

## Scotland's Culture Strategy: overcoming barriers and unlocking benefits, January 2020

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### Summary

In anticipation of a new national Culture Strategy, research by the National Trust for Scotland in 2018 found that the Scottish public took a broad view of what constituted 'culture.' Using a nationally-representative sample, our follow-up research has gone further in identifying the transformational benefits Scots gain from participating in culture, and what the current barriers are to extending and deepening cultural participation. We found that while Scots are engaging in a wide range of cultural activities, many citizens are experiencing barriers to their involvement, and that these are particularly pronounced for young people, those in low income groups, in ethnic minorities, and those identifying as Lesbian, Gay, Bisexual or Transgender. We also found there is room for improvement in local cultural provision, with 48% currently rating this as good, but with lower ratings from women and from ethnic minority respondents. A future national culture strategy will need to address these differences, matching state support to the interests, abilities and needs of all Scots.

### Key Findings

- Our research shows that a future Scottish Government cultural strategy – if it is to be relevant - will need to engage with the broad range of cultural activities currently enjoyed by Scots. To make a difference, the strategy will also need to address the current barriers to participation, including cost, confidence, transport, and information.
- We found that the favourite forms of culture in Scotland are music, food and cuisine, history, and sports, with substantial interest also in natural heritage, gardening, theatre and drama. This confirms previous Trust research which found the public takes a broad view of what constitutes "culture."<sup>1</sup>
- The reported benefits of cultural participation include socialising and making friends, making localities better places to live and visit, improved health and wellbeing, education and learning, and building stronger local communities.
- Men are much more likely than women to take an interest in sports and games, and history, while women had greater interest in arts, making and crafting, food and cuisine, theatre and drama and growing/gardening.
- Only 25% of respondents reported no barriers to cultural participation (31% of men reporting no barriers, 20% of women). The most commonly occurring barrier to participation is cost, followed by time, lack of confidence, transport, and lack of information.
- Compared to the population as a whole, barriers to participation were more commonly experienced by young people (a 29% higher incidence than average), those on lower incomes (17% higher), ethnic minorities (23.5% higher), those identifying as Lesbian, Gay, Bisexual or Transgender (38.6% higher), and people with disabilities (40% higher).
- Local cultural provision was rated as 'good' by 48% of the population (48% good, 15% average, 30% poor), with men more likely to give a positive rating (54%) than women (43%).
- There were differences in views of cultural provision across different ethnicities, with 49% of white respondents rating local provision as good, compared to only 40% of Black, Asian and Minority Ethnic (BAME) respondents.
- The biggest difference in local cultural provision is by income band, with fewer lower income respondents rating provision as good (41%), compared to middle (49%) and high-income groups (60%).
- Drawing on these data, and on overseas examples, a future Scottish culture strategy should also set out the role of the state in relation to supporting cultural activities in Scotland, and consider how distinctively national cultural expressions can be supported.

<sup>1</sup> *Culture for All* (December 2018), The National Trust for Scotland

## 1. Introduction

Over the past year the Scottish Government have been preparing a new Culture Strategy for Scotland. In 2018, the National Trust for Scotland (The Trust) commissioned research<sup>2</sup> to establish the public priorities for culture in Scotland – understanding what “culture” means to people, and preferences in cultural activities.

In September 2019, the Trust commissioned further public opinion research to better understand the barriers to cultural participation, and the benefits of producing and participating in cultural activities. Our research provides a broad overview of the current landscape of culture in Scotland and highlights areas which – if addressed – could unlock greater cultural participation in Scotland.

Partnering with Survation (a UK based polling and market research agency) the Trust interviewed 1,074 respondents over the age of 16 living in Scotland. Responses were weighted by sex, age, region, urban/rural split, Holyrood 2019 voting behaviour, EU referendum voting behaviour, income band, education level, disability, ethnicity and sexual orientation, giving us insight into how culture in Scotland is recognised, accessed, and valued.

## 2. Preferences in cultural participation

We asked survey respondents in what forms of culture they have a particular interest. The results in Table 1 show that music, food and cuisine, history, and sports and games were the most popular interests across Scotland. Only two percent of respondents expressed having ‘no interest’ in cultural activities. The Trust agrees with the Scottish Government’s draft *Culture Strategy*<sup>3</sup> recognition of Calhoun and Sennett’s (2007)<sup>4</sup> definition that “... culture is part of everyday life that is practised by everyone in a range of endless ways, including the established and more recognised forms of culture as well as the everyday and often less visible forums of culture<sup>5</sup>.” This view is confirmed by the public responses where ‘culture’ is understood to cover a broad range of activities.

