



Appendix 2 - Evidence

Arts and culture touch the lives of almost everyone in Scotland. It contributes to the economy in and of itself as well as bringing benefits to a range of sectors. Culture contributes to health and wellbeing, education, Scotland's identity, and reputation at home and abroad. Perhaps most importantly, culture creates connection and belonging.

Included here is recent evidence and research demonstrating the wide-ranging impact of Scotland's cultural sector, as well as a range of sources of understanding of its makeup.

Further evidence can be found on the Culture Counts Useful Facts resource, which is available here: [Useful Facts — Culture Counts](#)

Title | Organisation | Date | Topic Area

Big Freelancer Survey | Freelancers Make Theatre Work | July 2023| Freelance Workforce

- Overall, average earnings for freelancers in the industry are 17.5% below the UK national average salary
- Financial uncertainty and underpayment were the most widely reported concerns across all career stages, regions, and sectors.

[Big Freelancer Survey 2023 - Report - Freelancers make theatre work](#)

Economic Impact of the Edinburgh Festivals | Festivals Edinburgh | June 2023 | Economic Impact

- For every £1 invested by the public sector in the Edinburgh Festivals, there is a return of c£33 to Scotland.

[Edinburgh Festivals Impact Study digital original.pdf \(edinburghfestivalcity.com\)](#)

Arts and Creative Industries – What We Already Know | National Advisory Council on Women and Girls | Oct 2021 | Gender Equality Assessment

- In the Creative Industries, women account for around one third of the workforce and 60% of part-time positions.
- 42% of men working in the sector are in Professional Occupations, compared with 25% of women. Around two-thirds of senior managerial positions are held by men and two-thirds of the Administrative / Secretarial positions are held by women.

[Arts and Creative Industries – What we already know - NACWG \(generationequal.scot\)](#)

Trends in Funding for Culture | Scottish Parliament Information Centre | June 2023 | Public funding analysis

- ignoring emergency covid funding, the total grant funding for Creative Scotland in 2021-22 was about 10% lower in real terms than in 2014-15. This is despite the Scottish Government providing additional money for Screen Scotland since 2018-19.

Therefore, the real terms cuts to the areas of Creative Scotland since 2014-15, that are not screen related, will be substantially more than 10%.

[Trends in Funding for Culture – SPICe Spotlight | Solas air SPICe \(spice-spotlight.scot\)](#)

The experience of being a freelancer in the Scottish literature, languages and publishing sector | Literature Alliance Scotland | Feb 2023 | Workforce Analysis

- 11% of the freelancers felt that they were always paid fairly when working as a freelancer in the sector

[LAS-FREELANCE-REPORT.pdf \(literaturealliancescotland.co.uk\)](#)

Cultural Participation Monitor | The Audience Agency | Oct 2020 – July 2023 | Longitudinal participation survey

- The numbers of people already attending less arts and culture than they were a year ago has gone up significantly, from 31% in February 2023, to 42% in July, though the change is slower in younger groups.

[Recent Key Insights | The Audience Agency](#)

Review of Fair Work in the creative and cultural sectors in Scotland | Creative Scotland | May 2022 | Policy review

- the biggest challenge for employers in delivering Fair Work now is the UK economy. The need to increase salaries and fees relative to the cost of living to resolve low pay and precarious work raises a fundamental question - “How is this to be resourced?”.

[Review of Fair Work in the creative and cultural sectors in Scotland | Creative Scotland](#)

Audience Intentions Survey: Impacts of rising costs of living | Creative Scotland | August 2020 – April 2023

- 50% have cut back on expenditure on arts & culture due to costs.

[Creative Scotland Audience Intentions Survey: Impacts of rising costs of living | Creative Scotland](#)

The Good Work Review | Creative Industries Policy and Evidence Centre | February 2023 | Workforce review

- Job quality for Creative freelancers is a particular concern. Self-employed Creative workers report considerable autonomy and control over their working hours and job satisfaction is high. But hours can be extremely long, unpaid work and pay dissatisfaction is high, investment in professional development low and mechanisms to enable worker voice more limited.

