

THE HIGHLAND COUNCIL
EDUCATION, CULTURE AND SPORT COMMITTEE

14 January 2010

Agenda Item	
Report No	

Creative Scotland 09 - Rural Innovation Programme

Report by Director of Education, Culture and Sport Service

SUMMARY

The purpose of this report is to seek approval to allocate £100k of the Highland Culture Programme budget in 2010/11 in support of a bid to secure £300K for the Highlands from the Creative Scotland 09 Rural Innovation Programme.

This is directly related to the commitment in ***Strengthening the Highlands*** to: Continue to provide opportunities to enjoy the arts, sport and cultural experiences, including through the Highland 2007 Legacy Fund, which aims to enhance and to promote the events, festivals and cultural programme of the Highlands.

This commitment would contribute to Single Outcome Agreement National Outcome 2 "Realise our full economic potential with more and better employment opportunities for our people" a commitments to decentralise public sector jobs.

1. Introduction

- 1.1 Through the work of the Highland Culture Strategic Board, an opportunity has arisen to secure £300K from the Creative Scotland 09 Rural Innovation Programme in support of achieving the shared cultural priorities of the partner organisations that form the membership of the Board.
- 1.2 If successful, this funding would be one off and support development activity in the themes of theatre, literature, visual arts, crafts, music, dance as well as marketing and evaluation. The work would be undertaken in the period January 2010 to March 2011.

2. Background Information

- 2.1 Work has been ongoing since the conclusion of Highland 2007 by its member organisations (The Highland Council, Highlands and Islands Enterprise and the Scottish Government) to maximise the positive legacy of Scotland's first themed year. To ensure this outcome, a short term working group was established to undertake the following tasks:
 - i) To assess the outcomes of the Highland 2007 Evaluation

- ii) To map the existing cultural services provided by each partner organisation
- iii) To consider possible future structures which would maximise on the opportunities to enhance the cultural sector and minimise duplication between agencies

Membership of the Review Group included representatives from The Highland Council, HIE, the Scottish Government, the Scottish Arts Council, EventScotland and Eden Court Theatre.

The review process examined the following issues:

- i) Cultural themes supported and prioritised by more than one partner organisation
- ii) The current 'health' of each cultural theme
- iii) The current contribution to each cultural theme by each partner
- iv) Key improvement objectives and strategic priorities which, if delivered, would progress each cultural theme to the next level of development
- v) Possible structures that could facilitate the desired improvements, implement the strategic priorities and avoid duplication of provision

2.3 The cultural themes reviewed and prioritised by the group were those into which more than one partner organisation contributes. They were agreed as theatre, dance, music, visual arts, crafts, literature, adventure sports and marketing. Senior representatives from the Council, HIE, the Scottish Government, the Scottish Arts Council and EventScotland agreed to establish the Highland Culture Strategic Board for the purposes of achieving best value in support of the cultural sector of the Highlands through ongoing collaboration between members of the Board in respect of the aforementioned set of cultural themes.

2.4 The Highland Culture Strategic Board will meet quarterly to steer this process and to ensure the progress of a Project Team of officers in delivering an agreed Work Plan. One of the immediate tasks required of the team has been to develop a proposal to be submitted to the Rural Innovation Programme of Creative Scotland 09 to capitalise on the opportunity to secure new funding for the Highlands. Section 3 outlines the proposal.

3. Proposal to Creative Scotland 09 - Rural Innovation Programme

3.1 The scope of the proposal to the Rural Innovation Programme of Creative Scotland 09 relates to the improvement objectives developed by the Highland Culture Strategic Board for the cultural themes of theatre, literature, visual arts, crafts, music and dance. In addition the project proposal highlights the related activity required to support the project through effective marketing and evaluation.

3.2 A summary of the outcomes and project management arrangements for each of the cultural themes is presented in Appendix 1.

3.3 The proposed budget for the project is as follows:

Income	£
Rural Innovation Programme	300,000
The Highland Council	100,000
HIE	100,000
Total	500,000
Expenditure	
Theatre	85,000
Literature	50,000
Visual Arts	75,000
Crafts	50,000
Music	75,000
Dance	85,000
Marketing and Evaluation	80,000
Total	500,000

At least five of HIE's teams, at both area and core levels, will be supporting activities encompassed by the strategic plan over its lifetime. HIE has already approved support for some of the elements, such as HI~Arts, Feisean nan Gaidheal, Go North! and the literature programme, and both core and area teams will consider further support for new activity on a case by case basis. While HIE is therefore unable to specify the overall sum it will spend on activities covered by the programme, staff are confident that this figure is unlikely to be less than £100k over all budget heads.

