

Creative Scotland and Scottish Enterprise Partnership Agreement

Addendum

This addendum to the Partnership Agreement between Creative Scotland and Scottish Enterprise sets out our respective actions and how we will monitor progress in more detail across the agreed aims.

1. International

Creative Scotland:

Working within the context of our Creative Industries Strategy 2016/17 we will work to increase the international profile and status for Scotland's creative businesses, opening pathways to international market opportunities.

We do this through:

- Promoting and unlocking European funding opportunities and ensuring creative businesses have access to information on how to apply.
- Helping more companies trade internationally, building on the achievements and strengths of our arts and culture sectors, and delivering partnership events where creative businesses share their successes in the global marketplace.
- Working with partners to facilitate the attendance of Scotland's creative businesses at major international showcases and events and sharing their learning with the wider creative community at home.

In support of this, we will monitor progress against:

- Number of active transnational projects
- 'Go and see' visit and outcomes
- Success of international peripatetic creative industries events taking place in Scotland

Scottish Enterprise:

We are bringing an international focus to Scotland's economy to help us achieve export growth, attract overseas investment and promote Scotland generally as an ideal place to live and work.

We aim to support Creative Industries businesses by:

- Providing integrated support for ambitious companies centred on our account management approach by delivering sector specific support for both current and new markets
- Delivering specialist support for exporters including access to valuable knowledge and connections through SDI's network of overseas offices
- Addressing key opportunities in international markets in particular the creation, distribution and exploitation of digital content across global digital distribution platforms
- Conducting an active programme of trade missions taking companies to significant industry events around the world
- Building Scotland's international reputation to promote Scotland internationally and raise international ambition across the sector.

In support of this, we will monitor progress against:

- Assisted companies becoming new or active exporters
- Companies projecting significant export growth
- Participation in international events
- Uptake by Creative Industries companies of initiatives like Make it to Market

2. Innovation

Creative Scotland:

Working within the context of our Creative Industries Strategy 2016/17 we will work to grow creative innovation within all business activity in Scotland, including Scotland's public sector.

We do this through:

- Stimulating innovation in Scottish creative businesses across all areas of business activity in Scotland and the public, private and voluntary sectors.
- Supporting effective links between the academic world and industry. Establishing - together with the Scottish Funding Council - connected and collaborative innovation support within colleges and universities.
- Showcasing Scotland's creative industries in events and at every opportunity celebrating creativity, innovation and sustainability.
- Increasing awareness of the impact of creative businesses on education, health, community development and the wider

economy.

- Promoting the success stories of the creative industries and advocating for better support for future growth.
- Building a portfolio of research knowledge about the benefits of creative business innovation for all sectors of society.

In support of this, we will monitor progress against:

- Conversion rates of graduates into start-up businesses
- GVA of businesses operating across the creative industries
- Number of creative businesses based in Scotland
- Exemplars of creative business activity
- Views of representative bodies in Scotland
- Visibility of Scotland in UK creative industries networks

Scottish Enterprise:

By encouraging an innovative approach to products and services, we will help businesses drive global growth and boost competitiveness.

We aim to support Creative Industries businesses by helping:

- Encourage collaboration between academia and business for example with the Innovation Centres, particularly the Data Lab.
- Companies use R&D to generate revenue by providing specialist innovation support to develop or improve products or services as well as providing financial support through products like SMART: SCOTLAND
- Improve support for entrepreneurial companies by using European Structural Funding in collaboration with Business Gateway to engage with SMEs
- Support companies to use innovation to succeed internationally which includes core support delivered through our account management service complemented by specialist support including business model innovation and workplace practices.

In support of this, we will monitor progress against:

- Supported businesses becoming Innovation Active
- Additional R&D investment through Scottish Enterprise assisted projects
- Additional turnover from innovation by supported companies
- Efficiency improvements by supported companies

3. Investment

Creative Scotland:

Working within the context of our Creative Industries Strategy 2016/17 we will work to invest together to grow sustainable creative businesses through collaboration and partnership working.

