

# A creative Scotland



## A creative Scotland What would a re-elected SNP government do for us?

THROUGH the centuries, Scotland has always been a hotbed of artistic talent and creativity. Our national poet, Robert Burns, is famous worldwide. And our other literary geniuses range from Sir Walter Scott through to modern novelists such as Iain Banks and Alexander McCall-Smith.

The yearly Edinburgh Festival is the largest celebration of arts in the world. And there's much, much more – in everything from rock and pop through to films and digital games production, our creative skills are known and respected internationally.

The SNP is working hard for creative and talented people across Scotland. Their efforts, aspirations and output help to define who we are as a nation.

The talent and innovation of those in our creative industries is valuable for its own sake. But it also helps to enrich our lives and our learning as well as boosting our economy and our society.

We recognise the importance of our creative talent and have put in place policies to support it. We've introduced the highly successful Edinburgh Expo Fund to support Scottish talent at the Edinburgh Festivals, including the popular Made in Scotland programme. And we've supported our National Companies as they've taken their works around Scotland and to the world.

We think that's a good start, but there's still more to do. If re-elected, we're determined to build a more vibrant nation with creativity recognised and promoted. Our artists and performers will be given new support and encouragement to excel in what they do.

That includes creating international cultural champions who can play a lead role in the promotion of Scottish culture and help us build a network of Scots who are successful and influential in the arts worldwide. Our other plans include:

- A £50m Youth Talent fund to identify and encourage emerging creative talent in Scotland, supporting projects like a new national centre for our Scotland's youth companies
- We propose a New Music Scotland initiative to support emerging musical talent and find the next number one artist.
- We will expand the Expo Fund and Made in Scotland so more creative Scots can benefit from this important initiative.
- We want to see a new Scottish Short Film Festival and an Investors Night at the Edinburgh and Glasgow film festivals to encourage Scottish film-making talent.
- We will continue to press the case for a Scottish Digital Network. Having our own Scottish-based network will help us build a critical mass of work for those involved in all aspects of the creative process.
- And, we'll establish a National Book Week from 2012 and continue our support for the writers and artists in residence programme established by Creative Scotland.

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*I think Alex Salmond and the SNP really believe that the arts is very important and a core component of what makes Scotland great - and they've certainly shown that in how they've supported the arts over the last four years, and with their plans for the future especially with the way they place arts in education.*



**Alan Cumming, Actor**

*I had an idea, just a crazy notion of putting business people in touch with filmmakers and having the government organizing it instead of the government just handing out money to make films, having other people invest in movies and do it a bit more like the Hollywood system. I met with Alex we chatted about it and he said 'that's sounds great let's do it'. I loved that, I love the idea it wasn't the case of lets have ten more meetings about this. Was just 'that will work let's do it'. He is a guy who means business, I like that there is no nonsense with him*



**Mark Millar, Comic Book Writer and Film Maker**

*I have no doubt that the next five years are years of great potential. Scotland can and will flourish and, as we work to build a better nation, our artistic communities have a central role to play as the cultural champions of our nation, at home and in the world.*



**Fiona Hyslop, Culture Minister**

### How are we going to pay for it?

At the heart of our plans to support a more creative Scotland is our Youth Talent Fund. This fund is being paid for from the savings from the Forth Replacement Crossing.

Thanks to the hard-work and expertise of Transport Scotland and the Scottish Futures Fund we've been able to reduce the final cost of the new bridge from £1.87 billion to £1.54 billion. That has freed up £330 million.

We are investing £250 million of this in new initiatives to deliver a fairer Scotland and one of the strands is our £50 million Youth Talent Fund.

The aim of this fund is to give more talented young Scots access to the facilities and support they will need to flourish. And, we want the investment to enhance opportunity for emerging talent whether through initiatives like a Scottish short film festival based on the successful tropfest model in Australia or the expansion of the Made in Scotland programme as part of an expanded Expo Fund.

The fund will also be focused on encouraging the emergence of new creative industries with our talented young Scots developing the skills and gaining the support they need to establish a new generation of successful creative companies in Scotland.



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WE CAN MAKE  
SCOTLAND  
BETTER.**

**ON MAY 5, BOTH VOTES SNP**

Alex Salmond for First Minister



Your local SNP candidate

