

**Transformation Projects and Regeneration – Argyll and the Isles Culture, Heritage and Arts (CHArts) Place Partnership**

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**1.0 EXECUTIVE SUMMARY**

- 1.1 Creative Industries is one of six growth sectors identified by Scottish Government. The growth potential within Argyll and Bute has been stated through a number of strategies and reports including the ***Argyll and the Isles Culture, Heritage and Arts Strategy, March 2014***, ***HIE Creative Industries Strategy 2014-19***, and the ***Economic Forum Report, February 2016***.
- 1.2 The development of the Culture, Heritage and Arts (CHArts) sector within Argyll and Bute has been, and is, a ground up development. There are nine hubs who each have a member on a steering group, alongside the council nominated representative Cllr Robin Currie, and with support for the project from Transformation Projects and Regeneration.
- 1.3 External funding of **£360k** from both Creative Scotland and Argyll and the Islands LEADER programme has enabled this work stream to progress, based on the action plan developed in 2013 and expanded to form a plan that is called a 'Place Partnership' (PP) with Creative Scotland.
- 1.4 The majority of the PP is being delivered via a two year contract which was awarded to ICA and Associates. The contract runs from 1<sup>st</sup> October 2017-31<sup>st</sup> September 2019.
- 1.5 The desired outcomes of the PP main project are;
  - 1.5.1 CHArts becomes a legally constituted, sustainable, strategic development organisation
  - 1.5.2 Partnership working increases on the basis of communication models being in place
  - 1.5.3 Greater access to markets for practitioners and venues as a result of branding and the website
  - 1.5.4 Greater visibility and marketing opportunities as a result of development and delivery of partnership projects and high end culture and tourism projects
  - 1.5.5 Sustainable existing, and new employment opportunities.

- 1.6 Results from the ***The CHArts Baseline Review and Summary (February 2018 draft)*** show that the sector has grown between 2013 and 2017, demonstrates the importance of creative industries within our rural areas and that most people work across a variety of disciplines. It should be noted that the true value of the sector is far greater than the data based on VAT registration thresholds, as many of the sector are micro-businesses, sole traders, freelancers and volunteers.

## **2.0 RECOMMENDATIONS**

- 2.1 Members are asked to endorse the findings of the report and the work done to develop the creative industries in Argyll and Bute.

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## **2.0 INTRODUCTION**

- 2.1 This report provides an introduction to the work stream of Culture, Heritage and Arts (CHArts) and progress to date.

## **3.0 RECOMMENDATIONS**

- 3.1 Members are asked to endorse the findings of the report and the work done to develop the creative industries in Argyll and Bute.

## **4.0 BACKGROUND**

- 4.1 Creative Industries is one of six key growth sectors identified by the Scottish Government. In Scotland it is estimated that there are over 1,500 businesses employing more than 70,000 people, in addition to a large number of freelancers and students in the sector. Together they make an important contribution to our national wealth and international reputation.
- 4.2 The Government's ***Creative Industries Strategy 2016-17*** is under review with a new strategy expected later this year. The current strategy has the following key actions; Investing together to grow sustainable creative businesses through collaboration and partnership working.
- 4.2.1 Innovating for the wider economy across all areas of business including the public sector.
  - 4.2.2 Increasing inclusivity; creating opportunity for emergent creative forms and recognising the value of local trading and place-based partnerships
  - 4.2.3 Increasing international profile and status; opening pathways to global marketplaces
  - 4.2.4 Develop a **cultural strategy for Scotland** in 2018
- 4.3 Within Argyll and Bute there is a recognition of the growth potential as stated in the undernoted documents, and in addition, culture plays a significant role in attracting

visitors to the area.

- 4.3.1 Argyll and the Isles Culture, Heritage and Arts Strategy, March 2014
- 4.3.2 HIE Creative Industries Strategy 2014-19
- 4.3.3 Economic Forum Report, February 2016

- 4.4 This work stream sat within Communities and Culture but as a result of the decision to create LiveArgyll, officers within the former Communities and Culture approached the Economic Development Service with a view to continuing the work to develop the CHArts sector. This was agreed and the work stream, which includes contract management and support to the sector, is managed by the Social Enterprise and Creative Industries Team within Transformation Projects and Regeneration.
- 4.5 The development of the sector is a ground up approach, driven by the CHArts Steering Group whose members represent the nine hubs across the area and who currently meet monthly. Cllr Robin Currie is a member of this steering group as nominated by full council, and council staff provide a support role to this group. The nine hubs represented are as follows;
- Oban and Lorn
  - Islay
  - Jura, Tiree and Coll
  - Mull and Iona
  - Mid Argyll
  - Kintyre and Gigha
  - Cowal
  - Bute
  - West Loch Lomond and Clyde Sea Lochs

