and equalities information. Collectively, this data generates shared intelligence about the organisations we support and enables us to advocate on behalf of the arts, screen and creative industries.

Analysis of the Annual Statistical Surveys received in October 2021 (reflecting activity for the year 2020/21) shows that Regularly Funded Organisations:

- Delivered 3,747 performances, 158 exhibitions, 3,736 screenings and 2,807 other public events⁴
- Produced 1,649 publications (including over 1,574 electronic publications) and over 10,547,955 video and audio plays

In total, these organisations reported that they delivered 10,448 public events in 2020/21 (**Figure 11**). The large drop in the number of public events undertaken in 2020/21 compared to 2019/20 is due to the impact of the COVID-19 pandemic, the lockdowns and the widespread cancellation of such activity throughout the year.

Figure 11: RFO funding: number of public events 2020/21

	2019/20	2020/21
Number of performances	13,878	3,747
Number of exhibitions	532	158
Number of screenings	23,316	3,736
Number of other public events	6,218	2,807
Total number of events	43,944	10,448

² The Scottish Index of Multiple Deprivation (SIMD) is the Scottish Government's official tool to identify areas of multiple deprivation in Scotland.

³ In 2020/21, we received returns from all 121 organisations.

⁴ Respondents to the Annual Statistical Survey have the option of providing actual or estimated figures. 94% provided actual figures for number of public events, 100% for exhibitions, 98% for screenings and 94% for other public events.

Figure 12: Summary of progress against performance indicators for Outcome 1

Outcome 1:

More diverse high quality artistic and creative work is produced and developed across Scotland.

Three-year Indicator*	Measure	Source	Status
1.1 Maintain the breadth of organisations supported through Creative Scotland Regular Funding	The count of organisations in receipt of Creative Scotland Regular Funding and value of funding by type of organisation, core activity, primary art form and geographic location	Creative Scotland funding operations data	121 Organisations received multi-year Regular Funding for the period 2018-2021. These RFOs covered a geographic spread of 21 Local Authorities and cover all art form areas.
1.2 Extend the breadth of artistic and creative work by individuals and organisations supported through Creative Scotland Targeted and Open Funding	The range and type of work by organisations and individual practitioners in receipt of Creative Scotland Targeted and Open Funding and value of funding by core activity, primary art form and geographic location	Creative Scotland funding operations data	<p>In 2020/21, we made 659 awards through Open funding to the value of £12.6m. In 2019/20 across equivalent funding routes we made 447 awards to the value of £8.8m. Open Fund awards were made across all 32 Local Authority areas.</p> <p>In 2020/21, we made 704 awards through targeted funding to the value of £48.4m. In 2019/20, we made 755 awards to the value of £34.8m. Targeted awards were made across all 32 Local Authority areas.</p>
1.3 Increase in number of events supported through Creative Scotland funding	The count of performances, exhibitions, screenings and publications delivered through Creative Scotland funding	Creative Scotland annual returns and project monitoring forms	Organisations in receipt of Regular Funding reported they delivered 10,448 public events in 2020/21. This compares to 43,944 in 2019/20.

Performance against our Ambitions

2. Access and Enjoyment

We are committed to increasing the quantity and quality of opportunities for people of all ages to experience and learn from the arts, screen and creative industries, wherever they are in Scotland. The second of our 10-year Ambitions is that everyone can access and enjoy artistic and creative experiences. As part of our Performance Management Framework we currently measure our progress against the following outcome:

Outcome 2:

Increased public engagement through stronger touring networks, digital distribution and exhibition platforms across Scotland.

Increasing cultural engagement

As a Non-Departmental Public Body (NDPB), Creative Scotland is required to align to the **Scottish Government's National Performance Framework (NPF)**. This framework is a series of measures that collectively report on how Scotland is performing and includes 55 national indicators.

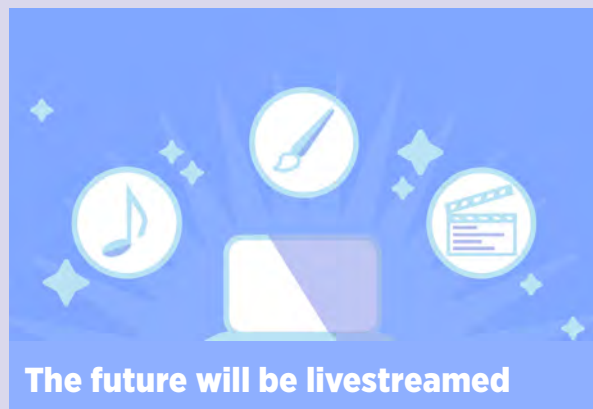
Creative Scotland is a partner for the delivery of the national indicator for Cultural Engagement. The key source for national level data on cultural participation and attendance is the Scottish Household Survey (SHS), which asks the public about their cultural activity in the previous 12 months.⁵

The 2020 SHS survey found 86% adults engaged in culture in 2020, either by attending or visiting a cultural event or place, or participating in a cultural activity. It is important to note that attendance levels at cultural events and places has been significantly impacted in 2020 due to the COVID-19 pandemic and related restrictions.

Furthermore, the 2020 Scottish Household Survey was conducted via telephone for the first time in 2020, meaning that 2020 results are not directly comparable to previous survey results. A summary of headline findings can be found below:

- 56% attended a cultural event or place. The most popular activity was visiting historic or archaeological places (18%) and watching films at a cinema (17% of adults)
- Between 2014⁶ to 2019, attendance by specific categories of activity had seen mostly increases. However, there have been significant reductions in attendances in 2020 due to the impact of COVID-19
- 83% of adults participated in a cultural activity in 2020. By far the most popular form of cultural participation was reading for pleasure (71%) followed by viewing performances online (27%)

Explore more online



During lockdown, we tried to help those missing their creative fix by pulling together the best of the online offering from the across the creative sectors

- As in previous years, the data presents divergence in cultural engagement according to socio-demographic characteristics; women, younger people, people with degrees or professional qualifications, those with good physical and mental health and people living in less deprived areas are more likely to attend cultural events
- There is also variation in cultural engagement by age. 55% of adults aged 16 to 24 had attended a cultural event or place of culture, including the cinema, compared to 23% of adults aged 75 or over
- Only 32% of adults with a disability had attended a cultural event or place of culture, compared to 48% of non disabled adults, in 2020
- 36% of adults living in the 20% most deprived areas had attended a cultural event or place of culture, including the cinema, compared to 53% of adults living in the 20% least deprived areas
- Cultural engagement remains lowest for those aged over 75, those with long-term physical or mental health conditions and people living in more deprived areas, suggesting that multifaceted barriers to engagement persist.

⁵ The Scottish Household Survey is a continuous survey based on a sample of the general population in private residences in Scotland. It is conducted on behalf of the Scottish Government each year and time series data is available from 2012 **Scottish Household Survey: publications - gov.scot (www.gov.scot)**

⁶ There are variations in categories used in SHS year-on-year (e.g. 'streaming online' was only introduced as a category in 2017/18).

To complement the results of the SHS, Creative Scotland places a set of questions in a national omnibus survey in order to better understand public attitudes to arts and creativity, motivations for taking part in arts and culture and any barriers to engagement that individuals face. Longitudinal analysis of the results shows consistently high levels of engagement in arts and creativity, with time, costs and other commitments identified as key barriers to engagement. The 2020/21 Survey⁷ found that:

- 62% of respondents undertook creative activity at least once a week, a 2 percentage point increase from 2019/20
- 65% consider themselves to be creative, a 2 percentage point drop from 2019/20
- 63% see arts and culture as an important part of their life, the same as in 2020/20
- 62% would like to take part in creative activities more often, a 1 percentage point increase from 2019/20

Analysis of the Annual Statistical Survey returns for 2020/21 shows that RFOs reported:

- Attendances at performances, exhibitions, screenings and other public events was 2.8m⁸, compared to 5.3m⁹ in 2019/20 (Figure 13).
- The public participated more than 844,000 times, with participants defined as those actively learning, being trained or taking part in creative activity (Figure 14).¹⁰
- Working with 1,459 volunteers, who on average contributed over 22.2 hours of their time.