**Table 1: Cultural Interests in Scotland**

Cultural Interest	Percentage of respondents interested	Cultural Interest	Percentage of respondents interested
Film & TV	68%	Making/crafting	25%
Music	63%	Architecture and built heritage	24%
Food and cuisine	52%	Arts	23%
History	46%	Writing	17%
Sports and games	43%	Spirituality and religion	13%
Natural heritage	36%	None of the above	2%
Growing and gardening	32%	Other	2%
Theatre and drama	31%	Not sure	1%
Photography	26%		

Responses to the survey were also analysed by a number of personal characteristics. Below we highlight areas where there were notable trends or differences in cultural participation between certain groups and the population as a whole.

<sup>2</sup> *Culture for All* (December 2018), The National Trust for Scotland

<sup>3</sup> *A Culture Strategy for Scotland: draft for consultation* (2017), Scottish Government

<sup>4</sup> Calhoun, and Sennett, (eds.) *Practicing Culture*, (2007), London: Routledge

<sup>5</sup> <https://www.gov.scot/publications/culture-strategy-scotland-analysis-responses-public-consultation-full-analysis-report/>

## Preferences in cultural participation: results by sex

When analysed by sex, the results (Table 2) showed that males were much more likely to participate in sports/games than females (62% males, 24% females) and also had a greater interest in history (51% males, 41% females) whilst females were more likely to take part in making/crafting (9% males, 40% females), arts (19% males, 27% females), food and cuisine (47% males, 56% females), growing/ gardening (27% males, 37% females) and theatre/drama (23% males, 38% females). For both sexes, architecture and built heritage, natural heritage, photography, music and film/TV were largely of equal interest.

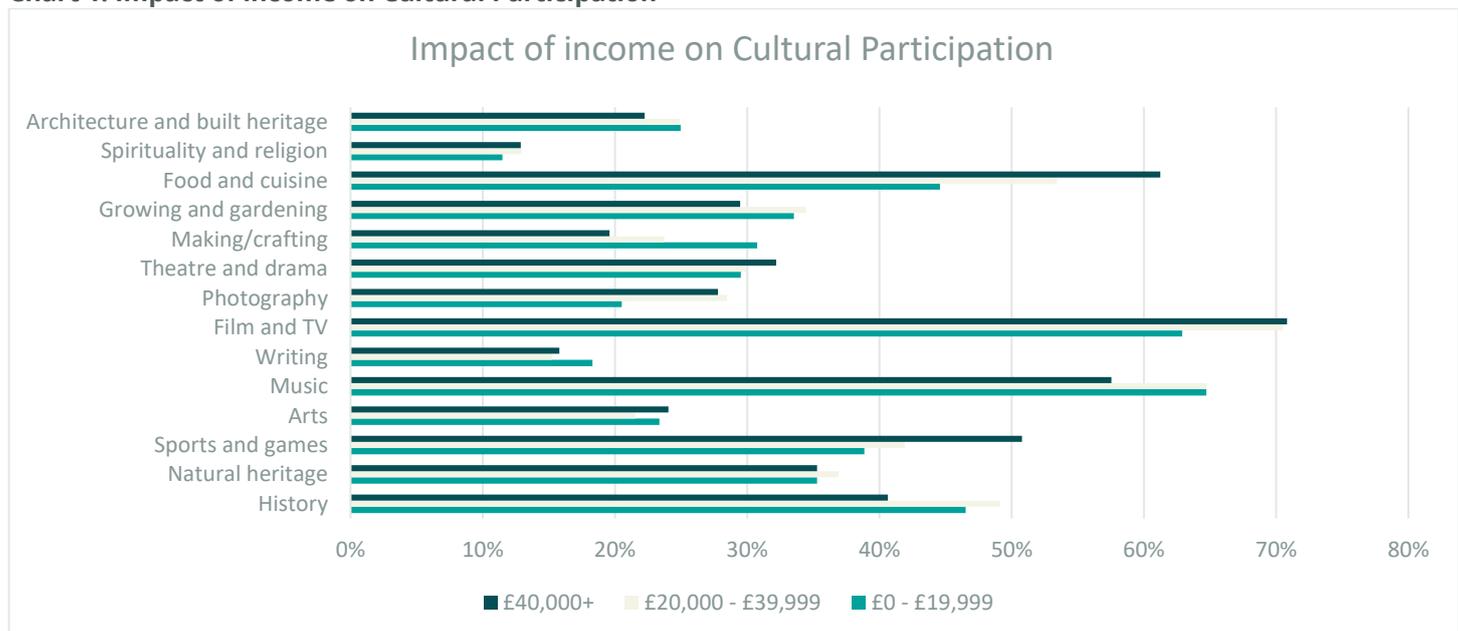
Cultural Interest	Male	Female	Cultural Interest	Male	Female
Film and TV	66%	69%	Making/crafting	9%	40%
Music	63%	62%	Architecture and built heritage	26%	22%
Food and cuisine	47%	56%	Arts	19%	27%
History	51%	41%	Writing	13%	20%
Sports and games	62%	24%	Spirituality and religion	11%	14%
Natural heritage	37%	35%	None of the above	1%	3%
Growing and gardening	27%	37%	Other	2%	2%
Theatre and drama	23%	38%	Not sure	2%	1%
Photography	26%	26%			

