**Public Service Reform (Scotland) Act 2010 disclosures**

**Year ending 31 March 2012**

Creative Scotland is an executive Non Departmental Public Body of the Scottish Government and was formed on 1 July 2010. Its main activities are in support of the arts, culture, film, TV and creative industries.

The Public Services Reform (Scotland) Act 2010 introduced duties to publish information for public bodies in Scotland. This report summaries the information required to be disclosed by the Act for Creative Scotland for the financial year ending 31 March 2012.

**Disclosures**

|  |  |  |
| --- | --- | --- |
| **Category** | **Expenditure 12 months to 31 March 2012** | **Comments** |
| Public relations | £503,121.84 | Public Relations category includes expenditure on marketing, advertising, website, media relations and PR, events, print and design, photography and promotional materials.  This activity is aimed at supporting the work of Creative Scotland corporately, the promotion of Scottish arts and culture at home and internationally, promotional activity around specific projects, and communications work to increase awareness and public engagement with arts and culture. |
| Overseas travel | £36,841.61 | Due to the nature of our activities, there is a requirement for Creative Scotland staff to attend events and functions overseas. Expenditure reflects expenses of Creative Scotland staff and funding provided to third parties for overseas travel. |
| Hospitality and entertainment | £16,222.78 | Due to the nature of our activities, Creative Scotland incurs expenditure on promotional events. Expenditure here includes the costs of running events internally and sending staff on external courses. |
| External consultancy | £270,633.36 | Consultancy expenditure in 2011-12 reflected the use of IT consultants for the new ICT system; and consultants employed for policy and research purposes. |

**Payments in excess of £25,000**

See attached [file](http://www.creativescotland.com/__data/assets/excel_doc/0004/33466/2011_12-Payments-over-25k.xls) for payments in excess of £25,000.

**Staff earning over £150,000**

There were no staff members earning in excess of £150,000 for the 2011-12 financial year.

Details of the remuneration for senior staff and board members can be found in the Remuneration Report published in the Annual Report and Financial Statements for the year ending 31 March 2012 and is also published on our website (<http://www.creativescotland.com/sites/default/files/publications/Creative_Scotland_Disclosure_of_Senior_Staff_Salaries_Dec11.pdf>)

**Statement on Sustainable Growth**

Creative Scotland is committed to promoting and increasing sustainable growth through the exercise of its functions. During, 2011/12, Created Scotland invested more than £66 million, from both grant-in-aid and lottery funding, in artists and cultural organisations across nearly 1,270 different projects. This includes direct investment in organisations and individuals that are core to a thriving arts and culture sector; a sector which makes a vital contribution to the well-being of the people of Scotland, both socially and economically.

In 2011/12, Creative Scotland commissioned a major study aimed at measuring the economic scale and importance of Scotland's creative industries. This economic impact study indicated that Scotland’s creative sector delivers £3.3 billion each year to the Scottish economy, accounting for more than 84,000 jobs. Representing around 2% of Scotland's GDP, the economic contribution that creativity makes to Scotland is significant.

Further information can be found in the management commentary to our financial statements for the year ending 31 March 2012.

**Steps taken by Creative Scotland to improve efficiency, effectiveness and economy**

For the year ending 31 March 2012, Creative Scotland reported total outturn efficiencies of £1.7 million. These efficiencies were achieved without any reduction in output or impact on quality of services delivered. This was also the first full year of operations for Creative Scotland following the merger of the Scottish Arts Council and Scottish Screen and the organisation has undertaken additional activities over and above those inherited from the predecessor organisations.

Efficiency savings in the year have arisen from:

* Changes in the recharge methodology from the Lottery Distribution Fund
* Procurement efficiencies through competitive tender exercises
* Utilising Scottish Government contracts for travel and accommodation
* Leasing out excess office space to a third party
* Operational efficiencies arising from the transition period

Creative Scotland continues to be focused on efficiency savings, and further transition work in 2011-12 is expected to reduce operating costs further and contribute towards our efficiency targets.