Figure 13: Regularly Funded Organisations: attendance 2020/21

	Attendances 2019/20	Attendances 2020/21
Performances	2,572,329	1,955,620
Exhibitions	1,539,937	332,759
Screenings	848,082	373,436
Other Public Events	294,073	184,684
Total	5,254,421	2,846,499

Figure 14: Regularly Funded Organisations: participation 2020/21

	Participants 2019/20	Participants 2020/21
Performances	148,609	7,476
Exhibitions	3,683	802,669
Screenings	3,311	3,297
Other Public Events	31,872	31,491
Total	187,475	844,933

⁷ 56 Degree Insight Scottish Opinion Survey, Base: Scottish Adult Population (n= 1,006), fieldwork was carried out February 2020.

⁸ A further 2m viewers and listeners were engaged through Hands Up for Trad's Scots Trad Music Awards and Young Traditional Musician of the Year.

⁹ Respondents to the Annual Statistical Survey have the option of providing actual or estimated figures. 54% provided actual figures for attendance, 61% for exhibitions, 73% for screenings and 59% for other public events.

¹⁰ Respondents to the Annual Statistical Survey have the option of providing actual or estimated figures. 81% provided actual figures for participation, 86% for exhibitions, 89% for screenings and 80% for other public events.

Equalities, Diversity and Inclusion (EDI)

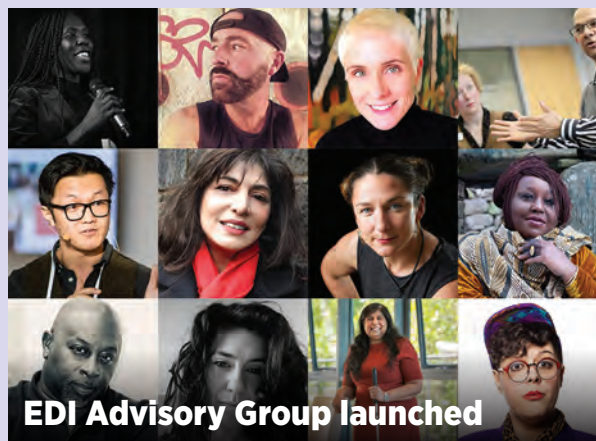
Equalities, Diversity and Inclusion (EDI) is embedded in Creative Scotland through our plans and strategies, our funding and our advocacy for access to arts and creative activity.

In 2020/21 we continued to work closely with our RFOs in the implementation of EDI Action Plans, which were specific and responsive to the challenges and characteristics of each organisation. RFOs reported a diverse range of programming and outreach activities. They have supported inclusivity through programming and targeting work for a range of groups in society (**Figure 15**).

In addition we recruited for, and announced, the membership of our new EDI Advisory Group - to bring external views into Creative Scotland and help steer our EDI work. We continued to deliver support for the Diversity Agents for Change programme, the Unlimited programme for disabled artists, and we announced the latest round of recipients of Create:Inclusion. We also supported the PRS Power Up programme to help amplify the work of Black creators and industry professionals in the music industry.

Our latest Mainstreaming Report - outlining the full programme of work we have undertaken around EDI, will be published in 2022.

Explore more online



Meet the group helping steer Creative Scotland's EDI work over the next few years.

Explore more online



A new manifesto was launched, calling for radical change for disabled artists

Figure 15: Regularly Funded Organisations: focus of programming, engagement and marketing work 2020/21 – percentage of RFOs reporting a focus in each area

Has your work had a specific focus on any the following groups?	Through programming	Through targeted engagement or outreach work	Through marketing or audience development work
Minority Ethnic Groups	61%	53%	55%
Children and Young People	82%	89%	72%
Disabled People	64%	73%	64%
Faith / Religious Groups	8%	6%	7%
Gender Groups	46%	39%	31%
Health / Wellbeing	66%	72%	52%
LGBTI Groups	52%	42%	41%
Looked After Children	26%	34%	20%
Older People	50%	58%	41%
Refugees / Asylum Seekers	27%	36%	27%

Creative Learning and Young People

As part of the emergency funding awarded in 2020/21, £3m was allocated to specifically target youth arts activity.

This included funding for 18 key partners to help the recovery of Youth Arts across Scotland and ensure creative opportunities for children and young people continued despite the COVID-19 pandemic.

It also included a new open Access to Youth Arts fund - based on the model of the YMI Access to Music Making fund, and inviting organisations to pitch in for funds to help put on a range of youth arts engagement activity during the pandemic. Almost 100 projects were supported through this route.

We also launched a devolved small grants fund - inviting youth organisations to bid for funds so they could run their own small grants for youth arts activity - and we increased the budget for the Nurturing Talent Time to Shine fund.

Figure 16: RFOs: participation in learning and outreach events 2020/21

	2019/20 (121 organisations)	2020/21 (121 organisations)
Number of early years participants (0 - 4 years old)	616,350	151,098
Number of children (5 - 12 years old)	597,416	372,053
Number of children (13 - 17 years old)	69,637	37,344
Number of young people (18 - 25 years old)	23,781	7,762
Adult learners (26+)	57,560	376,892
Other participants	10,908	2,933
Total	1,375,652	948,082

Touring

During 2020/21, RFOs toured into 305 venues across Scotland and the wider UK, compared to 625 in 2019/20. Of these, 302 venues were in Scotland, compared to 553 in 2019/20. 77 activities were carried out online.

In 2020/21, Creative Scotland made 33 awards through Open Fund and Targeted Funding to help facilitate touring, with total funding of £1.1m, in comparison 111 awards with total funding of £1.2m in 2019/20.

- 24 awards through Open Fund had a touring element, with total funding of £646k, compared to 59 awards with a total value of £1.6m in 2019/20. These awards were made to organisations working across Scotland and in a range of art forms (**Figure 18**)
- 9 awards were made through Targeted funds to the value of £493k compared to 52 awards to the value of £3.6m in 2019/20.

Figure 18: Open Fund and Targeted awards to support touring 2020/21, by art form

Art Form	Number of Awards	Value of Awards
Digital	1	£38,000
Multi	2	£181,334
Music	8	£355,862
Theatre	14	£319,185
Visual Arts	6	£220,808
Film	1	£14,100
Design	1	£9,500
Total	33	£1,138,789

Digital engagement

As one of our four Connecting Themes in our 10-year plan we have continued to support the use of digital tools and media for creating and sharing stories and content, reaching and understanding audiences, and in business systems.

In 2020/21 Creative Scotland funded 188 projects with a focus on digital activity, with a total award of £5.2m. This is an increase on 2019/20 – when we funded 21 projects with a focus on digital activity, to a total of £847,993.

Figure 17: Awards with a focus on digital activity 2020/21

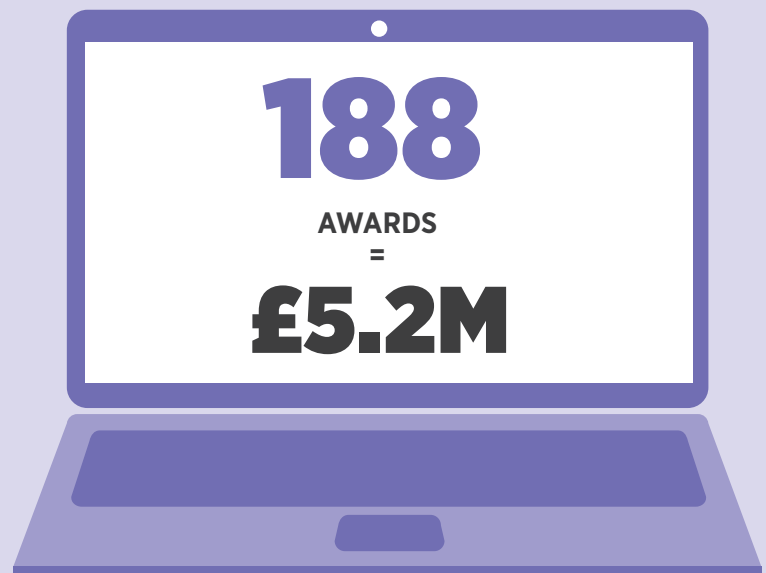
Art Form	Number of Awards	Value of Awards
Crafts	8	£205,667
Creative Industries	3	£39,006
Dance	13	£285,367
Digital	35	£889,950
Literature/Publishing	9	£403,285
Multi-Artform	16	£932,265
Music	49	£1,214,519
Theatre	28	£712,883
Visual Arts	27	£506,608
Total	188	£5,189,550

Awards made to Digital activity:

2019/20



2020/21



Explore more online



Read more about the programme to support for those wanting to switch their activity online

Explore more online



This new festival showcased and celebrated creativity, diversity, innovation and imagination in games and interactive media across the globe.