## Preferences in cultural participation: results by income

Respondents were grouped into income bands of £0-£19,999, £20,000-£39,999 and £40k+. We found that cultural interests were broadly spread across all income groups, and for the most part followed a similar pattern in terms of preferences (see Chart 1).

The level of cultural interest was broadly similar across all income groups. When the number of activities of interest was compared with the number of respondents in each category, we found that on average, respondents in the £0-£19,999 group had 4.9 interests, 5.1 in the £20,000-£39,999 group, and 5.0 in the £40k+ group.

**Chart 1: Impact of income on Cultural Participation**



Among the most popular forms of cultural activity, there were noticeable differences by income. For instance, 'history', 'music', and 'making/crafting' were of greater interest in lower and middle-income groups, while 'sports and games', and 'food and cuisine' were of greater interest to higher income groups. Natural heritage, 'theatre and drama', and 'growing and gardening' were equally popular across all income groups.

Preferences in cultural participation: results by ethnicity

Respondents reported interest in many forms of culture no matter what ethnic background they identified with. However, there were some differences in preferences across ethnicity which should be considered in any future culture strategy. Black, Asian and Minority Ethnic (BAME) respondents showed a higher level of interest in 'arts' (35% BAME, 22% white), and 'writing' (24% BAME, 16% white).

**Table 3: Cultural interest by ethnicity (White, and Black, Asian, and Minority Ethnic)**

Cultural Interest	White	BAME	Cultural Interest	White	BAME
Film and TV	68%	57%	Making/crafting	25%	26%
Music	64%	52%	Architecture and built heritage	24%	26%
Food and cuisine	52%	54%	Arts	22%	35%
History	47%	34%	Writing	16%	24%
Sports and games	43%	36%	Spirituality and religion	12%	18%
Natural heritage	37%	25%	None of the above	2%	1%
Growing and gardening	33%	24%	Other	1%	6%
Theatre and drama	30%	37%	Not sure	1%	2%
Photography	25%	31%			

## Volunteering and culture

The National Trust for Scotland is a voluntary organisation, and provides volunteering opportunities across all of its activities. We recently received one personal account from a volunteer at the Robert Burns Birthplace Museum.

"I didn't really seek out to volunteer for the Trust – volunteering sort of found me! I was a regular at the Wednesday Highlight talks at RBBM and the Volunteer Co-ordinator approached me, thinking I would be interested. Of course, you always believe that you have nothing to offer and needed qualifications etc. but the thing is you suddenly find that you have life experiences of qualifications and so I took the plunge of becoming a volunteer. I started off doing craft work -making rag rugs. So, with other volunteers we commenced making a rag rug for Burns Cottage where we would sit in a Monday afternoon, cutting up fabric and creating our masterpiece. As people came through we found that nostalgia was a big part in discussion and visitors would discuss the rag rug, who made it in their family and what it was even called in different parts of the country. Overseas visitors were most intrigued and children tried their hand at putting in a piece of material into the rug. The group are now on their third rug and we're expanding in learning about weaving and dyeing of fabrics in the 18<sup>th</sup> century - from little acorns large oaks grow!



Being a volunteer expands your experiences and confidence. I have a natural love for Scotland and volunteering has added a new dimension of meeting new people and making new friends and sharing a common love of Scotland.

### 3. Barriers to cultural participation

We were interested in understanding what – if anything – respondents perceived as barriers to increased cultural participation. Encouragingly, a quarter of respondents identified no barriers to their participation, but for the majority of respondents, there were one or more barriers identified.

**Table 4: Barriers to cultural participation identified by respondents**

Barrier	% of respondents
Cost	43%
Nothing discourages me from participating in cultural activities	25%
Time	23%
Lack of confidence/experience	19%
Transport	16%
Lack of information	15%
Lack of other people interested in activity	12%
Disabilities/health	11%
Venues	10%
Training and skills	7%
Don't know	7%
Materials and equipment	5%
Religion or beliefs	3%
Other	1%

#### Barriers to participation: results by sex

There were some notable differences between male and female responses on barriers to participation. After cost and time, for women lack of information was the biggest barrier to cultural participation (50% of females, compared to 36% for males), whilst males listed lack of materials and equipment as the next biggest barrier after cost and time (31% males, 20% females).