[Creative Industries Policy & Evidence Centre | The Good Work Review \(pec.ac.uk\)](#)

Unseen Unheard | Attitude is Everything and Black lives Matter | June 2023 | Race and Disability in the UK Music Industry

- 80% of Black disabled music creators and 89% of Black disabled music professionals felt they had faced some form of discrimination in the music industry.

[Attitude is Everything and Black Lives in Music release Unseen Unheard report and podcast - Attitude is Everything](#)

Hold On. Diversity and Managing in the Arts | Inc Arts UK and the Bridge Group | November 2020 | Study of diversity in arts management

- When asked about how to improve diversity in arts management, respondents highlight the need for representative staff and clear, transparent recruitment/progression processes. There needs to be investment in reducing

barriers. Respondents recommend that diverse voices should be involved at every stage in project delivery.

[Hold On. Diversity and Managing in the Arts - CultureHive](#)

Creative Recovery? The Role of Cultural Policy in Shaping Post-COVID Urban Futures | World Cities Culture Forum & Kings College London | July 2023| Investigation of urban policymakers' interventions on city cultural life and possibilities for the future

- To creatively imagine and develop post-COVID urban futures, policymakers need to extend 'time horizons' beyond crisis management and the short-termism of the typical policy cycle.

[Creative Recovery? The Role of Cultural Policy in Shaping Post-COVID Urban Futures](#)

The Disappearing Act - Scottish Producing Theatre Report | Data Culture Change and Scotland's Leading Producing Theatres | July 2023 | Sectoral Analysis

- From 2017-2020 the six commissioning theatres' collective average annual ticket sales totalled 423,000 and their collective turnover topped £20 million. Over the same period, they collectively staged an average of 106 productions a year, of which 80% were commissioned and other new work.
- The six theatres collectively posted an annual trading deficit in three of the five years of the study. This was partially due to increasing aggregate annual building costs which reached over £610,000 in 2020/21.

[SPT Report | Data Culture Change](#)

The Impact of Arts on Population Health | University College London Social Biobehavioural Research Group | July 2023 | Long-term impact analysis of arts on population health

- Engagement with arts and culture is linked to a long and healthy life. These include more positive health and social behaviours in children and young people, better mental health in adulthood, lower risks of depression and dementia in later life and lower levels of chronic pain and fragility and even longer lives.

[New report by UCL researchers links participating in arts and culture to longer, healthier lives - SBRG \(sbbresearch.org\)](#)

The Civic Role of Arts Organisations Learning Report: From Inquiry to Movement | Calouste Gulbenkian Foundation | June 2023 | Impact analysis

- There is strong evidence of a growing movement with common practices and principles. More people and networks are making the case for civic arts practice and for the investment and policy framework that makes it possible.

[The Civic Role of Arts Organisations Learning Report: From Inquiry to Movement - Calouste Gulbenkian Foundation — UK Branch](#)

National Evaluation of the Culture Collective programme | Creative Scotland | March 2023 | Impact analysis

- It is clear that the unique, flexible, and long term support offered by the Programme has enabled the projects to make their work responsive to their place, with more meaningful community-centred engagement.

[National Evaluation of the Culture Collective programme | Creative Scotland](#)

The networked shift: A creative industries foresight study | Creative Industries Policy and Evidence Centre | April 2023 | Foresight Study

- The means to create and distribute creative content has been democratised by digital tools, platforms, and Internet connectivity – however the creative industries are not yet representative of the UK population. This contradiction creates a possible future

sticking point not just for workforce growth, but for market reach and future propensity to innovate.

[Creative Industries Policy & Evidence Centre | The networked shift: A... \(pec.ac.uk\)](#)

The Effects of Covid on the Scottish Traditional Arts | Creative Scotland | 2023 |

Impact Analysis

- The worst financial impact of the pandemic was on freelancers in Scottish traditional arts. The average income across the sector is between £5,000 and £10,000, with 87% of respondents earning less than £20,000 pre-pandemic per annum from Scottish traditional arts, underscoring the importance of part-time and seasonal work in Scottish traditional arts. When asked how this income has been affected by the pandemic, 63% said their income had been either 'reduced somewhat' or 'been badly reduced' with 18% saying their income had 'totally disappeared'.

