

SPECIFIC REFERENCES TO CULTURE:

ACCELERATING ECONOMIC RECOVERY

The Government Economic Strategy (GES) will set out resources to deliver three key priorities - Growth Companies, Growth Markets and Growth Sectors of which creative industries is one

A WEALTHIER AND FAIRER SCOTLAND

Scotland is a country rich in innovation, and we will bring creativity and innovation back to the heart of the Scottish way of life. We will continue to support creativity, research and design and ensure that more of the economic benefit of our inventiveness is retained in Scotland.

One key sector with major growth potential is tourism, and we will take forward a range of actions to capitalise on our strength as an increasingly popular visitor destination, particularly in the run up to 2014 when Scotland 'Welcomes The World to Homecoming 2014'.

Our strategic engagement with other countries will continue to be driven by our overarching purpose of increasing sustainable economic growth. That engagement will take place across a range of areas where Scotland has expertise, from energy and climate change to education, culture and tourism.

Creative Industries

Throughout history, Scots have demonstrated their capacity for creativity. Our creative industries have the ability to create high-value jobs and investment through the development, production or exploitation of intellectual property. We are home to some remarkable creative talent in a range of fields including architecture, crafts, design, fashion, film, software, music, performing arts, publishing, television and radio.

To celebrate the importance of this sector, 2012 will be our 'Year of Creative Scotland'. This year long celebration of our culture and creative industries will celebrate and promote Scotland's cultural and creative vibrancy. It will also launch our activity to support Year of Homecoming in 2014. The year will

promote Scotland's festivals, cities, and creative industries. It is a chance to recognise our great historic names of culture, to celebrate our contemporary icons and an opportunity to create a platform on a world stage for the talent of today.²⁰ Through Creative Scotland a number of investment opportunities will be supported. These include First in a Lifetime, a £2.5 million fund to enable mass participation in ambitious artistic experiences. There will also be £1 million to support new cultural tourism activity and build collaboration between the culture, tourism and heritage sectors.

Our creative industries spur on our technological innovation and make Scotland an attractive place to be. The creative industries are worth more than £5bn to Scotland and support over 60,000 jobs. Over the past decade, creative industries have grown more quickly than the economy as a whole and they have a key role to play in supporting Scotland's economic recovery.

Edinburgh's Festivals bring at least £261 million to Scotland's economy. We recognise this economic contribution and also value the priceless cultural contribution our world-class festivals give Scotland. To ensure that Scottish talent is kept at the festivals forefront we have invested £8 million over the period of 2007-11 through our Festivals Expo Fund.

The film industry is a significant part of Scotland's creative industries. During 2011, high-profile productions such as World War Z, Cloud Atlas and the Batman production The Dark Knight Rises have been attracted to shoot key scenes in Scotland. In addition, Pixar's animated movie, Brave, which will be released next year, is set in Scotland and has prominent Scottish stars among its cast.

We intend to build on the impact of these productions to secure Scotland's reputation as a location for film. We will seek to attract more film premieres to Scotland - particularly among films which have been shot or set in Scotland - and to further develop film tourism. We will also investigate ways of supporting improved studio and post-production facilities, looking at a range of options including the proposal to develop the Film City site in Glasgow, to boost the capacity of the film sector in Scotland.

Connectivity, Infrastructure & Planning

Improving connectivity across Scotland will support future innovation in the digital economy and ensure Scotland's businesses are competitive in the global digital environment. Delivering the ambition for next generation broadband to all by 2020, with significant progress by 2015, as set out in Scotland's Digital Future: A Strategy for Scotland is one of the government's top priorities for this Parliamentary session.³² We will ensure that all of Scotland, including our most rural and remote communities, are equipped to take advantage of the digital revolution. As part of the Spending Review 2011, we will set out plans for a Next Generation Digital Fund to accelerate the roll out of superfast broadband across Scotland, with a particular focus on rural areas prevalence of fuel poverty across Scottish households.

A SAFER AND STRONGER SCOTLAND

We will also continue to invest the proceeds of crime into the CashBack for Communities programme. This programme will provide exciting and challenging activities for young people, keeping them away from crime and antisocial behaviour. Over 600,000 young people have participated in CashBack activities since 2008 and over £42 million of funding has already been committed through to 2014. This money will be reinvested back into those communities hardest hit by crime and anti-social behaviour through sporting, cultural, youth and third sector organisations. A diverse range of projects will seek to increase levels of young people participating in positive and healthy activities, divert young people away from 'at risk' behaviour and support long-term positive outcomes for those hardest to reach young people in communities across Scotland.

There are no references to arts, culture and creative industries in the Healthier and Greener chapters nor in the Smarter section.