#### Barriers to participation: results by age

Younger people, those in the 16-34 age cohort, stood out as experiencing barriers at a higher rate than the population as a whole. For this age group, significant barriers included: lack of information (21% of respondents compared to a national average of 15%), time (31% compared to 23%), cost (48% compared to 43%), transport (22% compared to 16%), lack of confidence (29% to 19%), a lack of other interested people (18% to 12%). Only 13% of the 16-34 aged respondents said nothing discouraged them from cultural participation, compared to 25% for respondents as a whole.

By contrast, older respondents, particularly those in the 55-64 and 65+ cohorts, reported less experience of these barriers. As citizens grow older, on average they appear to be gaining in confidence, in knowledge, and in supportive networks to undertake their preferred cultural activities. For the 65+ age group, lack of confidence was only a barrier for 8% of respondents, compared to 29% in the youngest age group, and lack of other interested people at 6%, compared to 18%. Disabilities were the only barrier experienced at a higher rate by older respondents, reported by 13% of over 65s, compared to a national average of 11%, and only 8% for 16-34 year-olds.

#### Barriers to participation: results by location

When respondents were analysed by urban and rural location, there were few significant differences in the experience of barriers. Rural respondents were very slightly likely to report transport as a barrier (18%, compared to 15% for urban respondents), lack of confidence (21% compared to 17%), and access to venues (12% compared to 9%).

#### Barriers to participation: results by income

When analysed by income group, respondents in the lowest income bracket (£0-£19,999) experienced the highest incidence of barriers, including lack of information, cost, training, venues, transport, disabilities and health, lack of confidence, and lack of other interested people. Middle income respondents, experienced barriers at around the same rate as the general population. Higher income respondents experienced the lowest incidence of barriers – with the single exception of time, reported as a barrier by 31%, compared to a national average of 23%.

## Orbiting Glencoe

Glencoe is one of Scotland's most spectacular glens, whose natural beauty combined with its storied history make it a draw for visitors. The National Trust for Scotland has worked with partners, including the Glencoe and Glen Etive Community Council, Highland Council, the Forestry Commission, Highlands & Islands Enterprise, and the LEADER programme, to develop an orbital walking route in the glen. The route is designed to accommodate visitors of all abilities, and avoids the hazards of the main road through the glen.



Enjoying natural heritage was identified as a preferred cultural activity by 36% of our survey respondents, and improving access will allow many more people to enjoy Scotland's natural and cultural heritage. Through providing signage and interpretation on the route, our heritage can be brought alive for visitors.

### Barriers to participation: results by ethnicity

Respondents from Black, Asian or Minority Ethnic backgrounds experienced a higher incidence of barriers than those identifying as White. This was the case for lack of information (24% of BAME respondents, compared to 14% White), time (28% to 23%), materials and equipment (10% to 5%), training and skills (21% to 6%), and religion or belief (8% to 3%). Fewer BAME respondents experienced transport as a barrier (17% compared to 12% White), or cost (41% to 43% White).

### Barriers to participation: results by sexual orientation and transgender

We also found that respondents identifying as Lesbian, Gay, Bisexual or Transgender (LGBT+) experienced barriers at a higher rate than those identifying as Straight. For LGBT+ respondents, there were higher incidences of barriers around: lack of information (23% compared to 14% for Straight), cost (54% compared to 41%), training and skills (13% to 7%), venues (14% to 10%), transport (21% to 16%), lack of confidence (29% to 18%), and lack of interested others (23% to 11%).

### Barriers to participation: results by abled/disabled

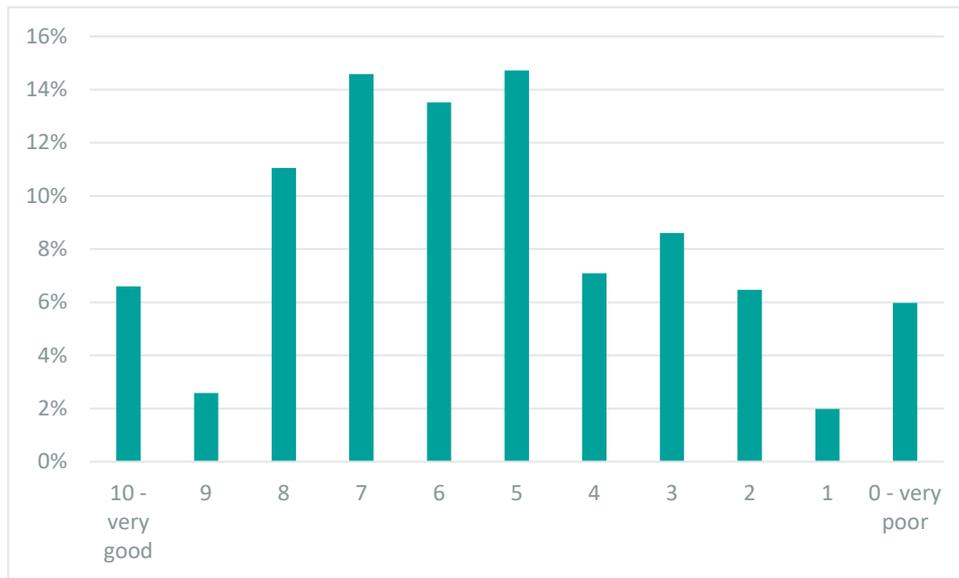
Respondents reporting a disability were more likely to report barriers to participation than abled-bodied people – with only 15% of disabled respondents reporting no barriers to participation, compared to 29% for able-bodied respondents. For disabled people respondents reporting barriers, for 51% this related to a disability or health condition, but these respondents also reported higher incidences of barriers in the form of venues (17%, compared to 9% of able-bodied respondents), transport (27% compared to 14%), and religion or beliefs (6% to 2%).

