



# CULTURE & BUSINESS FUND SCOTLAND

**REALISING AMBITION  
CELEBRATING ACHIEVEMENT**

Highlights from the first year: 2017/2018



## REALISING AMBITION

The Culture & Business Fund Scotland (CBFS) enables business and arts or heritage organisations to come together and build effective, sustainable partnerships, bringing creative projects – large and small – vividly to life across Scotland.

The Fund aims to:

- encourage businesses to sponsor arts and heritage activity within Scotland for the first time;
- entice back businesses that have not sponsored the arts or heritage in Scotland within the previous two years;
- support arts and heritage organisations to build new business sector partnerships;
- attract non-Scottish based companies to sponsor arts and heritage activities in Scotland; and
- encourage businesses to sponsor arts and heritage activity within Scotland with a two and three year commitment.

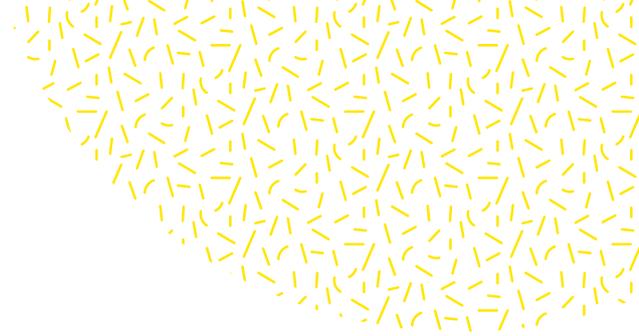
77%



of people polled agree that supporting local cultural and heritage projects reflects well on businesses.

2017 YouGov poll commissioned by Arts & Business Scotland, involving responses from 1,015 members of the public.





## DEVELOPING NEW RELATIONSHIPS ENCOURAGING NEW PARTNERSHIPS

In the first year, CBFS has reached out to new potential applicants in communities across Scotland, raising awareness of the programme to both businesses and cultural organisations and providing training on developing sponsorships and creative partnerships.

The 38 successful applications to the Fund, their associated cultural activities and the social and economic impacts they make, provide a rich array of stories for future sharing, promotion and training.

The following quotes are from some of the people we engaged with over the last year:

*“Great examples of sponsorship and ideas for what would work for different organisations and how to develop a sponsorship proposal.”*

**Ayesha Huda, Voluntary Action Shetland**

*“Very informative on how all business can be involved in Arts & Business Scotland and support our local communities.”*

**Clare Armstrong, Inverness Chamber of Commerce**

*“The Culture and Business Fund Scotland (CBFS) has been so crucial to getting our project off the ground – as a result we are now in the process of delivering one of the most important public art and heritage projects the Isle of Lewis has ever seen – a centenary sculpture marking 100 years since the Iolaire disaster.”*

**Elly Fletcher, An Lanntair**

*“The idea of getting involved with Scottish Youth Theatre seemed like a great opportunity. We’ve gotten to know the cast and seen them develop – that in itself is a really enriching experience.”*

**Alan Harty, Richmond Oaks Group**



## CELEBRATING ACHIEVEMENT

In its opening year, CBFS has made the following landmark achievements:

1. Created **[www.culturebusinessfund.scot](http://www.culturebusinessfund.scot)** – a new CBFS microsite for online applications.
2. Match funded **38 culture and business partnerships** to deliver new cultural experiences to people across Scotland.
3. Enabled a **total investment of £645,698 into arts and heritage** activities across Scotland.
4. **Supported cultural engagement** within 20 of Scotland's 32 local authority regions.
5. Encouraged **24 businesses** to collaborate with arts and heritage organisations **for the first time in Scotland** including five non-Scottish based companies.
6. Almost a quarter of all supported projects had a heritage focus, **supporting our ambition to reach heritage applicants** and encourage arts and heritage collaborations.





7. Enabled cultural projects to deliver significant social and economic impacts, including **education and learning (74%), young people (58%)** and **tourism (45%)**.

8. Generated significant PR and marketing opportunities for businesses while **other top business reasons for sponsorship** included **corporate social responsibility (58%)** and **developing community links (45%)**.

9. Delivered **15 regional roadshows** and business facing events, engaging for the first time with **more than 350 people** from local cultural organisations and businesses. These workshops and receptions held across the length and breadth of Scotland have already generated successful first time applications from the Outer Hebrides and Aberdeenshire.

10. **9 business and cultural partnerships** projects secured Year 2 match funding, realising our ambition to encourage **longer-term commitment**.





## FROM THE OUTER HEBRIDES TO DUMFRIES AND GALLOWAY

In addition to support from the Scottish Government via Creative Scotland for the launch and continued promotion of CBFS, Arts & Business Scotland secured additional funding from Historic Environment Scotland to support the creation of a programme of regional roadshows. This network of free events across Scotland allowed us to promote the Fund to the cultural and business sectors, and provide training on the benefits of business collaboration with arts and heritage organisations.

Over 350 attendees took part in a total of 15 events, which included a combination of receptions and workshops. While some had received support from the NAS Grants Programme in the past, for many it was their first venture into initiating a business and cultural partnership and real life case studies were highlighted as a particularly valuable source of both information and inspiration.

The aim of the roadshows was to encourage funding applications from cultural bodies in some of Scotland's more remote regions. While the highest focus of funding continues to be in Edinburgh and Glasgow, 20 of Scotland's 32 local authorities are now benefiting from new cultural projects developed via the Fund, seven applications reached out to more than one region and one touring schools project\* is expected to cover all 32 local authorities.

