Creative Industries
A Strategy for Creative Scotland 2016-17
Appendix 1

MEASURING PROGRESS

This appendix outlines how we will monitor the progress of the Creative Industries Strategy against the priorities set out in the Creative Scotland 10-year plan, *Unlocking Potential, Embracing Ambition*.

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AMBITIONS

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

Scotland's creative industries are a source of excellence and experimentation, both in terms of the cultural value they generate, but also as a source of innovation for social value and a generator of economic value.

We will use the principles of the new Creative Scotland Artistic and Creative Review Framework[1] to ensure our engagement with the creative industries sector in Scotland is delivering creative excellence. We will also monitor key data and maintain sectoral dialogues to ensure this ambition is understood and shared.

We will monitor:

- GVA[2] of the creative industries in Scotland
- Number of creative businesses based and owned in Scotland
- Exemplars of creative business activity
- Views of representative bodies in Scotland
- Visibility of Scotland in UK creative industries networks.

Everyone can access and enjoy artistic and creative experiences

The cultural experiences enjoyed by diverse audiences across Scotland are created by our creative industries. We will work with these sectors to ensure that these experiences reflect the diversity of our population and are informed by principles of inclusion and equality of access.

We will monitor:

- Audience engagement with creative industries products and services
- Sectoral workforce diversity.

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1 www.creativescotland.com/creativereview
2 Gross Value Added – the assessment used to measure the economic benefit of any sector.

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

We recognise that there is a strong link between creativity and place. That creative imagination and ambition grow from communities and generate opportunities for creative businesses to develop and thrive.

We will monitor:

- Events led by independent creative area network partners
- Dormant resources brought back into use in support of creative businesses
- Local Authority creative industries strategies.

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

The creative industries are home to a highly-skilled workforce who are able to build businesses from their ideas and creativity. We want to ensure that the opportunity to create new businesses is open to all and that the workforce feels connected with each other and to the mechanisms designed to support them.

We will monitor:

- Success of the Skills Investment Plan for Scotland's Creative Industries[3]
- Size, characteristics and diversity of workforce
- Conversion rates of graduates into startup businesses.

Scotland is a distinctive creative nation connected to the world

The creative industries of Scotland present a distinct and rich image to the world. We will ensure that our creative industries are able to trade internationally and that international partners see Scotland as an advanced creative nation that is open for business.

We will monitor:

- Number of active transnational projects
- 'Go and see' visits and outcomes
- National data on creative industries export activity
- Success of international peripatetic creative industries events taking place in Scotland.

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3 www.skillsdevelopmentscotland.co.uk/media/35670/creative_sip_digital_v4.pdf

CONNECTING THEMES

Creative Learning

This strategy is written in the context of Scotland's Creative Learning Plan 2013 that outlines workstreams designed to support the main objectives contained in the Plan. These are: to share our vision of a more creative society and ensure that all partners are committed to its fulfilment; to build capacity and expertise of learning practitioners and creative partners to support the development of creative skills through learning and teaching; to develop a strategic approach to pathways for lifelong creative learning; to develop approaches to assessment of creativity, including certification. We will work with colleagues within Creative Scotland and the partner agencies for the Learning Plan to ensure (i) that the creative industries and Education sectors are connected to, and have the opportunity to contribute as appropriate to, Creative Learning Plan developments, and (ii) all development activity delivered through this strategy employs a positive learning approach that has at its heart the nurturing of personal creativity.

www.creativescotland.com/__data/assets/pdf_file/0009/26775/Creative-Learning-Information-Sheet-2014-15-v1-1.pdf

Equalities and Diversity

There are compelling reasons why diversity should be considered in the creative industries. It's good for creativity; it supports economic growth; it reaches out to underserved audiences; it makes good business sense; but most of all, because it's the right thing to do. UK evidence suggests that the creative industries are made up of a highly qualified workforce (60% hold degrees as opposed to 32% of the rest of the UK workforce), but that it is also less egalitarian than the rest of the UK's industry sectors with 92% of the workforce being from the NS-SEC groups 1-4 as opposed to a UK average of 66%. The sector also employs a smaller percentage of women (36% as opposed to the UK national average of 47%). We do not yet know these details for Scotland, and we know that any data is likely to vary according to sub-sector. We will therefore monitor assessments of the workforce in Scotland and support analysis that is aimed at profiling specific sub-sectors in order to design interventions. Overall we will commit to promoting positive images and supporting initiatives that encourage increased diversity within the creative industries.

www.creativescotland.com/what-we-do/the-10-year-plan/connecting-themes/creative-learning/our-approach-to-equalities

Digital

There is a powerful relationship between digital technology and the creative industries. The recognition of the significance of the creative industries over the past two decades has emerged in parallel with the widespread adoption of digital technologies across most areas of our lives. This has created opportunities for small and micro-businesses working in specialist or niche markets to have global reach. In the UK alone the annual average weekly spending online has more than doubled in the last five years.[4] In addition, digital revenues as a proportion of total entertainment and media spend within the UK have also increased from 25% in 2009, and are projected to reach 48% by 2018.[5]

Digital has changed the way all businesses operate and this is keenly felt in the creative industries where it has been both disrupter and enabler. We will work to understand the subtleties and different ways that this has impacted on individual sub-sectors in order to provide relevant advice and guidance. We will encourage and actively support cross-cutting initiatives that both increase the effective use of digital technologies in support of creative businesses; as well as the development of businesses whose creative content is rooted in the application of creative technologies.

www.creativescotland.com/__data/assets/pdf_file/0010/26776/Digital-Information-Sheet-2014-15-v1-1.pdf

Environment

Creative Scotland's Environment Connecting Theme has two prongs: first to ensure that the arts, screen and creative industries show leadership in reducing their carbon emissions and environmental impacts; second to explore how they can influence and help the wider public to reduce their carbon emissions. We will work with our partners in Scotland's Creative Industries Partnership (SCIP) and relevant organisations such as Creative Carbon Scotland to raise awareness of environmental and sustainability opportunities and issues relevant to the sector.

www.creativescotland.com/what-we-do/the-10-year-plan/connecting-themes/environment

4 www.ons.gov.uk/ons/rel/rsi/retail-sales/december-2014/sty-overview-of-internet-retail-sales-in-2014.html
5 http://applications.creativeengland.co.uk/assets/public/resource/204.PDF

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This appendix was written in support of the Creative Scotland Creative Industries Strategy 2016-17. The strategy and all supporting appendices and resources is available at www.creativescotland.com/creativeindustries