## 4. Local provision of cultural activity

We asked respondents to rate the level of cultural activity and opportunities in their local area on a scale of 0-10 where 0 was very poor and 10 was very good. The results were then grouped into 0-4 (poor), 5 (average), 6-10 (good) categories. As can be seen in Chart 2, just under 50% of respondents rated the provision of cultural activity in their

area positively (48% scoring giving their area a positive score of between 10 to 6, 15% a neutral score of 5, and 30% a negative score of between 4 and 0). This suggests there is still more to be done to ensure culture is available and accessible to all communities across Scotland.

**Chart 2: Rating of cultural provision in local area (all respondents)**



Men were on average more positive (54%) than women (43%) about local provision of cultural activities (Table 6), which may reflect differences in preferred cultural activities and their local provision.

Cultural Rating	Males	Females
Good	54%	43%
Average	13%	16%
Poor	24%	35%

Differences by ethnicity were more significant, with 49% of White respondents rating local provision as good, compared to Black, Asian and Ethnic Minority respondents at 40%. Again, differences in preferred forms of cultural expression may need to be considered here.

Cultural Rating	White	BAME
Good	49%	40%
Average	15%	10%
Poor	29%	47%

However, the biggest differences in assessment of local cultural provision are by income group (Table 8), with fewer lower income respondents rating provision as good (41%), compared to middle (49%) and high-income respondents (60%).

Rating of cultural provision	Household income per annum		
	£0 - £19,999	£20,000 - £39,999	£40,000+
Good	41%	49%	60%

Average	16%	18%	11%
Poor	37%	26%	27%

## 5. Transformational benefits of cultural participation in Scotland

We were also interested in better understanding the perceived benefits of cultural activity, beyond the immediate enjoyment of taking part. Overall, respondents reported strong benefits across the board but in particular socialising and making friends (52%), making a better place to live (48%) and increasing health and wellbeing (46%).

<b>Benefits from cultural activity</b>	<b>Percentage of respondents who perceived this benefit</b>
Socialising and making friends	52%
Making a better place to live and visit	48%
Increased health and wellbeing	46%
Increased education and learning	45%
Stronger local communities	41%
Learning new skills	40%
Stronger local identity	37%
Increased physical activity	35%
Don't know	12%
Other	0%

There is already a wide range of research highlighting the benefits from being involved in culture and heritage, including the Scottish Government's own research<sup>6</sup> based on 'Scottish Household Survey' data which has found a positive relationship between engagement in culture and sport, in particular in terms of health, and life satisfaction.

In 2018, The Trust itself commissioned Skyblue Research to carry out a literature review evaluating the social and economic impacts of accessing heritage (built, cultural, natural, tangible and intangible). The research found a range of social benefits being realised, from short-term (fun/family day out; education and learning), through the medium-term (improved wellbeing, increased physical activity), to the long-term (social cohesion, changes in attitudes).

Culture is therefore not just something that can be enjoyed for fun or education. It also has the potential to transform lives and communities. The Skyblue report found that: "*...in the longer term, heritage was found to contribute to the development of 'social capital'... sense of connectedness, belonging, and ability to bring about change in their lives and communities.*"

Participation in cultural activities can therefore serve to increase social inclusion, help develop a range of skills, and provide opportunities to change attitudes and behaviours.

### Transformational benefits: results by region

When responses were analysed by region (Table 10), across the board people recognised socialising and making friends, and increased health and wellbeing as benefits of participating in cultural activity.

