



ALBA | CHRUTHACHAIL

Scottish Government Consultation: [Review of National Outcomes – Call for Evidence](#)

Submitted: June 2023

Submission

National Outcomes

Creative Scotland, inclusive of Screen Scotland, is the national body which supports the cultural and creative industries across Scotland through funding, development and advocacy.

We welcome the review of the National Outcomes. We support the current configuration of National Outcomes and would not propose changes to any of the 11 Outcomes or any new Outcomes being added to the Framework. We have found the inclusion of a specific National Outcome for Culture to be positive in clearly expressing the Scottish Government's overarching ambition. This Outcome has raised the profile of Culture, providing equality with other public policy goals and provides a focal point for working with partner organisations and the sector.

It has also been important for the importance of Culture to be acknowledged in other of the Outcomes, such as International and Environment. We believe that Culture and Creativity have an important role to play in delivering against all 11 of the National Outcomes.

National Performance Framework

We believe that refreshing the National Indicators identified against the Culture Outcome would be helpful. The publication of A Culture Strategy for Scotland in 2020 and the forthcoming refreshed Action Plan for this Strategy offer an opportunity to ensure alignment of strategic ambition to measurement mechanisms.

The current set of Indicators focus on attendance and participation in cultural activity, growth in the creative economy and the number of people employed in arts and culture. These indicators do not give a full account of cultural activity across Scotland and provide only a partial picture of the size or health of the sector. As such, the current indicators do not fully evidence achievement of the Outcome for the people of Scotland.

- The National Partnership for Culture (NPC) considered this issue through the work of its Measuring Change Group, convened as a sub-group from 2020-22. Creative Scotland was represented on this Group and provided input into their recommendations to the NPC. We note that the NPC made three overarching recommendations in this area of their work:
- The four National Performance Framework indicators for Culture should be reviewed, to better encapsulate the spirit and priorities of the Culture Strategy... [on] the basis that the National Performance Framework is due to be reviewed in 2023, we propose that an updated set of indicators should have a mix of quantitative and qualitative measures, which

seek to evidence tangible and meaningful change related to the National Outcome for Culture. The indicators should be focussed not only on the sector but should also include the perceptions of the public: what they value about culture, how culture brings meaning to their lives, and the cultural activities they find meaningful. The cultural values of children and young people should also be considered alongside those of adults. Sufficient time and consultation should be factored into the refresh process to allow these indicators to be altered accordingly. The primary generators and users of cultural data should be asked to standardise, manage, and share current, ongoing and future data sets so that cultural organisations and artists are not required to provide the same data repeatedly and a wide range of cultural organisations and bodies can easily access, use and contribute to them. This should include the Scottish Government providing updated guidance to the national public bodies about the key data they should be collecting from the culture sector in a standardised manner to aid aggregation and comparison.

- The Scottish Government should commit to undertaking a meaningful evaluation of the Culture Strategy for Scotland and the extent to which the Strategy has produced change. The Scottish Government should work with stakeholders and national public bodies to decide which outcomes and indicators are appropriate to these aims and aspirations.

We believe that these recommendations provide a clear way forward for developing National Indicators that better evidence the National Outcome for Culture and note that the Measuring Change Group produced a report (including a long list of possible data sources) which should be revisited as part of this work. Creative Scotland would be happy to assist with development work on revised National Indicators, as appropriate.

Both these groups have, however, acknowledged that data and evidence availability remain a challenge for the sector and that the Culture Strategy is not written in a way that is easily measurable. We would be keen to see the forthcoming Culture Strategy Action Plan more clearly link aspiration to specific outcomes, indicators or targets, which themselves can form (or align to) the National Indicator set for the Culture Outcome.

In developing revised indicators, we would note the importance of including the impact of cultural activity in environment, children, justice and health sectors (for example student enrolment and achievement in Performing Arts and English). This would help us to understand the wider impact of culture and creativity across Scotland. In some areas, measurement and attribution will be complex, for example the impact of cultural engagement on health and wellbeing, or the ripple effects of film production in local economies.

Creative Scotland and other public bodies who work in this area have a wealth of data about our funded organisations and from research undertaken for the sector, which could help in providing datasets for the indicators. For example, we undertook a Review of Fair Work across the cultural and creative sectors and will be including data on Fair Work as part of our funding evaluations, which could contribute to understanding how well that Outcome is being delivered.

Working with the National Performance Framework

Creative Scotland's experience of working with the National Performance Framework is mixed. It has been helpful in generating our corporate Key Performance Indicators (KPIs) for agreement with Ministers, and many of these do map directly to the current National Indicators. In previous iterations, however, the Framework had named agencies against indicators, making it clear where

responsibility for leadership sat, and which agencies might be expected to collaborate on delivering the outcome. We would welcome this clarity on responsibilities being re-instated.

We perceive there to be a lack of understanding about the Outcomes and how they link together, which perhaps prevents collaborative working beyond established relationships. We are aware that this has guided work at a local level, where Local Authorities can link and co-ordinate collaboration, but at a national level, this has been more difficult. There are areas where we have successfully collaborated, including with Historic Environment Scotland,

Education Scotland, Skills Development Scotland and the Scottish Enterprise Agencies. Links with the Enterprise Agencies and with VisitScotland and Event Scotland were critical in delivering elements of our Emergency Funding package throughout the Covid-19 pandemic to support creative businesses.

As working collaboratively becomes increasingly important, the NPF and its Outcomes are a key component to drive this. As such, we would welcome guidance around collaborating with others outside of the culture sector, making the links between Outcomes more explicit. We also note that some Outcomes might be seen to challenge the achievement of others, for example Environment and International, where requirements to travel increase carbon emissions.

Creative Scotland and the cultural and creative sectors we support continue to face challenges in securing resources (both financial and personnel), to undertake the necessary relationship building needed to develop collaborative working across sectors. Successful partnerships require substantial time and effort and, with the many other pressures on public bodies to deliver across a range of policy areas, this longer-term work is more limited than would be achieved were greater resources available.

In summary, we support the National Outcomes as they stand, but we would welcome a revision of the indicators in line with the recommendations from the Measuring Change Group of the National partnership for Culture, greater guidance to how the Outcomes link and around undertaking collaborative work.