Partnership Agreement  
Creative Scotland & Scottish Enterprise  
Creative Industries

Purpose
The purpose of this joint agreement is to formalise the framework in which Creative Scotland and Scottish Enterprise work together to support and invest in developing a thriving creative industries sector that supports businesses at all stages of their development, from start-up to international trading, and ensure that the framework is clearly communicated and understood both internally and across the creative industries.

This document sets out for both organisations our roles in delivering success against a number of drivers, principally the four drivers for growth set out in Scotland's Economic Strategy published by the Scottish Government in March 2015, and the principles set out in the 2010 Public Services Reform (Scotland) Bill.

The partnership agreement will help ensure Creative Scotland and Scottish Enterprise are strongly connected and working together with other public sector bodies to represent the sector at home, across the UK and internationally.

It recognises the lead co-ordination role of Creative Scotland in the creative industries and that this enables partners to best provide their specific leadership roles; for example, Scottish Enterprise in driving economic growth or Skills Development Scotland in building the skills base for the sector.

It notes the need to co-ordinate this agreement with other public sector partners represented on Scotland’s Creative Industries Partnership (SCIP) and the need to extend further to include other relevant stakeholders such as industry partners, creative sector support organisations and local creative hubs.

Joint Aims

Aim 1: International

Creative Scotland and Scottish Enterprise (with Scottish Development International), through the new International Framework developed as a key part of Scotland's Economic Strategy, will increase the impact, presence and visibility of Scotland's creative industries in overseas markets. By aligning our trade and investment activities with both private and public sector partners, we will boost both volume and scale by helping more companies trade internationally.
We will enhance further the strong reputation Scotland's creative industries have in global markets, building economic growth on the internationally recognised achievements and strengths of our arts and culture that can be generated.

**Aim 2: Innovation**

Creative Scotland and Scottish Enterprise will look to enhance innovation across the creative industries in Scotland. We see significant opportunities in the connections between creative industries companies and the knowledge in Universities & Colleges and also how creative industries can work with other industry sectors in Scotland. We will work with innovation partners, such as the Innovation Centres, to help companies maximise the revenue innovation can generate.

We will support ambitious businesses, spin-outs and start-ups and build the capability and confidence to make a global impact through innovation.

**Aim 3: Investment**

Creative Scotland and Scottish Enterprise will together help secure investment to support the growth of the creative industries through an improved business environment and a clearly defined landscape of scaled support from micro-enterprise through to high-growth.

We will continue to support our major strategic assets, including the assets of our major city regions, which are critical to the future success of our creative industries. Responding to the Government's commitment to extending civic and community engagement, we will continue to support Community Planning Partnerships around Scotland. This will help to make a more vibrant and balanced economy across all of Scotland.

**Aim 4: Inclusive Growth**

Scottish Enterprise and Creative Scotland will work together to grow Scotland's economy by building on the talent and capabilities of our workforce. The international competitiveness of our creative industries is underpinned by the development of our talented people. We'll broaden the range of work in this area, reflecting its increased importance in driving Scotland's competitiveness and economic success. We will collaborate with partners, industry and business to deliver the progressive practices outlined in the Scottish Business Pledge and the Fair Work Convention.

Our cultural and creative industries are important engines of economic growth. As well as generating jobs and income they contribute to individual and community well-being. We recognise the importance and power of the cultural and creative sectors as engines of that development.
How we will deliver these Aims
The addendum to this Partnership Agreement provides further detail on these aims.

Monitoring Progress
We will ensure there is regular structured partnership working to support the delivery of the aims and priorities in this Agreement. We will meet formally quarterly to review progress against the joint aims expressed in this Agreement and to agree shared actions which we will publish annually.

Joint Work
Creative Scotland and Scottish Enterprise have identified the following areas for joint work for the next 12 months:

Access to Support Services and Finance
We will work together to ensure the processes of accessing support and investment opportunities are clearly set out, understood and being accessed appropriately by creative industries businesses of all scales.

We will also develop a joint approach to explore and develop new investment opportunities that address evidenced funding gaps in order to support the growth of the creative industries in Scotland.

With SCIP, we will ensure the support landscape continues to improve based on user feedback and taking into account any strategic developments.

Digital
We recognise the significant effect of digital technology, not only as a driver for economic growth, but also a way for creative enterprises to create new products, services and experiences and reach new markets and audiences locally and internationally. We will therefore work together to ensure the creative industries make best use of Scotland’s talent in the application of digital technology to ensure the success of all future business activity.

Regional and Cross-Region Support
We will work together with Local Authorities to move towards a city-region/rural region framework that provides greater connectivity across the existing networks and structures and supports collaborative working and innovation across the sector. This will require strong partnership working, beginning with a core partnership between Scottish Enterprise, Local Authorities and Creative Scotland.

Impact Evaluation
We will work together to jointly develop a measurement framework and undertake an economic impact evaluation of the creative industries in Scotland (including Screen) that takes into account all forms of value generated.
We will use the measurement framework and economic impact evaluation to ensure that there is broader evidence base upon which to make informed decisions about future public sector interventions; and to inform the development of a shared measurement and evaluation framework for the creative industries in Scotland which all members of SCIP can use to align and demonstrate the impact of its shared work.

Signatories

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Date: 10-12-15

Richard Findlay  
Chairman  
Creative Scotland  

Date: 10-12-15

Lena Wilson  
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Date: 03/12/15

Crawford Gillies  
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Date: 4/12/15