There was more regional variation in other perceived benefits, with respondents from the Highlands & Islands above the national average for all benefits, with the exception of making a better place to live and visit. Respondents from the North East of Scotland were also above average for education, skills and identity than the national average. West Scotland respondents had above average results for the role of culture in strengthening local communities, and for

<sup>6</sup> Scottish Government (2013), *The impact of cultural engagement and sports participation on health and satisfaction with life in Scotland*

making a better place to live and visit. By contrast, respondents in the South of Scotland were below average for many of the perceived benefits, including stronger local communities, learning new skills, and increased physical activity.

**Table 10: Perceived benefits from cultural activity by region**

Benefits of cultural activity	Highlands and Islands	Mid Scotland and Fife	North East Scotland	Lothian	South Scotland	Glasgow	West Scotland	Central Scotland
Increased education and learning	48%	50%	45%	44%	38%	43%	48%	43%
Increased health and wellbeing	53%	43%	52%	42%	42%	45%	43%	46%
Increased physical activity	40%	38%	41%	31%	25%	39%	35%	33%
Learning new skills	45%	37%	46%	40%	30%	40%	41%	38%
Socialising and making friends	60%	45%	57%	54%	42%	53%	54%	52%
Stronger local communities	60%	38%	40%	37%	28%	42%	48%	44%
Stronger local identity	41%	32%	42%	35%	36%	33%	37%	38%
Making a better place to live and visit	46%	59%	50%	42%	40%	47%	54%	44%
Other	-	-	2%	-	1%	-	1%	-

## 6. Cultural ambitions

Finally, we asked respondents what forms of cultural activity they would most like to see developed in their local area (Table 11), as a way of identifying what they would like to see sustained or developed.

**Table 11: Cultural ambitions for your local area**

Cultural Interest	Percentage of respondents interested	Cultural Interest	Percentage of respondents interested
Music	36%	Making/crafting	21%
Food and cuisine	35%	Arts	18%
Nature and natural places	34%	Photography	18%
History	31%	Not sure	17%
Growing and gardening	25%	Writing	11%
Theatre and drama	24%	Spiritual and religion	10%
Film/TV	23%	None of the above	3%
Architecture and built heritage	23%	Other	1%
Sports and games	22%		

When compared with the results in Table 1 showing current cultural activities, the most noticeable differences were that 'film/TV' dropped from first place, suggesting current provision was adequate for this, whereas greater priority was

given to 'nature and natural places', and 'growing and gardening', and 'architecture and built heritage', suggesting these were activities respondents would like to see better provided for in their own areas in the future.

### Cultural ambitions: results by sex

For males and females, 'music', and 'food and cuisine', and 'nature' were similarly highly rated for both sexes, but the pattern changed for succeeding preferences. Similar to the findings in current cultural activities, males prioritised 'history' higher than females (34% to 29%), and 'sports and games' (28% of male respondents compared to 17% of female respondents). Women, by contrast, put a higher priority on 'growing and gardening' (29% of females compared to 20% of males), 'theatre and drama' (31% of females, to 16% of males), and 'making/crafting' (29% to 13%).

### Cultural ambitions: results by income

When priorities by income band were considered (Table 12), respondents in the lowest income bracket showed the greatest differences from the national average, prioritising 'arts', 'music', 'writing', 'film/TV', 'photography', 'theatre and drama', 'making/crafting', 'growing and gardening', and 'spiritual and religious' activities at a higher level than the population as a whole. Middle-income respondents prioritised 'history', and 'nature and natural places' higher than average, and higher-income respondents 'sports and games', and 'food and cuisine'.

Cultural Activity	Household income per annum		
	£0 - £19,999	£20,000 - £39,999	£40,000+
History	29%	36%	29%
Nature and natural places	33%	37%	35%
Sports and games	24%	22%	25%
Arts	19%	18%	17%
Music	39%	34%	38%
Writing	13%	11%	9%
Film/TV	28%	19%	26%
Photography	18%	18%	17%
Theatre and drama	26%	22%	26%
Making/crafting	25%	21%	22%
Growing and gardening	27%	25%	24%
Food and cuisine	33%	35%	40%
Spiritual and religion	13%	8%	10%
Architecture and built heritage	21%	22%	28%
Other	1%	0%	1%
None of the above	4%	4%	2%
Not sure	17%	15%	13%

### Cultural ambitions: results by region

Once again people across Scotland showed interest in taking part in cultural activity in all areas, however there were some differences when region was considered (Table 9). There is a much higher desire for 'history' in Central Scotland at 37%, compared to 19% in Glasgow, for example. Twenty-five percent of people in the Highlands and Islands would like to see more 'arts' compared with 8% in the South of Scotland. People would like to see more 'architecture and built heritage' in the Highlands and Islands and in Lothian (both with 27%) compared with South Scotland with 13%. Overall a quarter of people in South Scotland were unsure what cultural activities would like to see more of, more than any other area in Scotland.