### **The Place Partnership (PP)**

- 4.6 The work stream is focussed on the ***Argyll and the Isles Culture, Heritage and Arts Strategy, March 2014*** which contained actions that were then developed into a detailed development plan for the sector. This plan forms the basis of what is known as a 'Place Partnership' (PP), <http://www.creativescotland.com/funding/funding-programmes/targeted-funding/place-programme> with Creative Scotland and a funding award of **£200k**. **£160k** of this was matched by funding of **£160k** from the Argyll and the Islands LEADER programme, whilst the remainder, ineligible for LEADER, is matched by both council and in-kind. The delivery of the PP is bound by various funders' restrictions.
- 4.7 The desired outcomes of the PP main project are;
- 4.7.1 CHArts becomes a legally constituted, sustainable, strategic development organisation
  - 4.7.2 Partnership working increases on the basis of communication models being in place
  - 4.7.3 Greater access to markets for practitioners and venues as a result of branding and the website

- 4.7.4 Greater visibility and marketing opportunities as a result of development and delivery of partnership projects and high end culture and tourism projects
- 4.7.5 Sustainable existing, and new employment opportunities.

- 4.8 The main stakeholders and beneficiaries of the project are micro-businesses, cultural and heritage venues, sole traders and cultural and arts organisations and volunteers. Through development and collaboration they will be better able to provide a cultural offer, work with other sectors such as service industries, and ultimately increase cultural tourism thereby bringing about a positive economic impact across rural areas. The PP also recognises the social, health and community resilience benefits that will accrue to the whole of Argyll and Bute through having a strong, vibrant and sustainable Culture, Heritage and Arts (CHA) sector.
- 4.9 The PP is, in the main, delivered through consultancy services, directly managed by Argyll and Bute Council working alongside CHArts to ensure that the PP has the sector's needs at its core. Relationships with relevant council departments/teams and organisations such as Business Gateway, Argyll and the Isles Tourism Co-operative and HIE Creative Industries Team have been established to ensure joint working and best use of resources. After a successful tendering exercise ICA and Associates were awarded a two year contract which runs from 1<sup>st</sup> October 2017-31<sup>st</sup> September 2019.
- 4.10 Community benefit as part of this contract includes;
- 4.10.1 Five graduate placements for approx. three months @ two days per week or compressed (paid in line with Glasgow living wage recommendations)
  - 4.10.2 A suitable number of pupil traineeships amounting to four weeks in total (to be determined as the project progresses).

- 4.11 The following table outlines the key milestones for the project;

COMPLETION DATE	Deadline	Date
Appoint consultant	Month 1	1st October 2017
Soft launch event	Month 4	January 2018
Data gathering and mapping phase one	Month 8	May 2018
Brand and identity delivered	Month 11	August 2018
Website launched	Month 19	April 2019
Showcase events delivered	Month 22	July 2019
Creation of a youth development programme	Month 23	August 2019

Visual arts co-marketing strategy delivered	Month 23	August 2019
Bespoke tourism packages delivered	Month 23	August 2019
Streaming events delivered	Month 23	August 2019
Volunteer capacity built	Month 24	September 2019
Project Evaluation	Month 24	September 2019
Project completion and 5 yr. business plan	Month 24	September 2019

4.12 A risk register is updated monthly and is available on request.

### **Current status**

4.13 Work to date has focussed on collecting sectoral data to update the baseline produced as part of the 2014 Strategy, the capacity building of the nine hubs, developing relationships with key stakeholders, and the development of three further procurement elements namely; a) website, b) development of creative opportunities along a long distance route, and c) live streaming as part of a showcase event to take place at the conclusion of the project.

4.14 A review of the sector has been produced and is attached to this report as an appendix, namely ***The CHArts Baseline Review and Summary (February 2018 draft)***. Key results from this can be found below.