- Working with enterprise and social investment partners to help find the best route to support and investment.
- Offering support and information on how to access creative and business skills development – working with partner agencies and the Higher and Further Education sectors.
- Stimulating sector development initiatives directly and with partners using our funding to leverage new resources.
- Working with all partners to deliver an impact that is tangible and measurable through identifying specific actions in our Creative Industries Shared Plan.

In support of this, we will monitor progress against:

- GVA of businesses operating across the creative industries
- Number of creative businesses based in Scotland
- Exemplars of creative business activity
- Views of representative bodies in Scotland
- Visibility of Scotland in UK creative industries networks

Scottish Enterprise:

We help secure investment to support the growth of the Creative Industries through an improved business environment and enhanced connections with global markets.

We support Creative Industries businesses by helping:

- Create investment for company growth through the Scottish Investment Bank which has a strong track record in the Creative Industries
- Build world class business infrastructure – both physical and digital – to provide an environment that helps companies innovate, grow and reach international markets
- Grow our international connections including how well we are connected to key growth markets, engagement with international investors, through projects like Informatics Ventures, and exploiting digital connections to world markets.
- Attract international investment, both in terms of attracting international companies to Scotland and new investment in Scotland's business infrastructure and growth companies.
- Develop Scotland's economic assets by building on successful investments such as Pacific Quay in Glasgow and new programmes like the Dundee Waterfront including the new V&A Museum and the District 10 development.

In support of this, we will monitor progress against:

- Leveraged private investment from the provision of growth finance via the Scottish Investment Bank
- Businesses with growth and export potential to improve their financial readiness
- Planned capital investment by supported companies

4. Inclusive Growth

Creative Scotland:

Working within the context of our Creative Industries Strategy 2016/17 we will work to increase the opportunities for emergent talent, creative forms and ideas, through increased recognition of the value of local trading and place-based partnerships.

We do this through:

- Providing a framework for local creative businesses to plan collective development, improve sustainability and work with Local Authorities to stimulate opportunities via local development plans.
- Maximise skills, resources and buildings in support of improving creative businesses, encouraging Local Authorities to identify under-utilised property, skills and resources in support of creative businesses in their locality.
- Increasing diversity in the workforce, promoting a more diverse workforce, addressing barriers to access and progression within the industry, talking directly to people about their business ambitions and engaging with UK-wide campaigns on diversity.

In support of this, we will monitor progress against:

- Events led by independent creative area network partners
- Dormant resources brought back into use in support of creative businesses
- Size, characteristics and diversity and of workforce
- Local authority creative industries strategies
- GVA of businesses operating across the creative industries
- Number of creative businesses based in Scotland
- Exemplars of creative business activity
- Views of representative bodies in Scotland

Scottish Enterprise:

We will grow the Creative Industries by building on the skills of our workforce. In addition to developing and acquiring the skills we need to compete, we will also look at how we deploy our talent to stimulate higher levels of innovation, productivity and growth,

We aim to support businesses by helping:

- Encourage leadership as a strong driver of growth by increasing the scale of our effort on Leadership Development.
- Stimulate progressive workplace practices through the Scottish Business Pledge. We recognise we have an important role to play in promoting Scotland's Business Pledge through our engagement with the companies we work with and in our work in international

markets.

- Address the jobs challenge related to the quality of jobs being created and how they are shared across different geographical areas and social groups, for example by contributing to the Government's Invest in Youth initiative.
- Address people issues in the Creative Industries such as supporting initiatives like Special Edition, a professional development programme that seeks to help ambitious, talented women fulfil their potential and reach the very top of the Creative Industries

In support of this, we will monitor progress against:

- Planned jobs through inward investment
- Companies developing their leadership through SE support
- Increased capacity of entrepreneurs to create internationally competitive, early-stage ventures

Creative Scotland/Scottish Enterprise

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