**Table 13: Cultural ambitions by region**

Cultural activity	Scottish Regions							
	Highlands and Islands	Mid Scotland and Fife	North East Scotland	Lothian	South Scotland	Glasgow	West Scotland	Central Scotland
History	41%	35%	28%	33%	30%	19%	28%	37%
Nature and natural places	45%	29%	36%	34%	27%	26%	33%	43%
Sports and games	26%	19%	21%	21%	20%	22%	25%	24%
Arts	25%	19%	14%	21%	8%	22%	27%	11%
Music	42%	39%	44%	33%	31%	32%	45%	25%
Writing	15%	13%	10%	14%	9%	12%	10%	8%
Film/TV	25%	29%	20%	28%	16%	26%	25%	19%
Photography	22%	25%	13%	22%	9%	21%	16%	13%
Theatre and drama	23%	23%	26%	28%	29%	24%	24%	16%
Making/crafting	32%	23%	21%	22%	22%	18%	19%	17%
Growing and gardening	24%	20%	36%	23%	25%	16%	26%	25%
Food and cuisine	41%	38%	35%	35%	34%	35%	27%	37%
Spiritual and religion	10%	11%	12%	10%	8%	9%	11%	8%
Architecture and built heritage	27%	25%	25%	27%	13%	20%	18%	25%
Other	2%	-	-	-	4%	1%	-	1%
None of the above	3%	4%	5%	4%	-	3%	2%	4%
Not sure	13%	19%	16%	15%	25%	21%	13%	17%

## 7. Research findings: implications for a Scottish culture strategy

The research carried out by The National Trust for Scotland agrees with the Scottish Government's own draft findings that an expansive definition of culture must be adopted in any future national culture strategy – if it is to be relevant to the lived experiences of the people of Scotland.

Our research also finds that there are currently aspects of our culture in Scotland which can be made more inclusive, and more accessible. Cultural activity is prevalent throughout our society, but there are differences in both cultural preferences and in perceived barriers to participation by sex, by ethnicity by income, and by area.

More work is required to determine how much issues of access, and of barriers, is affecting cultural preferences. This work would benefit from better intelligence on local provision, both of physical assets and of activity. At the moment, Scotland lacks a dataset on cultural venues or activity at a local level, making it difficult to identify areas of under provision.

The research has highlighted strong benefits from participating in cultural activity - in particular 'Socialising and making friends' and 'Improved health and wellbeing'. Culture goes further than recreation. It also serves the 'Whole system Approach' of Scotland's public health agenda<sup>7</sup> by providing opportunities to increase mental wellbeing, strengthen social networks and increase the likelihood of physical activity.

<sup>7</sup> [https://www.gov.scot/publications/scotlands-public-health-priorities/www.chg.gov.ie/app/uploads/2016/07/culture\\_2025\\_framework\\_policy\\_document.pdf](https://www.gov.scot/publications/scotlands-public-health-priorities/www.chg.gov.ie/app/uploads/2016/07/culture_2025_framework_policy_document.pdf)

## Building skills

Scotland's built heritage is an expression of our culture, with our distinctive materials and buildings a response to the challenges of our environment. Public interest in how our traditional buildings are made and cared for is the best guarantee of their long-term survival.

The National Trust for Scotland regularly runs educational events to connect young learners with this aspect of our culture.

One example of this was the Going Green Event at Castle Fraser. In cooperation with the Construction Industry Training Board and Laing Traditional Masonry, the Trust delivered a free construction skills activity to local schoolchildren for all years P1-7. The children had the opportunity to design and cut their own mason's marks, see a demonstration of stone wall construction and take part in a hands-on activity to build a wall with foam replica bricks. Drum Tower "Can We Build It" Outreach



Another event at the 13<sup>th</sup> century Drum Tower saw the P6 pupils from a local primary school met the Lead Surveyor, the Lead Consultant and the mason. They saw how the collection is protected, learned a little about archaeology and handled some tools and mixed mortar. The highlight was an opportunity to climb the scaffold!

Scotland's people identified music, food and cuisine, nature, and history as cultural priorities for their local community. The National Trust for Scotland works to conserve places of natural beauty and many historic places in Scotland, and we were therefore encouraged to see support for this activities among respondents. The Trust is of the view that there should be more emphasis on built heritage and its role in education and cultural celebration. Similarly, with natural places - Scotland boasts a rich natural history - and it should be clear in the strategy that access should be available to all as far as possible.

The delivery of a future culture strategy for Scotland will need to be carried out in conjunction with local communities and grassroots groups in full consultation. Local people are the experts of their own places and will be able to advise what aspects of culture they deem important to them and how access can be widened. Opportunities around previously limited or inaccessible forms of culture should also be prioritised in order to widen access.

