**A Culture Strategy for Scotland**

Consultation Template

**VISION STATEMENTS**

* Culture in Scotland is innovative, inclusive and open to the wider world.
* Cultural excellence – past, present and emerging – is celebrated and is fundamental to future prosperity and wellbeing.
* Culture’s empowering and transformative power is experienced by everyone.

The aims and actions of the strategy are presented under three themes:

* Transforming through culture
* Empowering through culture
* Sustaining culture

We are asked for our views on each of these as outlined below.

**TRANSFORMING THROUGH CULTURE**

Ambition: Recognising that culture and creativity are central to Scotland’s cultural, social and economic prosperity.

Aim 1: Place culture as a central consideration across all policy areas.

Action 1: Develop a new cultural leadership post within Scottish Government, supported by strategic thinkers from across the culture sectors and beyond. The role will support creative and innovative thinking and highlight the benefits of a more connected and multi-disciplinary approach across all areas of government and its major stakeholders to consider the big societal issues faced in Scotland today and in the future.

Aim 2: Open up the potential of culture as a transformative opportunity across society.

Action 2: Develop a national partnership for culture that includes working with academic partners to develop new approaches to measuring an extended view of culture and better articulate the benefits of culture to society.

Aim 3: Position culture as central to progress in health and wellbeing, economy, education, reducing inequality and realising a greener and more innovative future.

Action 3: Develop alliances that support social change through culture and promote leadership and joined-up working across the culture sector, other sectors, local and national government and communities.

*What is your view of the ambition ‘Transforming through culture’?*

*What do you like, or dislike, or what would you change?*

*Please provide comments on the aims and actions under this ambition*.

**EMPOWERING THROUGH CULTURE**

Ambition: Opening up and extending culture so that it is of, and for, every community and everyone.

Aim 1: Extend the view of culture to include the everyday and emerging, the established and more formal.

Action 1: Promote an inclusive and extended view of culture which recognises and celebrates the value and importance of emerging, everyday and grassroots culture and creativity.

Aim 2: Develop opportunities for people to take part in culture throughout their lives.

Action 2: Develop an approach that supports long-term partnerships between cultural and creative organisations, businesses and organisations in Scotland’s most deprived communities, including schools, care homes and organisations working towards achieving social justice.

Aim 3: Recognise each community’s own local culture in generating a distinct sense of place, identity and confidence.

Action 3: Explore ways in which people can have a greater say in shaping the cultural life of their communities including participatory models of decision-making and community ownership.

*What is your view of the ambition ‘Empowering through culture’?*

*What do you like or dislike or what would you change?*

*Please provide comments on the aims and actions under this ambition.*

**SUSTAINING CULTURE**

Ambition: Sustaining and nurturing culture to flourish and to evolve as a diverse, positive force in society, across all of Scotland.

Aim 1: Develop the conditions and skills for culture to thrive, so it is cared for, protected and produced for the enjoyment of all present and future generations.

Action 1: Explore new funding models to support the culture sector and to develop the creative economy that includes new partnerships and examine the potential of Scottish Government powers such as, Scottish National Investment Bank, devolved tax and legislative powers that will generate a collective responsibility to supporting culture in the long term.

Action 2: Develop programmes to support skills development, leadership and innovation to prepare for the future including digital.

Aim 2: Value, trust and support creative people – for their unique and vital contribution to society and the economy.

Action 3: Support the freelance cultural workforce and nurture skills, talent and excellence by exploring ways to improve their economic and social status and adopt a broad and long-term approach to supporting skills development from early years onwards.

Aim 3: Encourage greater openness and diverse cultures to reflect a changing Scotland in the 21stcentury.

Action 4: Increase inclusive opportunities to broaden the backgrounds of those working and volunteering in the culture sectors.

Action 5: Develop a longer-term and more strategic approach to supporting international ambitions and partnerships across the breadth of the culture sector.

*What is your view of the ambition ‘Sustaining culture’?*

*What do you like or dislike or what would you change?*

*Please provide comments on the aims and actions under this ambition.*

The final culture strategy will highlight where individuals, communities, and organisations are already working towards the vision, ambition and aims of the strategy. Please provide details of any examples of good work and best practice, from Scotland or internationally, that you think could be included in the final strategy. We are interested in a range of different approaches.

What can you or your organisation do to support the vision, aims, ambitions and actions of the strategy