



Spending Review

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Long-Term Preventative Measures via Arts and Culture

Background Documents

- Budget (Scotland) Bill 2022/23
- Investing Scotland's Future Resource Spending Review Framework 2022
- Towards a Robust and Resilient Wellbeing Economy 2020

The priorities in the spending review are:

- **Child Poverty** (lift more families out of poverty)
- **Climate Change** (reduce emissions)
- **Economic Transformation** (transform the economy, setting us on a path towards a wellbeing economy)

Spending Review Page 9 (Our Priorities Statement) "As the Finance and Public Administration Committee noted in their pre-budget report, the Resource Spending Review is an opportunity to step away from the pressures of a one-year budget cycle, and create the fiscal space to invest in **long-term, preventative measures** which have a greater impact on these cross-cutting priorities".

For the arts, heritage, screen, and creative industries to be able to participate in cross policy work with the aim of tackling child poverty, climate change and economic transformation, the government will need to assign cross-cutting funding to enable long-term preventative measures work to take place.

Culture Counts Policy Evidence:

This document draws on letters, evidence submissions and manifestos from the cultural sector which have been developed in consultation with arts, heritage, and creative industries stakeholders over the past twenty-four months.

This document takes what we know about the value of the arts, heritage, screen, and creative industries and connects that knowledge to the outcomes that the Scottish Government are aiming for in the long-term through the spending review framework.

This document aims to ensure that the value of the arts, heritage, screen, and creative industries sectors are not overlooked.

Most people don't think about achieving goals by working with culture, and we hope this document supports connection and understanding of how powerful cross-policy partnerships could be if they include the arts, heritage, screen and creative industries as delivery partners.

Long-Term Preventative Measures via Arts and Culture

Key Messages

Health

- Implementation as soon as possible of the SNP manifesto commitment to provide three-year funding settlements is vital for sector recovery and renewal. The three-year agreement will provide sustainability (enabling partnership working linked to sustainability), the final figures should factor in no less than a 2% increase each year annually from 2022/23 to 2025/26
- Ensure that a minimum percentage of local infrastructure projects are collected and ring-fenced for local arts and culture (as they are in Ireland) % for arts scheme, this has the potential to raise £150m annually
- Scotland needs a resourced cultural participation action-plan in collaboration with every Health and Social Care Partnership in Scotland to deliver a preventative health wellbeing economy. 0.5% (£90m) of the Health and Social Care budget would enable the arts, heritage, screen and creative industries to co-design and deliver wellbeing via preventative health initiatives. Tayside NHS Arts Trust is a great example of a how arts, culture and a Health and Social Care Partnership can work together to achieve outcomes.

Education

- To tackle child poverty and to move towards the preventative measures of a wellbeing economy, Scotland needs to introduce 'cradle to eighteen access to arts and culture'.
- Scotland needs to urgently connect arts, culture, and education by assigning 1% of the education budget to set up a 'Creative Schools Programme' similar to the Active Schools programme.
- Introduce birth to eighteen access to high quality sustainable arts education via a Creative Schools Programme; delivered in libraries/community centres (babies), in early years settings (2 to 5years), within, and outwith-school-hours and holiday-programs in primary (5 to 11years) and secondary schools (12 to 18years)

Justice

- The Justice sector should seriously consider the power of art (in the broadest possible sense) across all stages of its work.
- 1% of the Justice budget would be approximately £30million, this sum if dedicated to achieving cross-policy aims, could transform crime prevention and address issues such as violence against women and girls.

Climate

- Scotland should introduce a Wellbeing of Future Generations Act; mirroring the Wellbeing of Future Generations Act (introduced in Wales in 2015).

Long-Term Preventative Measures via Arts and Culture

Tackling Child Poverty 1

Equal rights in access to **education**

Policy Background

Scottish Government High-Level Aims:

- **National Performance Framework**

We tackle poverty by sharing opportunities, wealth, and power more equally

We are creative and our vibrant and diverse cultures are celebrated and enjoyed widely

- **Children's Rights**

UNCRC Article 31 1. States Parties recognize the right of the child to rest and leisure, to engage in play and recreational activities appropriate to the age of the child and to participate freely in cultural life and the arts. 2. States Parties shall respect and promote the right of the child to participate fully in cultural and artistic life and shall encourage the provision of appropriate and equal opportunities for cultural, artistic, recreational and leisure activity.