- 3.4 To secure the £300K award from Creative Scotland, 40% match funding is requested from The Highland Council and HIE. It is therefore proposed that £100K be allocated to this project from the Highland Culture Programme in the financial year 2010/11 to ensure that this bid is successful.
- 3.5 Funds have been assigned within the project infrastructure costs to commission and undertake a formal evaluation of the project outcomes. In addition, HIE will lead on the commissioning of work to review marketing and PR work undertaken in support of the cultural sector at present, in order to identify options to establish opportunities to co-ordinate activity and to enhance the impact of public sector investment in the promotion of cultural events and projects. The findings of the review will be used to inform considerations of marketing and PR activity spend to be committed in support of achieving the outputs proposed for the themes above as appropriate.
- 3.6 The Highland Culture Strategic Board will be responsible for monitoring the progress of the project on an ongoing basis and will do so via their Board meetings in March, June, September and December 2010 to ensure achievement in line with targets.

3.7 If approved, work on each cultural theme will commence in January 2010 and conclude by March 2011.

4. Recommendation

4.1 It is recommended that Members approve the allocation of £100K from the Highland Culture Programme in the financial year 2010/11 in support of the bid for £300K to the Creative Scotland 09 Rural Innovation Programme.

Signature:

Designation: Director of Education, Culture and Sport

Date: 7 December 2010

Author: Fiona Hampton

Appendix 1 – Outline Proposal to Creative Scotland 09

Theme	Outcomes	Project Management / Delivery Mechanism	Outline Budget
Theatre	Commission one theatre production of national quality that originates in the Highlands. The production will be created and premiered in the Highlands and tour across Scotland with the support of the Scottish Theatre Consortium. The process will maximise on opportunities to enhance the skills of actors, directors and producers working in the Highlands and improve the ability of Eden Court Theatre to deliver theatre productions of a higher calibre. The new commission will premier in the Highlands in Spring 2011.	The project will be managed by Eden Court Theatre in partnership with the Scottish Theatre Consortium. Proposals for the commission will be invited from individuals or companies highlighted jointly by representatives from the two partners above.	£85K
Literature	The programme will seek to develop the capacity of Highland based authors, promote Highland based publishers on an international stage and increase the readership base within the region. This will be achieved through the development of mentoring workshops and a co-ordinated programme of literary events and showcases. The programme of activity will also build upon current literature initiatives undertaken by HI-Arts and The Highland Council Library Service to deliver an integrated programme of writer and readership development.	The project will be managed jointly by HI-Arts and The Highland Council Library Service. In addition HI-Arts would focus their existing development programme for literature on this activity.	£50K
Visual Arts	The outputs for this theme will be to create new work, to present visual art in new locations and to enhance audience development. New commissions will be offered to Highland artists to encourage more ambitious programming within an environment that supports risk taking and aiming higher. The visual arts programme will be developed in areas not currently covered and the promotion of exhibitions will be co-ordinated to a wider audience base. In parallel to this work, a public art strategy will be developed for the Highlands. Furthermore this work will co-ordinate with the proposed visual arts project in Skye and Lochalsh, if it proceeds.	The project will be managed by The Highland Council Exhibitions Unit. The work to enhance the audience base for visual arts exhibitions will be supported through HI-Arts audience development programme.	£75K

Crafts	To increase the number and quality of craft makers within the Highlands and to develop the number of opportunities for the work of Highland craft makers to be showcased nationally and internationally. Work will focus on devising a programme of mentoring, establishing relationships with craft retailers in the UK and developing and promoting a unified brand for the quality of crafts produced in the region.	This project will be managed by HI-Arts. In addition HI-Arts would focus their existing development programme for crafts on this activity.	£50K
Music	The impact of work undertaken within this theme will be to exploit the success to date of the traditional and contemporary music sector within the region to attract more audience revenue for the purposes of reducing the ongoing level of subsidy required and to position the sector on a stronger financial footing. Work will focus jointly on consolidating a strong programme of traditional and contemporary music events within the region and on identifying opportunities to showcase Highland artists and music events outwith the Highlands on national and international stages.	Work within this theme will be jointly managed by Fèisean nan Gàidheal and Go Events. While each organisation will focus on the traditional and contemporary sector respectively, they will collaborate on the programming of regional and national / international events and promotional activity.	£75K
Dance	Dance has been highlighted by the Highland Culture Strategic Board as a key cultural theme for development in the Highlands. At this time the specific improvement objectives have not been established due to the ongoing development and roll out of the Body Currents project under the management of Eden Court Theatre. The Board propose to review the outcomes of Body Currents and to use this information to set improvement objectives for the dance sector that build upon its successes and lessons learned. Thereafter specific outcomes for this sector would be devised and presented to Creative Scotland 09 for approval.	Work within this theme will be managed jointly by Eden Court Theatre and The Highland Council.	£85K
Marketing and Evaluation	Work within this section of the overall budget will seek to co-ordinate marketing and PR activity and to enhance the impact of public agency investment in the	The tasks associated with this section of the project will be managed by the Highland Culture Project	£80K

	<p>promotion of cultural events and projects. A review of marketing and PR work currently undertaken in support of the cultural sector will be commissioned at the outset to establish opportunities to achieve the aforementioned aims. The findings of the review will be used to inform marketing and PR activity and spend to be committed in support of achieving the outputs proposed for the themes above as appropriate. In addition, funding within this section will be used to undertake the formal evaluation of this project.</p>	<p>Team.</p>	
<p>Total</p>			<p>£500K</p>