## 8. Looking outward – learning from others

Scotland is not the first country to seek to create a national culture strategy, and it is always useful to seek out comparative examples when creating any policy. In preparing this briefing, we looked at current examples from Canada<sup>8</sup>, Estonia<sup>9</sup>, Finland<sup>10</sup>, Germany<sup>11</sup>, and Ireland<sup>12</sup>.

We found that there is no common approach to national cultural strategies, and it is clear that in each case the strategy is a response to the particular national situation. However, a number of common themes can be discerned, both what is present and what is not.

<sup>8</sup> Department of Canadian Heritage (2017), *Creative Canada: Policy Framework*

<sup>9</sup> Culture Ministry, Estonia (1998), *Basic Principles of Cultural Policy to 2020*

<sup>10</sup> Ministry of Education and Culture, Finland (2017), *Strategy for Cultural Policy 2025*

<sup>11</sup> Federal Government, Germany (2012), *The Culture and Media Policy of the German Federal Government*

<sup>12</sup> Department of Culture, Heritage and the Gaeltacht, Ireland (2015), *Culture 2025 -Éire Ildánach A Framework Policy to 2025*

**The role of the state** – all five strategies set out what the role of the national government is in delivering the strategy and in supporting the wider cultural sector.

**National culture** – four of the five strategies make reference to their individual, national culture in addition to culture in general.

**Definitions of culture** – only two of the strategies attempt to define what constitutes culture.

**Performance measurement** – none of the strategies reviewed set out performance targets or ways of measuring performance.

Of the strategies we reviewed, the Republic of Ireland's *Culture 2025 -Éire Ildánach A Framework Policy to 2025*, is the one we could perhaps most usefully learn from. This is a framework policy which seeks to increase citizen participation, support careers in culture, promote Ireland's culture across the world and ensure culture can contribute to Ireland's socio-economic goals. The Government of Ireland states that everyone has a right to culture and has placed a duty on all Irish public bodies to respond to the challenges and opportunities that culture has for Ireland.

What stood out from the Government of Ireland's policy is the 'value' attached to culture. Their mission is to ensure culture is included in all relevant aspects of governmental policy and encourages collaboration across all sectors. A key point from the strategy is that: "education and economic policies [should] foster creativity." If a culture strategy is to truly thrive in Scotland, it is essential that the Scottish education system values creative subjects. This may in turn aid in the equality of pay for those working in cultural roles and ultimately encourage more people to learn, work and study in the sector.

In addition, the Irish culture strategy notes traditional forms of culture are valued alongside traditional language, natural heritage and built heritage and architecture. Built heritage is recognised as essential to a sense of place and is well referenced in the strategy, which links this to the skills and creativity needed to create and maintain such cultural places.

## New life for Newhailes

Newhailes is an estate south of Edinburgh, once home to the Dalrymple family who were active in the Scottish Enlightenment. Now in the care of the National Trust for Scotland, the estate is a hub for visitors and local residents alike, whether for the designed landscape, the Palladian house, or its time-capsule interior.

Most recently, a community garden has been created inside the historic walled garden. This will be a growing space where local groups can grow fruit and vegetables.

The community garden is also next to the Trust's *Wee Hailes* playpark, a play area whose attractions mirror those of the much grander Scottish Enlightenment house beside it, including a book theme. By linking playing, growing, and outdoor recreation with the designed landscape, historic house, and collections, we can transmit our cultural inheritance through finding new ways to enjoy it.



## 9. Recommendations

The evidence of our national survey points to a diversity of cultural activities taking place across Scotland, but with a number of significant barriers to greater participation. There is also an accompanying need to better understand local cultural provision, particularly for those in lower income brackets and, in the interests of equity, address any shortfalls.

Our research also found agreement among respondents on the many transformational benefits of culture, over and beyond enjoyment of the activities themselves. Many of these benefits are relevant to other public ambitions, including individual health and development, community resilience, and promoting quality of place.

We therefore recommend that a future national Culture Strategy for Scotland:

- Recognises the diversity of existing culture and cultural desires across Scotland's regions and include ethnic and grassroots cultural activities;
- Seek ways to reduce barriers to participating in cultural activity, where these can be addressed by public policy
- Ensures information about cultural activities is available and easy to access
- Promote existing groups and societies in local communities to encourage participation
- Promote the benefits of taking part in cultural activity
- Place inclusion, education and creativity at the heart of the Culture Strategy
- Link culture to other Scottish Government strategies such as education, public health and place making

(Full data tables from the September 2019 survey are available on request. Please contact [policy@nts.org.uk](mailto:policy@nts.org.uk).)