
CREATE, INNOVATE GENERATE

INDUSTRY, ECONOMY AND TOURISM

**OUR
CREATIVE
VOICE**

84% believe that it is right that there should be public funding of arts and cultural activities in Scotland

(Scottish Opinion Survey, 56 Degree Insight, December 2020)

The art and creative sectors are a vital part of Scotland's national and local economy. Organisations and businesses that work in this area generate significant value to our society, in financial terms, in the cultural richness they bring and in creating meaningful work. Scotland's creative businesses are international in their reach, but also express the values of our society, embodying the wellbeing economy and Scotland's ambitions for inclusive growth in their actions and their outputs.

A strong, vibrant, and diverse economy is essential to our national prosperity and in creating the wealth to support high quality public services. Art and creativity play a key role in contributing to our economy in Scotland and **Scotland's Economic Strategy** identifies the Creative Industries as a growth sector where Scotland has a distinct comparative advantage. 90,000 people are employed in Scotland's Creative Industries, representing a steady increase over the last decade, and the Scottish Creative Industries is now larger than Life Sciences and sustainable tourism in terms of GVA (Gross Value Added) and employs more people than the Energy sector.

The wider impacts have been highlighted by the **Centre for Economics and Business Research** in a study that demonstrated that for every £1 of GVA generated by the arts and culture industry, an additional £1.14 of GVA is supported in the wider UK economy and for every 1 job directly created

by the arts and culture industry, an additional 1.65 jobs are supported in the wider UK economy. It is estimated that jobs in the UK creative industries are growing at four times the rate of the UK average.

In Scotland, our heritage includes world-class museums, galleries and other key cultural institutions that generate income and, through free access, inspire the ideas and imagination that characterise our art and creativity. VisitBritain estimate that Britain's cultural and heritage attractions generate £4.5 billion worth of spending by inbound visitors. VisitScotland's visitor survey highlights that a third of tourists are inspired to visit Scotland by our culture and heritage. **VisitBritain's survey** results, published in 2020, show that Scotland is the region visitors would most likely want to visit, outside of London.

90,000 people are employed in our creative industries

Latest Scottish Government Creative Industries
Growth Sector Statistics, 2020

Scotland's artists, cultural institutions, and events attract worldwide audiences, providing unique places for cultural discovery, and positioning Scottish cities and regions as attractive, creative, international destinations. Key cultural events and institutions provide a range of economic benefits, such as the Edinburgh Festivals, which attracts more than **4 million visitors**, and institutions such as Dundee's V&A, which is estimated to have contributed **£75 million** to Scotland's economy in its opening year. Inward investment from many high-profile international screen productions has resulted in employment opportunities for self-employed and freelance crew as well as facilities on international projects.

Jobs in the UK creative industries are growing at four times the rate of the UK average

*Public Investment, Public Gain: How public
investment in the arts generates economic value
across the creative industries and beyond –
Creative Industries Federation / ACE, 2019*

We know that the majority of the Scottish population values creativity and 84% believe that it is right that there should be public funding of arts and cultural activities in Scotland. Investing in art and creativity builds communities and stimulates job growth. Art and creativity are hugely influential in generating revenue in local and national economies, in supporting industry and tourism, and in developing talent and skills across the nation. The richness of our publicly funded creative and cultural organisations can inspire future actors, musicians, dancers, producers, and technicians that will go on to continue the growth of our creative industries internationally.

**Our arts, screen and creative
industries make Scotland a
better place to work, to visit
and to call home.**

FIND OUT MORE:

Contribution of the arts and culture industry to the UK economy

(Cebr, 2019)

See the Centre for Economics and Business Research report for information on the direct and indirect economic impact made by arts and culture, the structure of arts and culture industry, and the impact of cuts to public funding.

Latest Scottish Government Creative Industries Growth Sector Statistics, 2020

Get key information on Scotland's growth sectors, including creative industries.

Public Investment, Public Gain: How public investment in the arts generates economic value across the creative industries and beyond

(Creative Industries Federation / ACE, 2019)

Read more about the crucial role of public investment and the impact of arts and culture on commercial success, inbound investment, hospitality and tourism.

Scotland's Economic Strategy

Find details on plans for sustainable growth, increasing economic performance and tackling inequality.