1. Introduction

Creative Scotland is the national body that supports the development of arts, screen and creative industries across all parts of Scotland.

We enable people and organisations in Scotland to work in and experience the arts and creative sectors. We do this by helping others to create culture through developing great ideas and bringing them to life.

“We want a Scotland where everyone actively values and celebrates arts and creativity as the heartbeat for our lives and the world in which we live; which continually extends its creative imagination and ways of doing things; and where the arts, screen and creative industries are confident, connected and thriving.” Unlocking Potential, Embracing Ambition, a shared plan for the arts, screen and creative industries, 2014.

We aim to achieve this vision through four key functions:

- **Funding** support for individuals and organisations working in the arts, screen and creative industries.
- **Advocacy** on behalf of these sectors, both nationally and internationally.
- **Development** support for these sectors so that they can continue to grow and thrive.
- **Influencing** others to understand the value that the arts, screen and creative industries deliver.

Creative Scotland’s overall budget for 2015/16 is £88.5m, which we receive from the Scottish Government (60%) and the National Lottery (40%). We distribute this funding to the sectors we serve through three funding routes: Regular Funding over three years for organisations; Open Project Funding for individuals and organisations for programmes of work for up to two years; Targeted Funding to support specific sectors, projects and initiatives (including Film & TV production).

In April 2014 we published our Strategic Plan, Unlocking Potential, Embracing Ambition, which presents a shared vision for the arts, screen and creative industries for the next 10 years.

At the heart of this plan is a set of ambitions and priorities that provide a focus for our work and reflect what we want to achieve, in collaboration with the sectors we support. These priorities inform our work, funding approach and decisions, as well as our own development plan over the period 2014 – 2017.

One of our five ambitions specifically relates to how we support the arts, screen and creative industries internationally, stating that we want Scotland to be “a distinctive nation connected to the world”.

2. “A distinctive nation connected to the world” – what does this mean?

This means that Creative Scotland works, through our funding, advocacy, influence
and development, in order to:

- Deepen artistic and creative practice through international dialogue and exchange;
- Support international touring and showcasing in Scotland to engage audiences and promote cultural understanding;
- Support creative organisations and practitioners to access and develop relevant global markets.

Success in this area of work will mean that:

- Scotland is recognised internationally as an important centre for the arts, screen and creative industries.
- Our richly diverse culture has strong traditional roots and an appetite for experimentation and innovation.
- We are known to embrace international cultures, welcome visiting artists and inspire audiences with work from across the world.
- Artists and creative practitioners have opportunities to deepen their practice through international dialogue, exchange and collaboration.
- Excellent work from Scotland is widely promoted and enjoyed and effective partnership working enables new international opportunities and markets to emerge.
- Long-term relationships and partnerships are in place that maximise benefits and impact for artists, creative practitioners and audiences in Scotland and abroad.

We apply this approach across our international remit and we are preparing a comprehensive international strategy, for publication later this year, which will set out how we will continue to achieve this in the future in line with the recently published Scottish Government International Framework. Creative Scotland was involved in the development of this framework, offering a cultural perspective.

http://www.gov.scot/Publications/2015/03/3466

3. International connections

Creative Scotland supports work across the arts, screen and creative industries that engages with audiences at home and abroad. We also engage in international advocacy, external relationship building and cultural diplomacy through our own work, in order to benefit the creative people and organisations that we are here to support.

We achieve this through ensuring we are well connected and networked in Europe and globally. Examples of networks we lead or belong to are:
4. Examples of our work to support international engagement

Across our remit as a funder, a development body, an advocate and an influencer, we work to support the arts, screen and creative industries both nationally and internationally.

4.1 Funding

Both our Regular Funding and Open Project Funding routes support organisations and individuals working across the arts, screen and creative industries in international activity. This can range from a major company touring internationally; a band attending an overseas festival; a writer conducting research overseas; an artist exhibiting their work outside Scotland; or an Artistic Director speaking at an international conference.