Article 29 1. States Parties agree that the education of the child shall be directed to:
(a) The development of the child's personality, talents, and mental and physical abilities to their fullest potential

Most children in Scotland have no or little access to the arts and culture. Our education system is focused on Science, Technology, Engineers and Maths. Though to achieve in any of the STEM areas we need critical thinking skills, creativity, imagination, and innovation. These skills can be gained though **access to the arts, though access to the arts is only available to some children.**

The fairest way for all children in Scotland to access the arts is through the education system, yet the arts are not prioritised within the curriculum with scant recognition of the true value they make to children's learning.

We need to introduce 'cradle to graduation access to arts and culture' in Scotland. Just as all babies receive a baby-box, all children in Scotland should have opportunities to participate in the arts and culture and to experience arts and culture as is outlined in the National Performance Framework and the UNCRC.

Long-Term Preventative Measures via Arts and Culture

Sports Scotland alongside Local Authorities produce a programme of activity for young people delivered out of school hours. This initiative is called the Active Schools Programme.

Scotland needs an equivalent initiative, a 'Creative Schools Programme' for arts and cultural provision for children and young people from birth – 18.

How?

To come anywhere close to achieving the ambition as set out above, **Scotland needs to urgently connect arts, culture, and education by assigning 1% of the education budget to set up a 'Creative Schools Programme' similar to the Active Schools programme.**

National leadership and accountability for ensuring the effective implementation of the 'Creative Schools Programme' could be held by a collective group of partners including Education Scotland, Creative Scotland, Local Authorities and the Scottish Libraries and Information Council, utilising a co-design approach involving young people and taking account of local community needs.

1% of the Education budget is £45million, this would be invested in the delivery of a Creative Schools programme, as follows:

- **birth to 18yrs access to high quality sustainable arts education delivered in libraries/community centres (babies), in early years settings (2 to 5years), within, and outwith-school-hours and holiday-programs in primary (5 to 11years) and secondary schools (12 to 18years)**

Outcomes

- reduce the gap between those children and young people who access arts and culture and those who don't
- provide opportunities for connection and belonging and improved mental health
- provide opportunities for participation in creative and culture projects and learning
- provide opportunities to experience a diverse range of performances, talks and shows
- provide fair-work, sustainable and local work for arts practitioners and freelancers across Scotland
- provide a programme of skills training and professionalisation pathways for freelancers working with children
- build relationships between education and arts and culture
- build quality and sustained relationships between children, mentors, and role models, helping to break down barriers to talent pipelines and open potential career prospects
- healthy lives marketing and advertising initiatives, and additional support to encourage uptake in areas not used to having the offer of access to arts and culture

Long-Term Preventative Measures via Arts and Culture

Over a third of businesses agree that there are not enough young people studying arts and creative subjects at school. CAREY, H., FLORRISON, R., and GILES, L., 2019. *Skills, Talent and Diversity in the Creative Industries: Evidence synthesis and scoping: Summary report. Creative*

Access to culture in the first 7 years of life influence future consumption and participation. ARTS CONNECT, 2018. *Young people's cultural journeys. [online] Arts Council England:*

Learning through arts and culture can improve attainment in maths and English. CULTURAL LEARNING ALLIANCE., [2017]. *Imagine-nation The value of cultural learning*

Tackling Child Poverty 2

Crime Prevention and Rehabilitation – justice

The Justice sector should seriously consider the power of art (in the broadest possible sense) across all stages of its work. This includes working with at-risk young people, young people in custody, adults in prison, and people serving community sentences. It has great potential to reach vulnerable individuals, preventing them from entering the justice system in the first place – this focus could of course be applied in the education sector in conjunction with the justice sector.