Gaelic, Scots and Traditional Arts

Scotland's smaller indigenous languages of Gaelic and Scots are a key part of our diversity and distinctiveness and provide a significant contribution to the cultural life of our nation.

Overall, we made 53 awards with a focus on Gaelic (up from 49 in 2019/20), 24 awards with a focus on Scots (up from 17 in 2019/20) and 103 awards with a Traditional Arts focus (up from 38 in 2019/20).

Figure 19: Awards with a focus on Gaelic, Scots language and Traditional Arts 2020/21

	Awards	Amount Awarded
Gaelic	53	£1,661,109
Scots	24	£685,581
Traditional Arts	103	£3,872,269

Explore more online



Funding programmes for Gaelic and Trad Arts

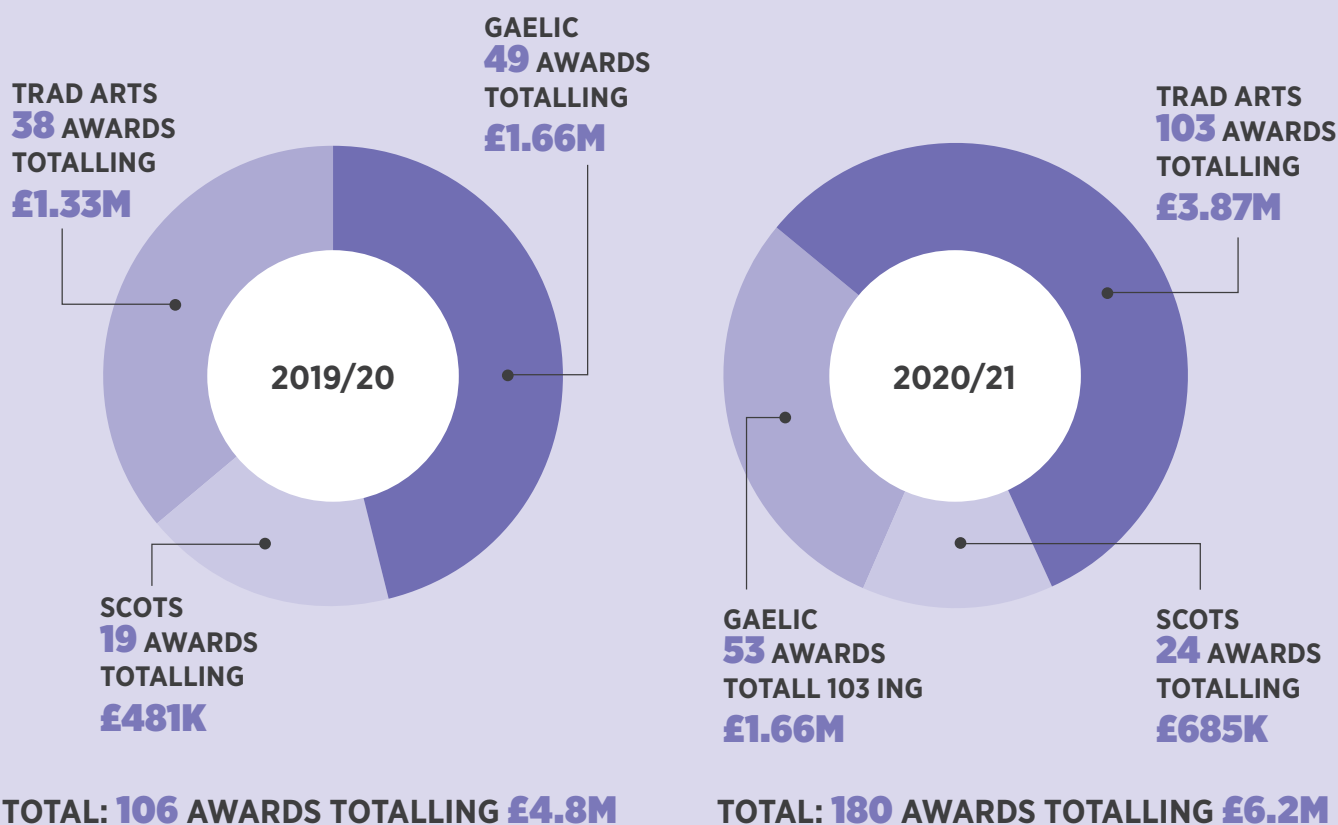
Find out more about the Scottish arts funds which support Gaelic and Traditional arts projects throughout lockdown.

Explore more online



Edinburgh Tradfest turns spotlight online

Because of lockdown, read about how this Trad Music festival found new ways to connect with its audiences.



2020/21 SAW 74 MORE PROJECTS AWARDED SUPPORT AND £1.4M MORE FUNDING GIVEN TO GAELIC, SCOTS AND TRAD ARTS ACTIVITY.

Figure 20: Summary of progress against performance indicators for Outcome 2

Outcome 2:

Increased public engagement through stronger touring networks, digital distribution and exhibition platforms across Scotland.

Three-year Indicator	Measure	Source	Status
2.1 Contribute to maintaining high level of adult cultural engagement across the breadth of Scotland through our funded work	The % of adults engaging in arts and culture across Scotland by type of cultural activity and frequency of participation	Scottish Household Survey (SHS) Annual Report	86% of adults engaged in culture in 2020. This is defined as those adults who have either participated in a cultural activity or who have attended at least one type of cultural event or place in the previous 12 months. 90% of adults engaged in 2019, however, results are not comparable year on year as 2020 was the first time the SHS was conducted via telephone.
2.2 Contribute to increasing children's cultural engagement across the breadth of Scotland through our funded work	The % of children engaging in arts and culture across Scotland by type of cultural activity	Scottish Household Survey (SHS) Annual Report	In 2016 ¹¹ the SHS found that 26% of young people took part in music or drama (unchanged from 2014) and 8% in other arts activities (up 1 percentage point from 2014). The 2020 SHS found that 55% of 16 to 24 year olds had attended or visited a cultural event or place, a reduction on previous years. It should be noted that attendances have been impacted by COVID-19 in 2020.
2.3 Increase in the number of digital opportunities through Creative Scotland funding	The count and value of Creative Scotland funded activities with a focus on digital exhibition, distribution	Creative Scotland funding operations data broken down by postcode, art form and areas of deprivation	In 2020/21, we made 188 awards through our Open and Targeted Funding programmes with a focus on digital exhibition, distribution or participation, to the value of £5.2m. In 2019/20, we made 21 awards through our Open and Targeted Funding programmes to the value of £848k.
2.4 Increase in the amount of arts touring and distribution across Scotland	The count and value of Creative Scotland funded activities with a focus on distribution, touring and festivals	Creative Scotland funding operations data broken down by postcode, art form and areas of deprivation	In 2020/21 RFOs toured to 305 venues across Scotland and the wider UK, compared to 625 in 2019/20. In 2020/21 Creative Scotland made 33 awards through Open and Targeted funding to help facilitate touring, with a total award of £1.1m, compared to 111 awards with a total value of £5.2m in 2019/20.

¹¹ 2016 is the last year that the SHS had a question on young people's participation in arts activities

Performance against our Ambitions

3. Places and Quality of Life

We work in partnership with Local Authorities and others to embed creativity and culture in communities and ensure locally distinctive work is valued and encouraged. The third of our 10-year Ambitions is that places and quality of life are transformed through imagination, ambition and an understanding of the potential of creativity. As part of our Performance Management Framework we currently measure our progress against the following outcome:

Outcome 3:

Increase in artists and creative people working with communities and addressing local needs.

