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SCREEN SCOTLAND  
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# Creative Scotland Strategic Framework

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## Who we are

Creative Scotland, inclusive of Screen Scotland, is the national body which supports the arts, screen and creative industries across all parts of Scotland. We are a Non-Departmental Public Body, sponsored by Scottish Government and Scottish Ministers and we receive our funding from both the Scottish Government and the National Lottery.

Our remit is set out in Part 4 of the Public Services Reform (Scotland) Act 2010 which describes the general functions of Creative Scotland as:

1. Identifying, supporting and developing quality and excellence in the arts and culture from those engaged in artistic and other creative endeavours
2. Promoting understanding, appreciation and enjoyment of the arts and culture
3. Encouraging as many people as possible to access and participate in the arts and culture
4. Realising, as far as reasonably practicable to do so, the value and benefits (in particular, the national and international value and benefits) of the arts and culture
5. Encouraging and supporting artistic and other creative endeavours which contribute to an understanding of Scotland's national culture in its broad sense as a way of life
6. Promoting and supporting industries and other commercial activity, the primary focus of which is the application of creative skills.

We support the arts, screen and creative industries as a development organisation, a funder, an advocate, and as a public body that seeks to influence others to increase opportunity and maximise the impact our resources can offer.

We work in partnership with Government, Local Authorities and the wider public, private and voluntary sectors to deliver this support.

We are also a staff team who are passionate about the arts, screen and creativity, using our extensive knowledge and experience, as well as funding, to support creative development across Scotland.

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# Strategic Framework

In 2021 we established a refreshed Strategic Framework to guide our work. This Framework is aligned to our formal remit and legislative duties, setting out our broader aims as well as our priorities for supporting future recovery and renewal of the arts, screen and creative industries across Scotland.

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## What we want to see:

- People and organisations working in art and creativity are supported to make work of quality and ambition that enriches life in Scotland for everyone.
- More people from all parts of society access, participate in and value a range of artistic and creative activities.
- Art and creativity are recognised by people at home and abroad as a central part of our nation.

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## We will do this by:

- Ensuring that the funding we distribute from Scottish Government and the National Lottery delivers the widest possible public benefit across Scotland.
- Advocating for the arts and creativity, promoting policy and practice that enhance their growth.
- Using our skills, knowledge, and expertise to enable creative development.

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## We will prioritise:

- Equalities, Diversity and Inclusion: Supporting a diverse range of creative people, communities, and activity, promoting an equality of opportunity to create, participate and engage.
- Sustainable Development: Helping tackle the climate emergency and supporting the growth of sustainable creative businesses across Scotland.
- Fair Work: Promoting fair pay, conditions, and employment opportunities across the creative sector.
- International: Developing innovative and sustainable ways of strengthening international collaboration and promoting artistic and cultural exchange.

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## We will commit to:

- Increasing the diversity of who receives and benefits from our support.
- Ensuring all our support contributes to fair pay, conditions, and employment opportunities.
- Significantly reducing the environmental impact of our work and those we support.
- Responding to local contexts, promoting artistic development and business sustainability across all parts of Scotland.
- Building on our existing support for international collaboration and artistic exchange.

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# Our Priorities

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## Equalities, Diversity and Inclusion

*Supporting a diverse range of creative people, communities, and activity, promoting an equality of opportunity to create, participate and engage.*

We want more people, from across all parts of society, to have opportunities to participate in a range of artistic and creative activities and to work in the arts, screen and creative industries.

Looking ahead, if the cultural life of Scotland, and the arts and creative sector itself, is to be sustained, refreshed, richer and more dynamic, then all Scottish society needs to be represented. Although some progress has been made, it must be acknowledged that addressing past deficits alone is not enough and that people who remain on the margins must be equally valued and supported.

Equality, Diversity and Inclusion (EDI) will continue to be at the heart of what we, and those we fund, do in 2023/24 and beyond, and we are committed to increasing the diversity of who receives and benefits from our support.

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## Sustainable Development

Helping tackle the climate emergency and supporting the growth of sustainable creative businesses across Scotland.

In 2019 the Scottish Government declared a climate emergency and introduced legislation setting national targets to reduce emissions to net-zero by 2045 at the latest. This critical global issue will have a major impact on how people engage in artistic and creative activity.

Arts and creativity can play a key role as we transition to a more sustainable society, and we will continue to advocate for this wider role while supporting the arts, screen and creative industries to adapt and to embed sustainable business and environmental practices. Scotland aims to develop a wellbeing economy, and this can only be achieved if cultural value, social value and economic value are all treated as equal parts in our common objective for sustainable development.

This will be challenging yet is necessary, and we are committed to both significantly reducing the environmental impact of our work and supporting the sustainability of creative businesses across all parts of Scotland. There can be no economic sustainability without environmental sustainability.

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## **Fair Work**

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*Promoting fair pay, conditions, and employment opportunities across the creative sector.*

The impact of COVID-19 caused immediate financial hardship for many and showed the inequality that exists within the arts, screen and creative industries. This includes the significant proportion of people who work on a freelance basis, where issues of comparatively low pay and uncertain employment conditions are common.

As the sector recovers, if opportunities and budgets remain restricted, there is an evident risk that should this inequity not be recognised and acted upon, the working terms and conditions of many could deteriorate yet further.

Creative Scotland wants to help ensure that sectoral renewal is built upon applying the principles of Fair Work. By this we mean playing our role in helping to create the conditions for more meaningful and sustainable opportunities to work across, and progress through, the sector. This includes ensuring that every individual or organisation we fund provides terms and conditions which are demonstrably fair, whilst advocating for the importance of these principles being applied universally.

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## **International**

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*Developing innovative and sustainable ways of strengthening international collaboration and promoting artistic and cultural exchange.*

Scotland has a long and proud history of artistic exchange and creative collaboration with nations across the world. In addition to showcasing our own creativity and diverse cultures, each year we embrace others and welcome huge numbers of visitors and artists and creative practitioners to Scotland.

Deepening international exchange and collaboration will remain a priority for Creative Scotland. As we support the arts, screen and creative industries to recover and renew for the future, its continued importance is clear in increasing diversity, promoting creative development and experimentation, strengthening communities, boosting tourism and connecting Scotland to the world.

It is, however, evident that the impact of COVID-19 and the pressing need to address the climate emergency requires change. This is why we are committing to build on our existing support for international collaboration and artistic change with the recognition there is a need for us to work with partners to develop innovative and sustainable ways of doing so.

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## Our Funding

Creative Scotland distributes funding from two primary sources - the Scottish Government and the UK National Lottery. With this funding, we support a portfolio of organisations across Scotland, help with the development of individuals, funding ideas and projects, and deliver specific activity with partners. Creative Scotland's funding is split into three main types of support: Regular Funding, our National Lottery Open Funds and a small number of targeted funds.

As part of the refresh to our Strategic Priorities, we have also updated our funding criteria, on which we will base all future funding activity.

These criteria are:

1. Quality and Ambition
2. Engagement
3. Equalities, Diversity and Inclusion (EDI)
4. Environmental Sustainability
5. Fair Work
6. International (optional only for applications involving international activity)

Each of the criteria listed above has its own guide, that sets out:

- The outcomes we want to see in this area of our work as a result of our funding
- Key aspects of the sector's work in this area, including current challenges
- Where this work aligns to national policy agendas
- Any links to relevant further information.

To access each guide please [visit our website](#).



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