Some recent examples include Scottish Dance Theatre’s tour of India and China and Dundee Rep’s production of In My Father’s Words, in English and Gaelic, which we have supported to travel to perform on Broadway in New York.


http://www.dundeerep.co.uk/event/fatherswords

In terms of Regular Funding: 80 % of our Regular Funded Organisations work internationally. Some examples are:

- **Edinburgh International Festival**: one of the world’s biggest and most established arts festivals bringing the world’s best performing talent to Edinburgh every August.
- **Cryptic**: a Glasgow based internationally-renowned producing art house, presenting today’s most imaginative, innovative artists whilst also nurturing the creative talent of tomorrow.
- **St Magnus Festival**: one of Scotland’s most highly regarded and renowned arts, classical and new music festivals, bringing international talent to Orkney each summer.
- **Catherine Wheels**: East Lothian based theatre company specialising in creating children’s and multi-generational performances which have toured around the world.
4.2 Development

In terms of international development and cultural exchange, we work in partnership with a range of organisations and partners to deepen Scotland’s international cultural connections and support our artists and creative people internationally.

We work in partnership with the British Council Scotland to optimise international connections and relationships. Our three year MOU is now coming to completion. We plan to refresh this as soon as we have produced our International Strategy. We have a current focus on cultural engagement and building connections with Brazil, India, China and South Africa.

Alongside this work, every August and September we host ‘Momentum’ an international delegate programme with British Council Scotland and Festivals Edinburgh. We invite delegates from countries around the world to come to Edinburgh and experience the Festivals, connect with Scotland’s creative community and generate longer term relationships leading to further opportunities for our artists, including international touring. Delegates can be representatives of international arts bodies, Government agencies, funders, festival organisers or producers.

Each year more than a hundred delegates from more than 20 countries benefit from this programme creating new international opportunities for our artists and creative organisations.

http://scotland.britishcouncil.org/programmes/arts/momentum

4.3. Advocacy and Influence

Our role as an advocate and influencer on behalf of the arts, screen and creative industries has an international as well as national remit. Some examples of where we advocate and influence internationally include:

i. Digital communications

Increasingly, we are opening up our digital communications channels to the individuals and organisations that we support in order for them to connect with a broader audience.

With more than 150,000 visitors each month; we are working to grow our website as a platform for the individuals, projects and organisations that we fund to reach a national and international audience. We do this through news and PR content as well as our ‘Connecting’ content where artists and creative organisations can showcase their work.

http://www.creativescotland.com/explore/read/stories/connecting

We also actively use our social media channels, particularly Twitter (60,000 followers) and Facebook (35,000 followers) to showcase the work of the arts, screen and creative industries that we support.

https://twitter.com/creativescots
ii. Scotland + Venice

Scotland + Venice is a partnership between Creative Scotland, the National Galleries of Scotland and the British Council Scotland. Established in 2003, the partnership has been designed to promote some of the best artists from Scotland on an international stage – during the world’s biggest visual art event – the Venice Biennale.

The project aims to build Scotland’s profile and reputation as an international centre for visual arts and offers a significant opportunity for the development and presentation of new work by leading contemporary artists.

In 2015, Scotland + Venice features the work of Graham Fagen, in a solo presentation curated by Hospitalfield.

http://scotlandandvenice.com/

iii. International showcasing

Music

We actively promote Scottish music and musicians through running Scottish showcases at major international music events such as WOMEX (the world music EXPO); Eurosonic (Europe’s biggest music industry showcase event); AWME (international traditional music event in Australia); and South by South West (the world’s biggest music industry gathering each year in Austin, Texas).

Closer to home, we run Scottish music showcase events at festivals such as The Great Escape in Brighton; the Cambridge Folk Festival; and run a very successful international delegate programme as part of Celtic Connections, promoting the best of Scottish trad and folk music.

http://www.celticconnections.com/Pages/ShowcaseScotland.aspx


Dance - British Dance Edition

British Dance Edition is a biennial showcase of British Dance. In 2014 it took place in Scotland for the first time since it was launched in 1998. The showcase is primarily an industry event, aimed at UK and international dance professionals. It provides delegates with a mix of performances, networking, a trade fair and social events aimed at stimulating and supporting international connections between artists, promoters and producers and creating international touring opportunities.