Geographical funding profile

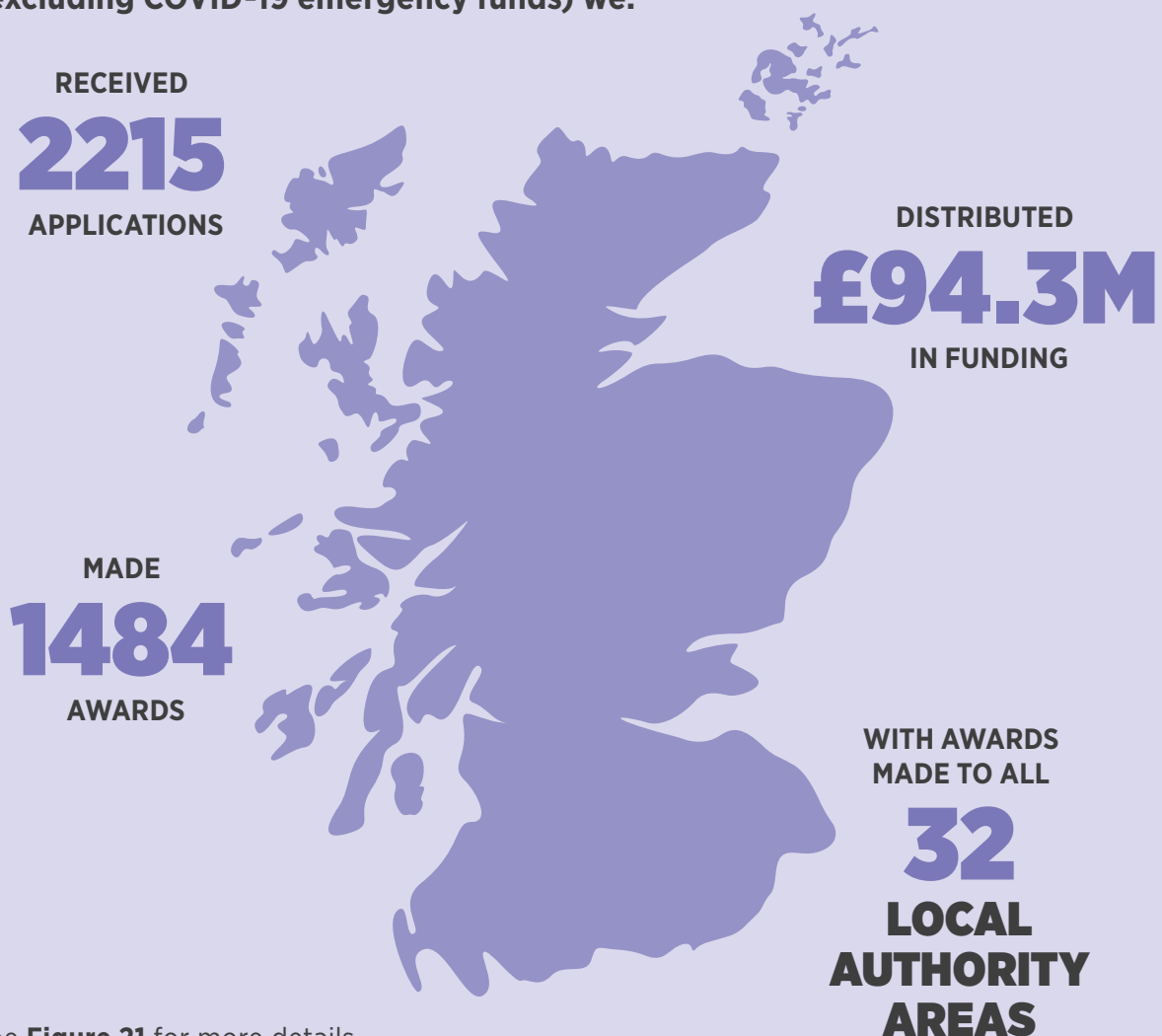
Awards are made by postcode of applicant and it should be noted that the base of the applicant does not necessarily indicate where the project or work takes place. The number of applications varied by Local Authority area, from over 700 to fewer than 10 in some cases.

Across all organisations in receipt of Regular Funding, 58% delivered their activity in their Local Authority area, 10% in other Scottish Local Authority areas, 7% in the wider UK, and 25% internationally. This compares to 2019/20 when RFOs reported 73% of their activity in their Local Authority area, 20% in other Scottish Local Authority areas, 2% in the wider UK and 5% internationally.

In 2020/21, Open and Targeted Funding was awarded to recipients in all 32 of Scotland's Local Authority areas. In total, we made 1,484 awards across all of our funding routes in 2020/21, including the 121 Regular Funding awards to our RFOs (**Figure 21**). In 2019/20, we made 1,323 awards across all of our funding routes, including to those receiving Regular Funding.

Across the Open and Targeted Funding programmes successful applicants indicated a total of £266.8m in partnership funding, based on data provided during the application stage (**Figure 22**). In 2019/20 successful applicants indicated a total of £134.9m in partnership funding.

In 2020/21, across our Regular Funding, Open Fund and Targeted Funds (excluding COVID-19 emergency funds) we:



See **Figure 21** for more details

Figure 21: Count and value of all Creative Scotland funding awards (Regular, Open and Targeted Funding) by Local Authority 2020/21

Local Authority Area	Applications	Awards	Amount Awarded (£)
Aberdeen City	29	21	£1,319,086
Aberdeenshire	32	18	£1,397,805
Angus	22	16	£725,466
Argyll and Bute	44	25	£1,134,111
City of Edinburgh	530	378	£30,169,554
Clackmannanshire	8	4	£82,208
Dumfries and Galloway	54	25	£1,046,809
Dundee City	43	24	£3,876,989
East Ayrshire	12	7	£370,443
East Dunbartonshire	24	15	£379,297
East Lothian	41	26	£851,655
East Renfrewshire	13	8	£185,762
Falkirk	9	5	£215,911
Fife	58	33	£1,157,625
Glasgow City	735	511	£32,267,033
Highland	112	75	£3,486,861
Inverclyde	16	9	£381,341
Midlothian	17	9	£225,453
Moray	23	16	£1,127,549
Na h-Eileanan Siar	21	16	£883,462
North Ayrshire	15	7	£482,596
North Lanarkshire	20	8	£738,510
Orkney Islands	12	10	£569,092
Outside Scotland*	87	58	£5,337,645
Perth and Kinross	31	13	£1,296,714
Renfrewshire	34	26	£573,419
Scottish Borders	36	26	£739,999
Shetland Islands	11	11	£417,712
South Ayrshire	16	10	£280,732
South Lanarkshire	42	22	£737,762
Stirling	37	29	£1,132,222
West Dunbartonshire	14	11	£238,112
West Lothian	17	12	£442,766
Grand Total	2,215	1,484	£94,271,701**

Please note - these awards do not include COVID-19 emergency funding issued during 2020/21

* Awards made to applicants outside Scotland are to support activity that benefits audiences, artists and people in Scotland; to facilitate international touring exchange; to showcase Scottish artists internationally; and to allow organisations with a UK-wide remit to deliver work in Scotland.

