

culturecounts

The campaign to highlight the value of culture in Scotland

Help make culture count

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- + Learn about the value of culture using the [Culture Counts resources](#)
- + Use the [Culture Counts toolkit](#) to become an advocate for culture

What is Culture Counts?

Culture Counts is a network of over 40 umbrella associations and organisations from across the arts, screen, heritage and creative industries in Scotland. The group formed in 2011 to advocate for the value and importance of culture to life in Scotland.

Why?

Culture is fundamental to our quality of life, supporting learning, health and wellbeing, as well as being a powerful enabler of community engagement and the regeneration of places. Investment in culture contributes to economic growth, as well as social value in our communities, building the skills and confidence of a skilled and imaginative population.

Culture Counts advocates for the fundamental value of culture and asks that this value be recognised in our political framework.

How?

Culture Counts advocates for:

- + a statement of principles that supports culture across all policy areas of Scottish Government
- + a specific outcome and improved indicators for culture within the National Performance Framework
- + the development of core investment for culture at local and national level, to further realise the value and impact of culture.

Did you know that:



91% of adults in Scotland engage in culture,



4 out of 5 attend a cultural event or place of culture,



and 78% participate in a cultural activity in a 12 month period

Scottish Household Survey 2013



The Creative Industries contribute £3.7bn to the Scottish economy each year, supporting 71,800 jobs

Scottish Government Creative Industries Growth Sector Statistics, 2016



Those who attend a cultural place or event are over 59% more likely to report good health compared to those who did not

Healthy Attendance, Scottish Government, 2013

76% say their local area would lose something of value if the area lost its arts and cultural activities



Scottish Opinion Survey TNS, September 2014

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culture + communities =

Culture is the glue that binds our communities, providing opportunities for recreation and reflection, a sense of place and a sense of pride. In [Glasgow](#), 80% of residents agree that culture is important for their local area and 85% agree it is important for them personally. The findings from the evaluation of the [Youth Music Initiative](#) and [Sistema Scotland](#) show how these music programmes build links in the community, fostering social cohesion, while a [UK Government report](#) in 2015 found that *“at a fundamental level, there is a considerable weight of evidence demonstrating social impacts [...] from culture”*.

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culture + economy and tourism = +

Culture is a significant force Scotland's economy, generating economic activity, providing jobs and driving tourism.

[The Scottish Government Growth Sector Briefing](#) for the Creative Industries found that:

- + Direct employment in the Creative Industries stood at 71,800 in 2014
- + The direct Gross Value Added (GVA) of the Creative Industries stood at £3.7 billion in 2013.

An extensive [report](#) into the wide economic impact of culture, published by Creative Scotland and Scottish Enterprise found that in 2010:

- + The direct, indirect and induced impacts of the arts and creative Industries overall amounted to 129,700 jobs, £6.3 billion GVA, and £12.5 billion in turnover
- + Tourism expenditure of over £1 billion can be ascribed to overnight tourism motivated by the arts and creative Industries.

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culture + justice =

Culture has an important role both in preventing crime and in rehabilitation in our prison system. A UK Government report on [The Social Impacts of Engagement with Culture and Sport](#) found *“evidence points to arts activities promoting pro-social and anti-criminal behaviours and a likely positive relationship exists between arts and crime for prisoners / offenders and groups who are at risk of committing crime [...] benefits such as enhanced self-esteem, development of cognitive skills including concentration, listening, communication, and team working, and a greater ability to interact in society”*. Communities throughout Scotland benefit from cultural programmes with Creative Scotland recently completing a three-year [Arts and Criminal Justice Programme](#).

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culture + planning =

Our communities and the environments we live in are inherently imbued with cultural elements, ranging from the architecture and design of our buildings and outdoor spaces to the arts and cultural venues at the centre of our communities. Studies have shown the contribution culture can make to an enlightened planning procedure, fostering place making, physical and economic regeneration and social regeneration. The [World Cities Culture Report](#) finds that ***“culture is a key ingredient of world cities’ success – a golden thread that runs across all aspects of urban planning and policy”***.

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culture + learning =

Culture makes a vital contribution to education for our children and young people and beyond into lifelong learning. [Numerous studies](#) have found that cultural participation has positive benefits in developing skills, confidence and educational motivation. The [Youth Music Initiative](#) in Scotland supports the *“learning and development of young people both within the field of music and beyond. The programme evaluation finds impacts on pupils including improved confidence, enhanced listening, decision making and leadership skills and increased aspiration”*.

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culture + health and wellbeing =

There is now a wide range of international evidence that culture makes us happier and healthier. From [music reducing post operative pain](#) to [cultural visits boosting happiness and relaxation](#), cultural participation is fundamental to our wellbeing. In Scotland, [a government report](#) found that those attending a cultural place or event were over 59% more likely to report good health and over one and half times more likely to report high life-satisfaction. Read more on the Culture Counts guide to [The value of culture to wellbeing in Scotland](#).