1% of the Justice budget would be approximately £30million

This sum if dedicated to achieving cross-policy aims, could transform crime prevention and address issues such as violence against women and girls. An arts and culture crime prevention and rehabilitation programme could support victims of crime, and contribute to the rehabilitation of offenders, generate new and sustainable career pathways, upskill the sector, and create opportunities for fair work for arts and culture workers.

Art and creative activities integrated within the learning centres of prisons and young offenders' institutions encourage prisoners to take up other educational offers within the prison system. NAYLOR, R. & LEWIS, B., [no date]. *Public services: the value of culture commissioning arts provision in the criminal justice system.*

Long-Term Preventative Measures via Arts and Culture

Economic Transformation 1

Creative and Cultural Health - Health and Wellbeing

The arts, heritage, screen and creative industries have so much to offer all of the key areas that the government are trying to achieve in the area of economic transformation towards a wellbeing economy. The stumbling block for arts, culture and health is that the arts, heritage, screen and creative industries struggle to make the offer of assistance to Health and Social Care Partnerships, as the arts and culture offer is usually commissioned on a short-term, project by project basis. In short, the arts and culture are waiting to be commissioned, while the Health and Social Care Partnership are unsure why the arts and culture are not offering them ready made solutions. No department is investing in the arts and culture wellbeing offer, and we therefor cannot make the offer.

The arts, heritage screen and creative industries do not have the budget to develop solutions for health and social care in the hope that the Health and Social Care Partnership want to invest it, in the way that pharmaceuticals do. We cannot compete in the current landscape, though **the arts and culture sector could be enabled to deliver a program of local activity, if the Scottish Government invested in our ability to design initiatives, projects, and events that the H&SCP need, in collaboration with H&SCPs.**

Tayside NHS Arts Trust is a great example of a how arts, culture and a H&SCP can work together to achieve outcomes. There should be a resourced cultural participation action-plan in collaboration with every Health and Social Care Partnership in Scotland, similar to the Tayside model.

Proposed partners to take forward a fully funded Creative and Cultural Preventative Health initiative across Scotland may include H&SCPs; Creative Scotland including Culture Collective; Museums and Galleries Scotland; Scottish Library Information Council.

The arts, heritage, screen, and creative industries need to be able to ask the H&SCP what it is that they are trying to achieve. They then need to be able to work in collaboration with each other to develop initiatives, projects and events that will lead to the desired outcomes.

The opportunity to connect and the financial resources of the culture sector and health and social care are currently missing, and we must find a way to build these connections and strategically plan. To ensure a cultural offer supporting health, wellbeing, and quality of life **we need a resourced cultural participation action-plan in collaboration with every Health and Social Care Partnership in Scotland.**

0.5% (£90m) of the Health and Social Care budget would enable the arts, heritage, screen and creative industries to co-design and deliver wellbeing via preventative health.

Long-Term Preventative Measures via Arts and Culture

Music and dance activities can reduce the symptoms of post-traumatic stress.

FANCOURT, D. and FINN, S., 2019. What is the evidence on the role of the arts in improving health and wellbeing? A scoping review. WHO.

Participating in the arts can improve mental health by reducing stress and isolation and improving self-esteem.

FANCOURT, D. and FINN, S., 2019. What is the evidence on the role of the arts in improving health and wellbeing? A scoping review. WHO.

Music activities, including singing, playing and listening to music, particularly benefit people with dementia, and can improve attention and executive function.

FANCOURT, D. and FINN, S., 2019. What is the evidence on the role of the arts in improving health and wellbeing? A scoping review. WHO.

66%

of GPs agree that public engagement with the arts can benefit the illness prevention agenda.

AESOP, 2018. Aesop GPs & Arts survey

Economic Transformation 2

Three Year Funding Settlements and Inflation

Implementation as soon as possible of the SNP manifesto commitment to provide three-year funding settlements is vital for sector recovery and renewal.

Three-year funding settlements allow cultural organisations to enter into partnership agreements with other funding agencies, bringing more funding into the sector. Anything less than a 3-year agreement minimises significantly the opportunity to secure partnership work, keeping the work of the sector time-limited, less strategic, and more precarious for the workforce.