** This figure does not include project expenses for Targeted Funding programmes.

Figure 22: Count and value of partnership funding secured through Open and Targeted funding programmes by Local Authority area 2020/21

Local Authority Area	Awards	Partnership Funding: Revenue (£)	Partnership Funding: Capital (£)	Total Partnership Funding (£)
Aberdeen City	18	£548,458		£548,458
Aberdeenshire	14	£162,924		£162,924
Angus	15	£179,644	£3,750,000	£3,929,644
Argyll and Bute	23	£386,735		£386,735
City of Edinburgh	337	£15,889,273	£5,027,655	£20,916,928
Clackmannanshire	4	£41,495		£41,495
Dumfries and Galloway	23	£387,001		£387,001
Dundee City	20	£410,954	£40,500,000	£40,910,954
East Ayrshire	7	£174,489		£174,489
East Dunbartonshire	14	£130,923		£130,923
East Lothian	25	£471,428		£471,428
East Renfrewshire	8	£100,552		£100,552
Falkirk	5	£344,229		£344,229
Fife	32	£306,401		£306,401
Glasgow City	471	£34,135,142	£22,007,493	£56,142,635
Highland	66	£566,442		£566,442
Inverclyde	8	£74,313		£74,313
Midlothian	9	£67,040		£67,040
Moray	15	£4,504,008		£4,504,008
Na h-Eileanan Siar	14	£911,794		£911,794
North Ayrshire	7	£138,916		£138,916
North Lanarkshire	7	£229,822		£229,822
Orkney Islands	8	£63,981		£63,981
Outside Scotland	58	£133,053,004		£133,053,004
Perth and Kinross	11	£115,416		£115,416
Renfrewshire	26	£212,537		£212,537
Scottish Borders	25	£393,235		£393,235
Shetland Islands	10	£32,538		£32,538
South Ayrshire	10	£360,658		£360,658
South Lanarkshire	22	£226,259		£226,259
Stirling	28	£709,851		£709,851
West Dunbartonshire	11	£101,527		£101,527
West Lothian	12	£101,250		£101,250
Grand Total	1,363	£195,532,239	£71,285,148	£266,817,387

* Awards made to applicants outside Scotland are to support activity activity that benefits audiences, artists and people in Scotland; to facilitate international touring exchange; to showcase Scottish artists internationally; and to allow organisations with a UK-wide remit to deliver work in Scotland.

Place Partnership Programme

The Place Partnership Programme supports collaboration between Creative Scotland, Local Authorities and other regional partners to develop the arts, screen and creative industries across Scotland. It provides targeted funding and in-kind support which brings local creative sectors together to address specific challenges and opportunities in their area. The programme offers space to experiment, develop partnerships, build capacity, and ultimately deliver activity which will help each area to unlock its creative potential.

Since 2011, Creative Scotland has provided £3m of funding to the programme, matched by an estimated local investment of £3.2m in cash and in-kind. In 2020/21 there were 10 Place Partnerships operating across Scotland, each at a different stage in planning or delivery: Aberdeen, Aberdeenshire, Angus, Highland, Inverclyde, Moray, North Ayrshire, Renfrewshire, Scottish Borders, South Ayrshire and Stirling.

Each Place Partnership has its own distinct set of priorities and programme of activity which responds to local need. These are agreed through a process of local consultation and described in delivery plans, which typically span three to four years. Each plan is unique to its place but some common themes recur, including: raising the profile of the arts, screen and creative industries as a key strength in local social and economic development; strengthening leadership within the creative sector; increasing levels of engagement in culture; enabling arts organisations to increase capacity and sustainability; and growing and retaining creative talent. Examples of activity supported through the Place Partnership Programme include support for establishing artists' studios, training opportunities for local artists' and small businesses, joint marketing activity and artist commissions.

Creative Scotland is a supporter of SURF (Scotland's Regeneration Forum), working with them on cultural and creative regeneration projects, advocacy and research. We are the sponsor of SURF's Best Practice in Community Regeneration - Creative Regeneration Award, won in 2020 by the Glasgow Barons.

Explore more online



Highland Place Partnership

Find out more about the new Place Partnership and their Spirit 360 scheme - a new large-scale artist commissioning programme looking to work with 360 local artists.

Cultural infrastructure

Large Capital projects work to long timeframes and many projects awarded funding in the 2013/14 funding round are still in the process of being delivered. Some will not be completed until 2022/23. Any large-scale awards which may appear in the public realm, as they are completed, have been made in accordance with these prior commitments.

Although we currently have no funding programme supporting large scale capital applications, we continue to be able to offer the opportunity for smaller scale capital support through our Open Fund for Organisations.

Completed Projects

In Year 2020/21 we have seen the completion of two major capital projects.

- The **Fruitmarket Gallery**, Edinburgh was completed in early 2021 and opened to the public in July. The first new visual arts space to open in Scotland since the start of the Pandemic was marked with a landmark exhibition by Karla Black
- **Hospitalfield House**, Arbroath, completed Phase One of its multi-phase capital project, in late spring 2021 with the opening of the walled garden, a new café and the Fernery, as part of the multi-phase project which had received £1m investment from Creative Scotland.

Ongoing Projects

Creative Scotland officers continue to support the ongoing programme of capital infrastructure projects which are still in delivery. Two large buildings projects continue to be delivered which will continue to the ongoing development of Scotland's arts and cultural infrastructure. These projects started work towards the end of 2019 but have been delayed due to the impact of the COVID-19 pandemic.

Hospitalfield House, Arbroath, Phase 2

Funding for Phase 2 has now been released by Creative Scotland and works are expected to commence in early 2022. The aim of the development of Hospitalfield House is to make it a meeting place and cultural catalyst for artists in Scotland and beyond, and become an integrated part of the communities of Arbroath and a vital cultural asset for Angus. Designed by internationally acclaimed architects, Caruso

St John, Phase 2 will deliver new Studios, and Residential Accommodation which will enhance their residency offer and provide an income stream.

Glasgow's Citizens Theatre

Work started on this flagship cultural asset, in 2019. The project has been delayed by the continuing impact of the Pandemic, and BREXIT caused shortages. It is now not expected to reopen to the public until 2023. The project is supported by multiple funders including Glasgow City Council, NLHF, RCGF and HES, as well as £1.5m investment from Creative Scotland.

River Ness Artworks, Inverness

Work on the River Ness Public Artwork Project Inverness, supported by Creative Scotland with an award of £259,000, continued and installation took place with a view to completion in September 2021.

Activating Space through the power of Creativity

We continue to support a number of projects across Scotland looking at activating underused spaces for creative use.

Look Again's **project space** continues to offer visibility for artists and creative people on the High Street by occupying a vacant shop unit in central Aberdeen.

Development continues on the **Mid-Steeple Project, Dumfries**, is a ground breaking project which will pilot the use of culture to regenerate the centre of Dumfries. It will breathe new life into Dumfries town centre by redeveloping empty High Street properties by creating a new neighbourhood at the heart of the town with a mix of uses built on principles of local prosperity and well being.

Edinburgh Printmakers is pioneering the activation of underused spaces for artists and creative people across Scotland with their **EP Spaces programme**. Working with landlords across Scotland, EP Spaces is bringing disused shops, offices, and retail units back to life with new purpose and vitality, through activating creative spaces in the heart of towns and cities. EP Spaces makes a significant contribution to the creative ecology of Scotland which provides access to much needed creative spaces for artists across Scotland through 29 spaces in 10 locations. Over 205 artists, organisations and creative people benefit from access to these spaces.

Environment

We published our first *Environment Action Plan* in 2018, setting out in detail the ways in which we would seek to fulfil our responsibilities under the Climate Change (Scotland) Act 2009, through mitigation, adaptation and acting sustainably. We have recognised since the publication of our environmental policy in 2012 that our principal environmental impact of our activities, and the bulk of carbon emissions, come from the work we fund rather than from our own direct emissions. Thus we required all Regularly Funded Organisations during 2015-18 to monitor and report their emissions, but an additional requirement for RFOs awarded from April 2018 was to develop Carbon Management Plans, specifying actions that they would take to be taken to reduce emissions. All RFOs produced these, will report the outcomes, and have reviewed and revised their plans for the 2019-20 year.

Creative Carbon Scotland was awarded regular funding for the first time as part of the 2018-21 RFO cohort, a recognition of the organisation's success and expertise in engaging the creative and cultural sector with the urgent environmental issues facing us. Gaining increasing profile and reputation nationally and internationally, Creative Carbon has secured project funding from a wide range of other sources to connect creative and environmental organisations and initiatives. This included leadership of the major three-year Cultural Adaptations programme, a partnership with Belgium, Ireland and Sweden, exploring culture's role in adapting to climate change. The organisation also supported other RFOs in the development of their Carbon Management Plans.