4.15 These results are subject to the caveats described in the review which highlight the difficulty in quantifying the sector's contribution to the economy and to communities. This relates to the lack of robust and reliable data; nature of the sector being that there are many micro-businesses, sole traders, freelancers and volunteers, and that the sector has myriad interconnections.

### **4.16 Business Base (Based on VAT threshold of £83k)**

Measure	Growth/Decline/Comparison	Period	Comment
No of businesses in the creative industries	+6%	2013-17	
No of creative businesses compared to Scotland	ABC 5% Scot 9%	2017	Demonstrates challenge of growth
No. of creative industries in rural area	105	2017	Demonstrates importance of CI in rural area
No. of creative industries in urban area	70	2017	
Nos of CI businesses employing staff (1-49)	+23%	2013-17	Nos of businesses employing staff is on the rise

VAT and PAYE business by subsector	Digital 33% Architectural 15% Visual arts 11-14% <i>Also strengths are jewellery making, film, writing and specialised design.</i>	2017	Note that heritage is not included in this classification however is a significant sector
Turnover	+12%	2013-15	On the increase

#### 4.17 Employment Base

Measure	Growth/Decline/Comparison	Period	Comment
Employment (640)	+22%	2016-17	Higher than Scottish increase of 15%

#### 4.18 Volunteer Base – based on responses to CHArts survey

Measure	Growth/Decline/Comparison	Period	Comment
Volunteer	2 out of 3 are 45yrs and over	2017	
Volunteer	Spend 1day PW volunteering	2017	Demonstrates high levels of volunteering input
Volunteer	33% involved in more than one creative activity	2017	Need for cross discipline approach to support

#### 4.19 CHArts Activity – based on responses to CHArts survey

Measure	Growth/Decline/Comparison	Period	Comment
CHArts activity	Strong activity across region	2017	Particularly in Dunoon and Cowal, Inveraray, Knapdale, Kilmartin, Crinan, Bute and Oban and Lorn.
CHArts sign ups	Visual arts 19% (Heritage 19%) Performing arts 14% Music 13%	2017	Strong representation from these Poor standard classifications as heritage not included
Growth aspirations	96%	2017	Strong growth aspirations
Barriers to growth	Funding 35% Lack of knowledge of access to markets 13% Lack of premises 9% Lack of skills 9% All and none 9%	2017	Generic and specialised business training needs and shared working spaces.
Nos. wishing to collaborate	80%	2017	Desire to work

			together
Nos. wishing to share space	75%	2017	Need for space.
Interest in collaboration		2017	Particularly with tourism providers and accommodation
Broadband use	87%	2017	High usage
Broadband used for on line sales	43%	2017	Importance of broadband and room for growth
Broadband speeds not sufficient for current purpose	48%	2017	Need for improvement or alternative solutions

- 4.20 The CHArts project will continue to gather data on the sector and promote and develop projects on the ground and through the current CHArts website in order to provide appropriate responses with the aim of CHArts being sustainable when the project ends on 31<sup>st</sup> September 2019. For an up to date overview of the work of CHArts please see the website <https://www.chartsargyllandisles.org/>.

## 5.0 CONCLUSION

- 5.1 The CHArts Place Partnership, with external funding, has enabled both the sector and partners to work together on a common vision towards sustainability and growth. The Culture, Heritage and Arts Sector plays a key role in developing the economy in Argyll and Bute and growth has been demonstrated over the period 2013-17. It should be noted that the data does not capture businesses under £85k therefore the value of the sector can be assumed to be greater.

## 6.0 IMPLICATIONS

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|-----|-------------------|--|
| 6.1 | Policy            | ABOIP1 The economy is diverse and thriving.  |
| 6.2 | Financial         | External funding of £200k Creative Scotland, £160k Argyll and the Isles LEADER programme has been secured.   |
| 6.3 | Legal             | Funding agreements with Creative Scotland and Argyll and the Islands LEADER programme.   |
| 6.4 | HR                | The funded project is delivered through a consultant with current staff resources providing management and support for this and CHArts in general. |
| 6.5 | Equalities        | An Equality, Diversity and Inclusion policy will be developed as part of this project.   |
| 6.6 | Risk              | Risk register updated monthly.   |
| 6.7 | Customer Services | Improved web access for customers.   |



## **7. APPENDICES**

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| 7.1 | Appendix One | Baseline Review and Summary (February 2018 draft) |
| 7.2 | Appendix Two | CHArts website                                    |

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7<sup>th</sup> June 2018

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