The Culture Counts project monitor the budget spend for the sector and there is a worrying decline in real-terms funding for the arts. The Creative Scotland and Other Arts budget line is in 2022/23 showing an 11.8% cut in comparison to 2018/19. This is similar to the National Performing Companies who are showing a 10.2% cut in 2022/23 in comparison to 2018/19.

This is taking place at the same time as local authorities slash culture budgets across Scotland. A 2020 report from Audit Scotland shows that spend on culture and related services has reduced 13.8% since 2013/14, while demand for services has increased. The Audit Scotland Accounts Commission has repeatedly reported on the importance multi-year financial settlements to enable long-term financial planning.

Inflation is rising, making everything more expensive, and the remit of the sector continues to expand. **If we continue to install standstill budgets that do not account for inflation, it is simply a race to the bottom, and targets such as Fair Work will become unattainable.**

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Confirming a three to five-year funding settlement for the sector would be a significant step in the right direction for enabling sector sustainability, though it must include inflation. Inflation over the past five years has been recorded as anywhere between 0.8% and 4.8% (an average of 2.4% annually). **To ensure an agreement provides sustainability as well as affordability the final figures should factor in no less than a 2% increase each year annually from 2022/23 to 2025/26.** This would go some way towards securing the future for the sector and protect it from falling behind again.

If the figures do not account for inflation, Scottish Government are essentially locking in sector cuts across the Parliamentary term.

Locals spend more than three times as much as tourists on tickets, food & drink and accommodation in relation to music tourism. INNER EAR, 2018. Growing the value for music tourism in Glasgow.

Economic Transformation In 2021 Culture Counts responded to a call for views on **Scotland's Ten-Year Plan** for Economic Transformation.

Our recommendations included:

- Introduce a requirement for every regional economic partnership area to include stakeholders from the wider culture sector in planning and decision making; ensuring links are made and potential is understood and acted on
- **Ensure that a minimum percentage of local infrastructure projects are ring-fenced for local arts and culture (as they are in Ireland) % for arts scheme**
- **Invest in an Office for Cultural Exchange**
- Support entrepreneurs and businesses to find investors and to make deeper connections with London markets and support creative businesses to have a global reach
- **When hospitality has recovered, introduce Transient Visitor Levy or devolve other income generating powers to Local Authorities**
- Recognise the fact that the contribution of the cultural sector cannot be easily measured by standard economic statistics

As outlined above cuts to local authorities have been significant, the Scottish Government need to enable % for arts and culture and devolve income generating powers for TVL as soon as possible.

For every £1 GVA generated by the arts and culture, a further £1.14 is generated in the wider economy. CREATIVE INDUSTRIES FEDERATION, 2019. Public Investment, Public Gain: How public investments in the arts generates economic value across the creative industries and beyond.

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Climate Change

Scotland should introduce a Wellbeing of Future Generations Act; mirroring the Wellbeing of Future Generations Act (introduced in Wales in 2015).

The cultural sector has a leading role in expressing, echoing, reflecting, and influencing solutions to climate change. The cultural sector is experimental; we're generating sustainable clothing, eco-friendly festivals, we're exploring micro-renewables. The sustainable fashion sector has emerged as a leader in reducing emissions.

National Towns of Culture

The National Towns of Culture should celebrate local authorities who have invested in the sector and not platform local authorities who have made damaging cuts to the sector or who invest very little. For example: Central belt suburban towns such as East Dunbartonshire invest very little in culture. East Dunbartonshire invests the least in Scotland. The National Towns of Culture title should reward those local authorities of can show that they understand the value of the sector and invest accordingly.

Qualifying towns should be able to show that they have developed a three-to-five-year culture plan for their local authority area by working with partners including the third sector, education, health and social care and local economic development.

Investing in arts and culture can attract new populations and businesses to a local area, aiding regeneration. CENTRE FOR ECONOMICS AND BUSINESS RESEARCH, 2019. Contribution of the arts and culture

industry to the UK economy. London.