Within Creative Scotland, an internal Green Team has been established, with the aim of progressing the ongoing environmental work we are undertaking, and will lead work around COP-26 (originally scheduled to take place in October 2020, but rescheduled to October 2021 due to the pandemic).

Explore more online



Emma Nicolson, Head of Creative Programmes at Royal Botanic Gardens Edinburgh, talks about the journey Inverleith House has gone on to become Climate House as part of the new strategy, *By Leaves We Survive*.

Perceptions of local creativity and wellbeing

The 2020 Scottish Household Survey asked respondents about satisfaction with their Local Authority culture and sport and leisure facilities. It found that:

- 42% were very or fairly satisfied with Local Authority museums and galleries (down slightly from 42% in 2018 and a 1 percentage point decrease from 2007)
- 42% were very or fairly satisfied with Local Authority theatres and concert halls (down slightly from 43% in 2018 and a 2 percentage point decrease from 2007).

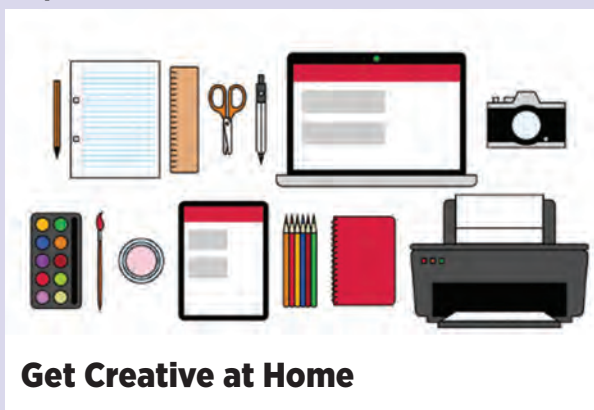
Satisfaction levels are considerably higher among those who indicate they have used these facilities in the past year, with rates of those saying that they were very/fairly satisfied at 88% with museums and galleries and 89% with theatres or concert halls. These are consistent with levels in previous years.

In our 2020/21 omnibus survey, 84% of respondents indicated that they felt Scotland is a creative nation, the same as in 2019/20. 56% of respondents agreed that their local area is a creative place (a slight increase on 55% in 2019/20) and 66% agreed that people in their local area would lose something of value if the area lost its arts and cultural activities (up from 65% in 2019/20).

The survey reported that 62% of people in Scotland take part in creative activity every week and identified a range of wellbeing, social and learning benefits:

- “Helps me to relax” was the most cited benefit of creative activity (68%) followed by “makes me feel good” (65%)
- Respondents felt creative activity helped them to be more socially active: “spending time with friends and family” (32%); “getting them out of the house” (42%) and “meeting new people” (21%)
- Other reported benefits included “learning something new” (45%), “improving wellbeing” (65%) and “visiting new places” (29%).

Explore more online



Get Creative at Home

Get Creative at Home is a campaign that highlights cultural activity in local communities and encourages everyone to get creative!

Figure 23: Summary of progress against performance indicators for Outcome 3

Outcome 3:

Increase in artists and creative people working with communities and addressing local needs.

Three-year Indicator	Measure	Source	Status
3.1 Broader spread of Creative Scotland funding by geographic location	The count and value of Creative Scotland funding awards including supporting new or enhanced cultural infrastructure	Creative Scotland funding operations data	<p>In 2020/21 RFOs were based in 21 of Scotland's 32 Local Authority areas.</p> <p>In 2020/21 Open and Targeted funding was awarded to recipients in all of Scotland's 32 Local Authority areas.</p> <p>In 2020/21, we supported 10 Place Partnerships across Scotland. In 2019/20, we also supported 14 Place Partnerships.</p>
3.2 Increased range of partnership income leveraged through Creative Scotland funding, across Scotland	Value and range of partnership funding secured through Creative Scotland funding across Scotland broken out by Local Authority areas	Creative Scotland funding operations data	<p>In 2020/21 successful applicants to Open and Targeted funding indicated a total of £266.8m in partnership funding. In 2019/20 successful applicants indicated a total of £135m in partnership funding.</p>
3.3 Improved public perceptions of national and local creativity	% difference between agreement that 'Scotland is a creative nation' and % agreement that 'my local area is a creative place'	Creative Scotland omnibus survey	<p>In our 2020/21 omnibus survey, 84% of respondents indicated that they felt Scotland is a creative nation, the same as in 2019/20.</p> <p>56% of respondents agreed that their local area is a creative place, a slight increase on 55% in 2019/20.</p>
3.4 Improved public perception of the value of local cultural offer	% agreeing that people in my local area would lose something of value if the area lost its arts and cultural activities	Creative Scotland omnibus survey	<p>In 2020/21, 66% of survey respondents agreed that people in their local area would lose something of value if the area lost its arts and cultural activities, An increase of 1 percentage point on 2019/20.</p>

Performance against our Ambitions

4. Leadership and Workforce

We work to support the development of sustainable business models in the arts, screen and creative industries and to strengthen the talent and skills needed to develop sustainable careers through sectoral partnerships. The fourth of our 10-year Ambitions is that ideas are brought to life by a diverse, skilled and connected leadership and workforce. As part of our Performance Management Framework we currently measure our progress against the following outcome:

Outcome 4:

Leaders across the sectors are more confident, knowledgeable, connected and developing more sustainable business models.

We have continued to deliver the Creative Industries Strategy, published in May 2016, which presents the overall ambition for Scotland to be the most positive environment globally for innovative creative businesses of all scales. The Strategy has four headline aims:

- Investing together to grow sustainable creative businesses through collaboration and partnership working
- Innovating for the wider economy across all areas of business including the public sector
- Increasing inclusivity; creating opportunity for emergent creative forms and recognising the value of local trading and place-based partnerships
- Increasing international profile and status; opening pathways to global marketplaces.

We actively pursue a collaborative, partnership approach to working with other public sector agencies and in developing the workforce in the creative sector. In particular we support Skills Development Scotland in delivering the Skills Investment Plan for the Creative Industries.

The Scottish Government Growth Sector Statistics for the Creative Industries (including Digital) measure the economic footprint of the Creative Industries. Following a period of decline from 2008, in terms of employment, business turnover and Gross Value Added (GVA)¹², the Creative Industries have seen a steady increase in employment since 2010.

The 2020 growth sector statistics showed¹³:

- The Creative Industries included 15,730 registered enterprises in 2020, a slight decrease from 15,845 in 2019
- The sector is dominated by small enterprises; 57% of registered enterprises have zero employees (i.e. are sole traders) and 30% have between 1 and 4 employees
- In 2019, the most recent year available, 89,635 people worked in the Creative Industries, an increase of 3% on 2018
- The GVA of the creative industries was £4.6bn in 2018¹⁴, the most recent year available. This represents a 7% decrease on 2017 figures when GVA stood at £4.9bn.

Explore more online



Part of our ongoing work to support the creative industries in diversifying their income, we continued our partnership with Crowdfunder to help match-fund creative people, projects and businesses.

¹² Gross Value Added or GVA is the common measure of aggregate value generated for the economy.

¹³ Growth Sector statistics from 2020.

¹⁴ The latest data available in financial year 2020/21.

Leadership and Workforce

The work of organisations in the RFO network reaches across Scotland and, importantly, supports the individuals working in the arts, screen and creative industries, both as artists and in vital production, presentation and operational roles. These organisations also, in turn, collaborate with and support the work of other organisations across Scotland, the UK and internationally.

Of the 121 RFOs, 76 actively take a national leadership role in their sector and 69 play a key leadership role in their locality. Of these, 31 organisations were performing both roles.

Analysis of the Annual Statistical Survey returns from RFOs for the year 2020/21 shows that RFOs employed 3,649 full-time-equivalent (FTE) staff members, of whom the equivalent of 1,844 FTE (51%) were employed on a freelance or contractual basis (**Figure 24**). This compares to 4,966 FTE staff reported in 2019/20, of whom 63% (3152 FTE) were contractual or freelance staff.

