PEOPLE, PLACES AND IDEAS
Joined up Creativity: Scotland’s Creative Rural Economy

The Creative Rural Economy – Theory to Practice
Kingston Ontario 14 June 2011

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PEOPLE, PLACES AND IDEAS
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Scotland’s Creative Economy
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Creative Economy - Definition

NESTA suggest 4 groups:

- **Creative Service Providers** – advertising, architecture or design consultancies
- **Creative Content Producers** – games, film production companies or fashion designers
- **Creative Experience Providers** – festival promoters, dance companies
- **Creative Originals Producers** – craft-makers, visual artists, fashion + accessories
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Scotland’s Creative Economy

Creative:

- Nation (Scotland)
- City (Glasgow)
- Project (Celtic Connections)
- Region (Highlands and Islands)
- Place (Shetlands)
- People (Entrepreneurs)
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Scotland’s Creative Economy

Themes:

- Partnership
- Economy? Ecology?
- Growth (Project Economy)
- Infrastructure (Hubs/Networks)
- Skills
- “Spill-overs”
- Design (Connective Tissue)
OUR MISSION
TO INVEST IN SCOTLAND’S CREATIVE FUTURE

OUR VISION

That Scotland is recognised as a leading creative nation - one that attracts, develops and retains talent, where the arts and the creative industries are supported and celebrated and their economic contribution fully captured; a nation where the arts and creativity play a central part in the lives, education and well-being of our population.
Scottish Creative Industries Partnership (SCIP)
Role - Research, Intelligence, advocacy, policy

Creative Industries in Scotland:
- Employ 65,000 people
- Turnover £5 billion+
- GVA £2.5 Billion
- 4% GDP
- Growing faster than economy as a whole
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Creative Scotland – Partnership/Skills

Creative Industries Action Plan
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Creative Scotland – Partnership/Skills

Scotland’s Creative Economy: the Role of Universities
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Creative Scotland – Issues

- Sector is dominated by micro-businesses
- CIs have higher percentage of high-growth firms than across the whole economy (7.5% opposed to 6% of all UK companies). But the whole UK rate includes industries in long-term decline. Given CIs seen as a success, that the percentage of high growth firms is only marginally higher is surprising.

Work Foundation (2007)
1) What does growth mean in terms of Creative Industries and the Creative Rural Economy?

2) How can we develop a more entrepreneurial culture within the creative sector – essential for on-going commercial and cultural success.
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Creative City – Glasgow - Regeneration
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Creative City – Glasgow – Creative Industries

• £1.5 billion Turnover
• 30,000 people
• 2000 creative businesses
• £½ billion infrastructure investment since 1990
• The UK’s Creative/Cultural Capital
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Creative City – Glasgow - Infrastructure
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Creative City – Glasgow - European City of Culture 1990
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Creative City – Glasgow
JOINED UP CREATIVITY
Creative City – Glasgow - Lighthouse
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Creative City – Glasgow - Lighthouse

“The Lighthouse is about Design and debate on where cities are going. It is the museum most in conversation with the city”

Stuart Cosgrove - Channel 4
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Creative City – Glasgow

Creative Entrepreneurs Club

[Images of people and logos]
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Creative City – Glasgow

6 Cities

“I want Scotland to be the best small nation in the world”
Jack McConnell, First Minister
Opening of The Scottish Show in The Lighthouse, February 2005
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Creative City – Glasgow

Design and Creative Industries in the UK

Cox Review of Creativity in Business: building on the UK’s strengths
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Creative City – Glasgow – New Infrastructure
JOINED UP CREATIVITY
Creative City — Glasgow — New Infrastructure
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Creative City – Glasgow – New Infrastructure
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Creative City – **Glasgow – New Infrastructure**

**Film City**

*Film City Glasgow* is a unique project developed and spearheaded by Sigma Films.
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Creative City – Glasgow – New Infrastructure
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Creative City – Glasgow – Cultural Enterprise Office

- Business support to pre-starts/individuals.
- Central Hub based in the CCA in Glasgow.
- Links to Highlands – Hi Arts.
- Support for all CCIs.
- Links to FE/HE.
- Feeder to SE Business Gateway – start ups/growing companies.
- 1:1 advice.
- Events and workshops.
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Creative City – Glasgow - Central Station
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Creative Project – Celtic Connections
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Creative Project – Celtic Connections
JOINED UP CREATIVITY
Creative Project – Celtic Connections

• 101,625 attendances 2011
• 25%+ stayed overnight/s
• direct economic impact £4,655,156 Glasgow and £3,628,550 Scotland

Source: Culture Sparks

Scotland has 280 festivals PA
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Creative Project – Celtic Connections

Established 1994; 1,500 artists, 300 events, 14 venues across the city, over 18 days:
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Creative Project – Celtic Connections

• International Showcase
• New Synergies
• New Commissions
• Academic Research
• Project Economy
• Creative Entrepreneurship
• BBC/MG Alba
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Creative Project – Celtic Connections
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Creative Region – Highlands & Islands

(1/4 population and size of rural Ontario)

• Employs 13,285 people,
• 1,670 creative businesses
• Generate £189m in GVA
• £559m turnover per annum
• 72% employed less than 5 people
• 51% - turnover less than £100,000
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Creative Region – Highlands & Islands

Challenges:
- Fragmentation/distance from market
- Scale: need to network
- Finance: lack of especially for R&D
- Supply Chain – need to understand ecology

Key Recognition:
- Design-led innovation; spillovers
- Gaelic; MG Alaba and Feisean nan Gaidheal
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Creative Region – Highlands & Islands

Priorities (spill-overs):
- Strengthening Communities
- Life Sciences: personalisation product/services
- Renewables: procurement
- Universities: new models, methodologies
- Business services: new home working opps
- Tourism: promotion
- Food/Drink: events, festivals and international
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Creative Region – Highlands & Islands

• Sectoral Strategy:
  • grow sector by 26% by 2017
  • idea development, distribution, networking
  • focus on innovation skills development
  • integration other sectors
  • festivals
• partnership Scottish Government, Creative Scotland
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Creative Region – Highlands & Islands
JOINED UP CREATIVITY
Creative Region – Highlands & Islands
JOINED UP CREATIVITY
Creative Region – Shetland Islands
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Creative Region – Shetland Islands

Mareel:

• 52 full time jobs
• positive effects on population,
• retention of young people
• raising profile of Shetland and the Highlands and Islands internationally
• music and sound engineering courses
• multi-media production suite for film, TV, web design and digital arts.
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Creative Region – Mareel Centre
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Creative Region – Creative Entrepreneurs

Donna Wilson

- Creatures
- Ceramics
- Furnishings
- Odd objects
- Gifts
- Nos Da Collection

27 Creatures
Go to view details and other colours available

Cyril Squirrel-fox
Rudie Raccoon
Rill
Ralf
Ginge Cat
Mono Cat
Mitten Kitten
Tig

Follow Donna’s Blog
New catalogue

Awards

flickr - images of monsters and more!
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Creative Region – Creative Entrepreneurs
JOINED UP CREATIVITY

Conclusion – this is what I said

- Geography is important
- Creative Entrepreneurship is central
- Skills crucial
- Infrastructure essential
- Tailored support needed
- Tools required
- Joined up Creativity is key