Performing Arts - Made in Scotland

Made in Scotland is a curated showcase of Scottish performance on the Edinburgh Festival Fringe, supported through the Scottish Government’s Edinburgh Festivals Expo Fund and by Creative Scotland and the British Council Scotland.

Made in Scotland 2015 is an exciting mix of 21 shows featuring dance, theatre, shows for young audiences and music across all the musical genres.

This showcase provides a platform for Scottish artists and performers to reach an international audience, including promoters interested in seeing Scottish work, leading to national and international touring and performing beyond the Fringe.

http://www.madeinscotlandshowcase.com/

Creative Industries

Our approach to the Creative Industries is framed within the context of Scotland’s Creative Industries Partnership (SCIP). Creative Scotland’s CEO chairs this group which brings together Scottish Government, Creative Scotland, Scottish Enterprise, Highlands and Islands Enterprise, Scottish Funding Council, Skills Development Scotland, COSLA, VOCAL, Scottish Development International, SLAED and Business Gateway.

The creative industries are driven by people with creative skills who create innovative and exciting work while also contributing to economic growth and job creation through domestic and international trade. We are currently in the final stages of developing a three-year Creative Industries Strategy that will sit alongside our film and arts strategies, and define the way we want to develop the creative industries in Scotland, in partnership with the sector and other agencies.

International themes within the strategy will include:

- Market growth (international and domestic)
- Placemaking and international positioning

Current projects include working with Highlands and Islands Enterprise to support Trade Networks for north based Creative Industries Companies; working with Skills Development Scotland on the Creative Industries SIP; and working the Scottish Funding Council on new approaches to innovation to maximise Scotland’s creative potential. Our new post of Director of Creative Industries is a shared post with the Scottish Funding Council.

Screen and media

Creative Scotland runs Scotland’s Film Locations Service which promotes Scotland nationally and internationally as a place to produce film and TV. This service is actively promoted at industry events around the world and has been successful in helping to bring large scale productions such as World War Z, Skyfall, Under The Skin and Outlander to Scotland in recent years.

Through our film funding, we support a range of talent development initiatives and business development for Scottish producers in the international arena, EIFF Talent
Labs (part supported by Expo) and the Market Leaders programme. We also support films to be made in Scotland that are subsequently screened and promoted around the world with recent examples including Robert Carlyle’s Legend of Barney Thomson and Justin Kurzel’s Macbeth, starring Michael Fassbender.

In order to promote Scottish Film productions, as well Scotland as a place to make films, we run industry focused programmes at international film festivals such as Cannes (attended this year by Fiona Hyslop, Cabinet Secretary for Culture, Europe and External Affairs), Berlin and Toronto in order to connect Scotland with the international film community.


Creative Scotland also hosts the Creative Europe Desk UK-Scotland which promotes awareness and understanding of Creative Europe, and provides free advice and support for applicants from the UK and organises workshops, seminars and industry events.

Creative Europe is the European Commission's financial support programme for the creative, cultural and audiovisual sectors in Europe. The new programme, which will run up to 2020, brings together a Culture sub-programme and provides funding for the cultural and creative sectors, and a MEDIA sub-programme, which invests in film, television, new media and games.

http://www.creativescotland.com/resources/professional-resources/other-sources-of-support

5. In summary

Creative Scotland is committed to supporting those working across the arts, screen and creative industries in Scotland to engage internationally, and we also support many artists, creative people and organisations who, themselves, maintain extremely fertile international relationships - enabling international artists and creative practitioners to connect with Scotland.

Approximately £2m each year of our budget is dedicated to international engagement with further funding and partnership working supporting international connections.

We will continue to develop this area of our work to fulfil our international ambitions and priorities, ensuring that Scotland continues to be a distinctive creative nation, connected to the world.

1 June 2015