In returns to our Annual Statistical Survey for 2020/21, RFOs reported that they organised 3,543 events supporting artists, artistic development or professional training, attracting over 15,876 participants. In total, they commissioned 1,713 artists and creative practitioners to create new work, delivered 389 residencies and provided support-in-kind to a further 2,350 artists and creative practitioners. In 2019/20, RFOs reported that they organised 19,050 events supporting artists, artistic development or professional training, attracting over 34,147 participants. They commissioned 1,564 artists and creative practitioners to create new work, delivered 1,383 residencies and provided support-in-kind to a further 33,145 artists and creative practitioners.

In 2020/21 Creative Scotland made 129 awards through the Open Fund to support leadership training opportunities, professional development and work placements, to the value of £2.7m. A further 88 awards (to the value of £2.3m) were made through Targeted routes to support professional development. These awards include Visual Artist and Craft Makers Awards, devolved funding to local authorities to enable creative development and support in local areas.

In 2019/20 Creative Scotland made 48 equivalent awards through Open Funding to the value of £958k and 148 equivalent awards through Targeted routes to the value of £5.4m.

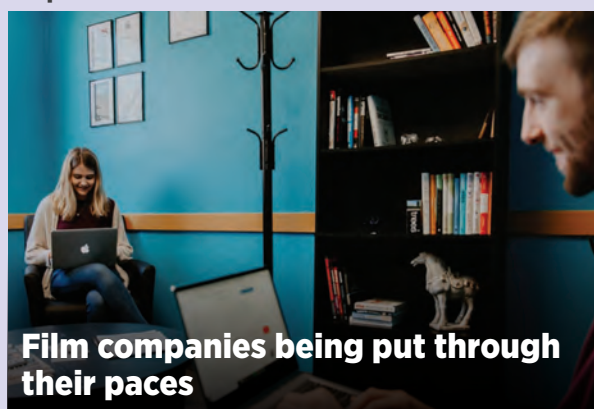
Explore more online



Support for Creative Businesses

Read about how Create:Networks supported creative business networks to knowledge share and provide key business support

Explore more online



Film companies being put through their paces

Read about FOCUS Bootcamp, a course aimed to equip new screen companies with the skills, knowledge and contacts that they need to grow and thrive.

Figure 24: Organisations in receipt of Regular Funding: workforce 2020/21

	Full-time (FTE)	Part-time (FTE)	Number (FTE)
Permanent	994	811	1,805
Contractual/Freelance	245	1,599	1,844
Total	1,240	2,410	3,649

Youth employment initiatives

Analysis of returns from the Annual Statistical Survey also shows that RFOs collectively employed more than 78 young people through youth employment initiatives, compared to 285 in 2019/20 (Figure 25).

Analysis of these returns suggests that the relatively high numbers of individuals working with organisations on an unpaid work placement are doing so as part of structured work experience programmes with schools, universities and colleges. Creative Scotland is committed to ensuring that all organisations and projects that receive public funding are demonstrating best practice with regard to fair pay.

Diversity of income

RFOs drew on a range of additional income sources in 2020/21, to a total of £111.5m This included £25m in donations, gifts and legacies and £13.4m from Trusts and Foundations. Organisations reported a total of £16m in earned income.

This compared to a total of £109.9m in 2019/20, including £15.9m in donations, gifts and legacies, £11.1m from Trusts and Foundations and £39.4m in earned income.

Figure 25: Organisations in receipt of Regular Funding: FTE youth employment initiatives 2020/21

Income stream	Number (FTE)
Paid work placements	46.38
Unpaid work placements	11.8
Paid apprenticeships / traineeships	11
Unpaid apprenticeships / traineeships	0
Paid internships	2.4
Unpaid internships	6
Total	78

Figure 26: Additional income streams: 121 RFOs (2020/21) and comparison to 2019/20

Income stream	2019/20 (£)	2020/21 (£)
Public: Local Authority	£13,598,008	£13,590,433
Public: Other	£14,048,483	£13,439,556
Public: Creative Scotland other	£5,373,855	£13,722,616
Private: Donations, gifts and legacies	£14,485,063	£24,980,296
Trusts and Foundations	£10,897,844	£13,406,652
Other Funding	£9,119,066	£16,334,983
Earned Income	£36,165,288	£15,981,472
Total	£103,687,605	£111,456,007

Sectoral Development

We have included a number of development organisations in the 2018-21 RFO network that will support the arts and creative sectors to strengthen their networks and resilience. These organisations are:

- Arts and Business Scotland
- Craft Scotland
- Creative Carbon Scotland
- Creative Dundee
- Creative Edinburgh

In 2020/21, these organisations received £2m to aid sector development, innovation and sustainable change to develop resilient ways of working.

- Federation of Scottish Theatres
- Publishing Scotland
- Scottish Contemporary Art Network (SCAN)
- Scottish Music Industry Association
- Voluntary Arts Scotland (now Creative Lives)

Figure 27: Summary of progress against performance indicators for Outcome 4

Outcome 4:

Leaders across the sectors are more confident, knowledgeable, connected and developing more sustainable business models.

Three-year Indicator	Measure	Source	Status
4.1 Maintain the breadth of organisations taking a leadership role in their sector and/or locality	The count of organisations in receipt of Creative Scotland Regular Funding that provide a leadership role in their sector or locality	Creative Scotland funding operations data including funding agreements	Of the 121 RFOs, 76 actively take a leadership role in their sector and 69 play a key leadership role in their locality.
4.2 Increase in the number of professional development opportunities through Creative Scotland funding	The count and value of leadership training opportunities, professional development, work placements, apprenticeships or internships supported by Creative Scotland funding	Creative Scotland funding operations data, annual returns and end of project monitoring	<p>In 2020/21 Creative Scotland made 129 awards through OPF to support leadership training opportunities, professional development and work placements, to the value of £2.7m. A further 88 awards (to the value of £2.3m) were made through Targeted routes to support professional development. These awards include Visual Artist and Crafts Makers Awards, devolved funding to local authorities to enable creative development and support in local areas.</p> <p>In 2019/20 Creative Scotland made 48 equivalent awards through Open Project Funding to the value of £958k and 148 equivalent awards through Targeted routes to the value of £5.4m.</p>
4.3 Improve youth employment opportunities in Creative Scotland funded organisations	The count of young people employed by Creative Scotland funded organisations through youth employment initiatives and type of employment	Creative Scotland funding operations data, annual returns and end of project monitoring	RFOs collectively employed more than 78 young people through youth employment initiatives, compared to 285 in 2019/20.
4.4 Broaden range of income streams across the sector	The count, value and type of income streams of Regularly Funded Organisations, including earned income and voluntary giving	Creative Scotland funding operations data and annual returns	<p>RFOs drew on a range of additional income sources in 2020/21, to a total of £111.4m. This included £24.7m in donations, gifts and legacies and £13.2m from Trusts and Foundations.</p> <p>Organisations reported a total of £15.2m in earned income. This compared to a total of £103.7m in 2019/20, including £14.5m in donations, gifts and legacies, £10.9m from Trusts and Foundations and £36.2m in earned income.</p>

Performance against our Ambitions

5. International

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. The fifth of our 10-year Ambitions is ensuring that Scotland is a distinctive creative nation connected to the world. As part of our Performance Management Framework we currently measure our progress against the following outcome:

Outcome 5:

More of Scotland's artists and creative people are engaging with international artists and creative practice

International Engagement

In 2020/21 RFOs toured to 4 international venues across Europe, Asia and North America, compared to 93 international venues in 2019/20.

Our funding programmes for 2020/21 supported 64 awards enabling international exchange, with a total value of £1.7m. We made 39 awards that specifically supported the showcasing of international work in Scotland, to the value of £4.4m.

In 2019/20 our funding programmes supported 162 awards enabling international exchange, with a total value of £3.2m and 37 awards supporting the showcasing of international work in Scotland, to the value of £1.4m.

Due to the UK decision to exit the EU, support via the Creative Europe ended on 31 March 2021.