[The Effects of Covid on the Scottish Traditional Arts Report | Creative Scotland](#)

Mapping Ecologies of Care in Creative Hubs During Covid-19 | University of Stirling | May 2023 | Impact analysis

- In response to the challenges during the early days of the pandemic, local community organisations, including cultural and creative hubs, were shown play a vital role in supporting people in local communities, collecting and re-distributing resources, information sharing, coordinating responses and connecting with the isolated. Creative workers and hubs redirected their efforts during the pandemic and along with that came an intensification of practices of care at various scales.

[New research finds cultural creative hubs key to supporting local communities during crises | About | University of Stirling](#)

Evaluation of Creative Scotland COVID-19 Emergency Funding Programmes | Creative Scotland | August 2022 and May 2023 | Impact analysis

- There is also strong evidence to demonstrate that the funds prevented the loss of jobs in the sector – 82% of the organisations surveyed said that the funds had prevented job losses, although the furlough scheme has clearly also been critical. Even so, we found evidence of some job losses (c 154 FTEs within our sample).

[Evaluation of Creative Scotland COVID-19 Emergency Funding Programmes | Creative Scotland](#)

Scottish Household Survey 2021 | Scottish Government | April 2023 | Population Survey

- 2021 data shows that 89% of adults had been culturally engaged in the last year, either by attending a cultural event or place of culture or participating in a cultural activity

[Scottish Household Survey 2021 - telephone survey: key findings - gov.scot \(www.gov.scot\)](#)

Growth sector statistics | Scottish Government | August 2023 | Economic Data

- Median weekly full time earnings across the Scottish Creative Industries growth sector stood at £623.4 in 2022, which was lower than the Scottish average at £640.5.

[Growth sector statistics - gov.scot \(www.gov.scot\)](#)

The Playwrights' Studio Scotland/Scottish Society of Playwrights | Bi-annual Playwrights Survey

- The Playwrights' Studio Scotland/Scottish Society of Playwrights conducts a bi-annual survey of playwrights in Scotland, which provides a snapshot of playwrights' earnings, conditions and opinions. The latest survey took place in 20/21. A copy of

the results can be supplied on demand: email
scottishsocietyofplaywrights@gmail.com

WHY ARCHIVES & RECORDS MATTER Supporting communities, wellbeing, economic recovery and a fairer society A Manifesto for Local Government | Scottish Council on Archives | February 2022 | Manifesto

- Archives attract visitors from all over the world who are tracing their family history. Ancestral tourism is already worth over £100m a year to the Scottish economy and has the potential to grow significantly

[WHY-ARCHIVES-AND-RECORDS-MATTER-A-MANIFESTO-FOR-LOCAL-GOVERNMENT.pdf \(scottisharchives.org.uk\)](#)

Big Conversation 2022 results | Creative Lives | 2022 | Participation Survey

- A majority of volunteer-led creative groups are struggling with increased costs, although around half are also doing something to help their communities with these difficulties, e.g. providing warm spaces, free hot drinks and waiving costs.
- Despite the increased cost of living and the lingering effects of the pandemic, optimism about the future of voluntary creative activity is now at the highest level since 2017.

[Big Conversation 2022 results | Creative Lives \(creative-lives.org\)](#)

FORWARD - Scotland's Public Library Strategy 2021-2025 | Scottish Library and Information Council | 2021 | Strategy

- COVID-19 has shown how resilient libraries can be in delivering their services in new ways. There is an opportunity to review and adapt 'normal' pre-COVID practices and perhaps do things differently - in conjunction with communities and their needs.

[Forward: Scotland's Public Library Strategy \(scottishlibraries.org\)](#)

Evaluating real change in the real world: Creativity, connection and the unseen as felt evidence in 'Aspiring Communities' | Social Marketing Principles and Practice for Delivering Global Change | April 2023 | Academic Research

- With austerity, comes increased accountability. Prove best value for money. Evidence how interventions improve outcomes. Measure how "our most deprived and fragile communities" co-produce sustainable "local solutions that address local priorities and needs, increase active inclusion and build on the assets of local communities to reduce poverty and to enable inclusive growth".

[Evaluating real change in the real world: Creativity, connection and the unseen as felt evidence in 'Aspiring Communities' — University of Edinburgh Research Explorer](#)