Scotland's International Reputation

As part of the Government's National Performance Framework (NPF) Creative Scotland is a named partner contributing to for the delivery of the indicator to 'improve people's perceptions, attitudes and awareness of Scotland's reputation'. This indicator is measured by the Anholt-GfK Roper Nation Brands Index© (NBI), analysing people's attitudes and perceptions of countries' reputations. The most recent data is from 2020.

Scotland's overall score on the NBI was 62.6 in 2020, consistent with 2018 (62.7), ranking 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. The Contemporary culture score remained at 4.6 in 2020, as it was in 2018, ranking Scotland 14th across all the countries included.

Figure 28: Summary of progress against performance indicators for Outcome 5

Outcome 5:

More of Scotland's artists and creative people are engaging with international artists and creative practice

Three-year Indicator Measure	Source	Status
5.1 Improve the quality and impact of international engagement opportunities through Creative Scotland funding	The count and value of Creative Scotland funding awards with a focus on international exchange and creative development	Creative Scotland funding operations data
		In 2020/21, we made 64 awards enabling international exchange with a total value of £1.7m. In 2019/20, we made 162 awards enabling international exchange with a total value of £3.2m.
5.2 Increase in the amount of international touring across Scotland through Creative Scotland funding	The count, value and geographic spread of individuals and organisations in receipt of Creative Scotland funding to showcase international work in Scotland	Creative Scotland funding operations data including annual returns
		In 2020/21 we made 39 awards that specifically supported the showcasing of international work in Scotland, to the value of £4.4m. In 2019/20 we made 37 awards that specifically supported the showcasing of international work in Scotland, to the value of £1.4m.
5.3 Increase in the % of positive international perceptions of Scotland's culture	% of positive perceptions of Scotland's nation brand across six areas of national competence, characteristics and assets (exports, investment, tourism, governance, people and culture)	The Anholt-GFK Roper Nations Brand Index. The Index is based on yearly interviews with approx. 1,000 adults who are internet users in each of the 20 panel countries
		Scotland's overall 2020 score was 62.6, ranking 17th on the NBI. The Contemporary Culture score remained at 4.6 in 2020, as it was in 2018, ranking Scotland 14th for Contemporary Culture. The most recent data is from 2020.

Performance against our Ambitions

6. 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. As part of our Performance Management Framework we currently measure our progress against the following outcome:

Our Service:

Creative Scotland is a more effective and accountable organisation.

We continue to develop partnerships with others to create the best conditions for the arts, screen and creative industries to thrive. This includes working with economic development agencies, trusts and foundations, Local Authorities and other public and private sector organisations to address strategic needs in the arts, screen and creative industries. Our strategic partnerships include those with the BFI to support the Scottish Film Talent Network, Local Authorities involved in Place Partnerships and VACMA awards (Visual Artist and Crafts Makers Awards) and the EU's Creative Europe programme.

In 2020/21 our strategic partnerships secured £1.4m of leveraged funding. This includes partnership funding from the BFI, Creative Europe, Royal Edinburgh Military Tattoo and City of Edinburgh Council funding for the Platform for Creative Excellence (PLACE) programme. This compares to £2.9m in 2019/20.

In 2020/21, we received and processed 1,294 applications to our Open Funding programme. This fund operates two processing times: eight working weeks for applications up to £15,000 and 12 working weeks for application over £15,000, these timelines apply to both individuals and organisations. Overall, 93% of applications to the Open Project Fund were processed within the specified time frame (95% for the individual fund and 89% for the organisation fund). Please note due to the emerging COVID-19 pandemic in March 2020 and the move to remote working, open panels did not take place between mid-March and mid-April 2020. Applicants were notified of any target decision date adjustments. These adjustments have been accounted for in this analysis. In 2019/20 99% of applications to the Open Project Fund were processed within the specified time frame.

In 2020/21, 88% of all initial award payments were made within 10 working days of the exchange of contracts. Creative Scotland paid 86% of valid invoices within 10 working days, an increase from 81% in 2019/20.

In order to better understand the service we provide, we undertake an annual survey of both successful and unsuccessful applicants to our funding routes. In the February 2021 survey, those expressing trust in Creative Scotland was 50%, up from 44% in the February 2020 survey. Creative Scotland's knowledge and specialist expertise, support and development and overall quality of service remain highly rated aspects of our service.

We ask a number of survey questions to gauge applicants' satisfaction with our services. Survey responses for February 2021 show that:

- The percentage of respondents either very or fairly satisfied with communications with Creative Scotland was 77%, down from 87% in February 2020
- The percentage of respondents rating the Creative Scotland website as good, very good or excellent was 82%, a 2 percentage decrease on February 2020
- The percentage of respondents rating the Enquiries service as good, very good or excellent was 70%, compared to 84% in February 2020
- Those rating the application process as good, very good or excellent was 54%, a decrease of 18 percentage points from 72% in February 2020.

Our digital channels continue to be our primary means of communication and engagement with the majority of our stakeholders and have had an increasing reach across all platforms. In 2020/21, creativescotland.com had 1.9m views and in total, we have had 4.9m page views (i.e. including our Opportunities site which allows individuals and organisations to advertise and respond to sector opportunities).

Our most recent Staff Engagement Survey was undertaken in 2017 by ORC International and we received a response rate of 78%. The aim of the survey was to hear staff views on organisational culture, communication and management to help us to develop the organisation and its support structures, and ensure the successful delivery of the organisation's goals and strategic objectives.

Figure 29: Summary of progress against performance indicators for Our Service

Our Service:

Creative Scotland is a more effective and accountable organisation.

Three-year Indicator	Measure	Source	Status
6.1 Increased applicant satisfaction	% of surveyed funding applicants reporting positive interaction with Creative Scotland	Creative Scotland Applicant survey	In 2020/21, the number of respondents satisfied with communications with Creative Scotland was 77%, compared to 87% in 2019/20. Those rating the application process as good, very good or excellent was 54%, compared to 72% in 2019/20.
6.2 Maintain applicant satisfaction with Creative Scotland website	% of surveyed funding applicants reporting all aspects of website as good or excellent	Creative Scotland Applicant survey	In 2020/21, the percentage of respondents rating the Creative Scotland website as good, very good or excellent was 82%, compared to 84% in 2019/20.
6.3 Minimum of 90% of funding applications processed within published timeframe	% of applications processed within agreed timeframe	Creative Scotland operational funding data	Overall, 93% of applications to the Open Project Fund were processed within the specified time frame in 2020/21. In 2019/20 99% of applications to the Open Project Fund were processed within the specified time frame.
6.4 Minimum of 90% of initial payments to successful funding applicants made within published timeframe	% of initial award payments made within 10 working days of exchange of contracts	Creative Scotland operational finance data	88% of award payments in 2020/21 were made within 10 working days of the exchange of contracts. In 2019/20 98% of award payments were made within 10 working days of the exchange of contracts.
6.5 Minimum of 90% of invoices paid within published timeframe	% of valid invoices paid within 10 working days	Creative Scotland operational finance data	In 2020/21, 86% of valid invoices were paid within 10 working days. In 2019/20, 81% of valid invoices were paid within 10 working days.

6.6 Increase the range of funding for the arts, screen and creative industries leveraged through Creative Scotland strategic partnerships	Value and source of additional funding opportunities in the arts, screen and creative industries sectors established as a result of Creative Scotland partnerships	Creative Scotland operational funding data	In 2020/21 our strategic partnerships secured £1.4m of leveraged funding. This compares to £2.9m in 2019/20.
6.7 Maintain high level of applicant satisfaction and resolution levels of enquiries	% of satisfaction with enquiries service	Creative Scotland Applicant Survey	In 2020/21, The number of respondents rating responsiveness to enquiries and requests as good, very good, or excellent was 77%, compared to 87% in 2019/20. For those who had used our dedicated Enquiries Service, satisfaction was 70%, compared to 84% in 2019/20.
6.8 Improve level of staff engagement and satisfaction	% of staff agreeing that Creative Scotland is a good place to work	Creative Scotland staff survey	Our 2017 staff survey, the latest commissioned, found that 60% of staff would recommend Creative Scotland as a good place to work, representing no change from the 2015 survey.



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