Cultural workshops took place in Aberdeen, Benbecula, Dundee, Inverness, Kirkwall, Lerwick, Oban and Stornoway. Business engagement events were held in Benbecula, Dundee, Kirkwall, Lerwick, Oban, Paisley and Stornoway.

Highland & Islands Enterprise coordinated business dinners in Benbecula and Stornoway and the Paisley reception was supported in partnership with Renfrewshire Chamber of Commerce and Paisley First, to build on the Paisley City of Culture Bid.

\* Theatre in Schools Scotland, a three year pilot developed by National Theatre of Scotland and sponsored by The Scottish Salmon Company.





## ROADSHOW DELIVERY

Number of participants at each location

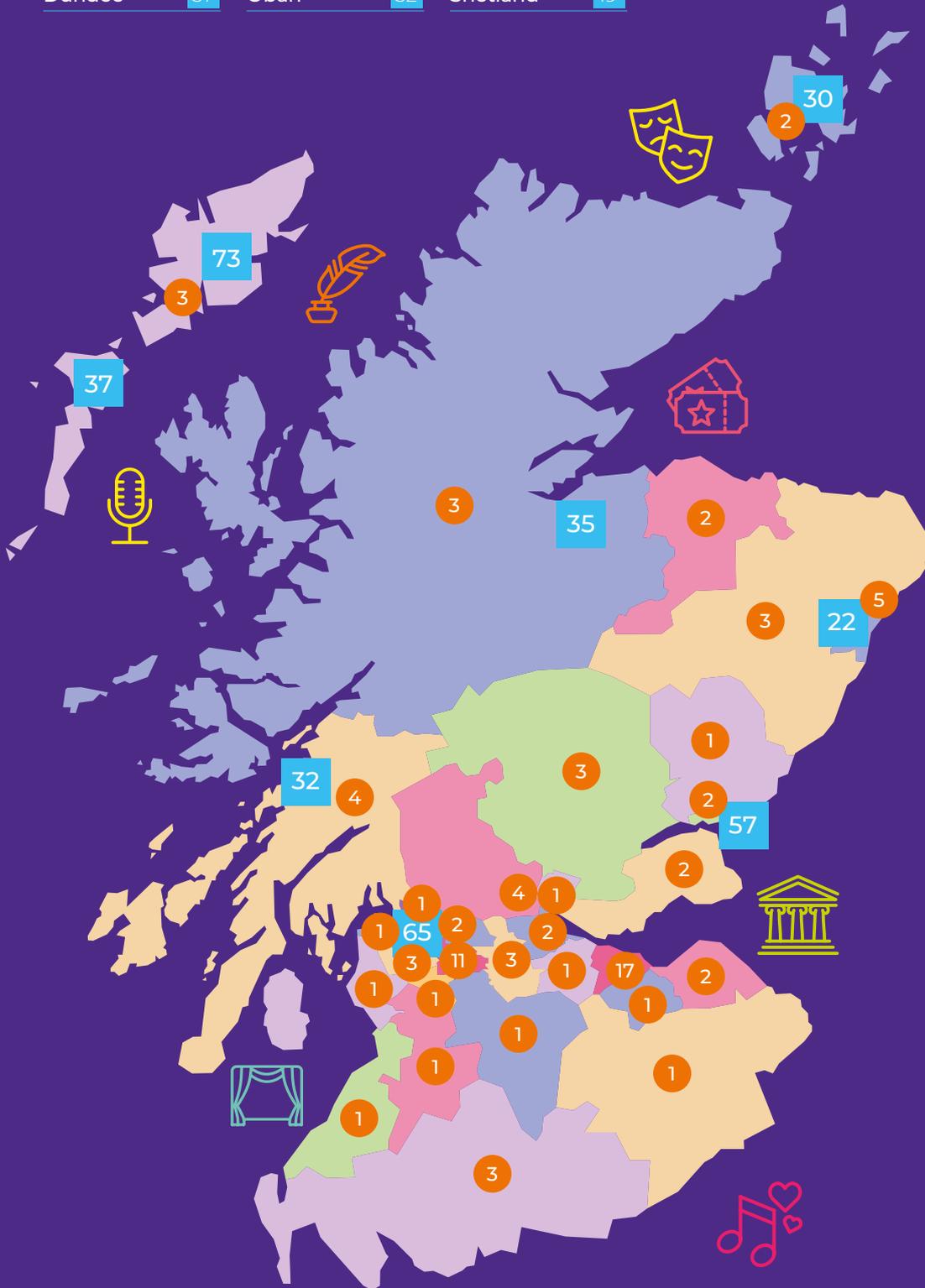
Aberdeen	22	Inverness	35	Orkney	30
Benbecula	37	Lewis	73	Paisley	65
Dundee	57	Oban	32	Shetland	19



## PROJECT DELIVERY

Number of projects delivered in each local authority area

Aberdeen City	5
Aberdeenshire	3
Angus	1
Argyll & Bute	4
Clackmannanshire	1
Dumfries & Galloway	3
Dundee City	2
East Ayrshire	1
East Dunbartonshire	2
East Lothian	2
East Renfrewshire	1
Edinburgh, City of	17
Eilean Siar	3
Falkirk	2
Fife	2
Glasgow City	11
Highland	3
Inverclyde	1
Midlothian	1
Moray	2
North Ayrshire	1
North Lanarkshire	3
Orkney Islands	2
Perth & Kinross	3
Renfrewshire	3
Scottish Borders	1
Shetland Islands	1
South Ayrshire	1
South Lanarkshire	1
Stirling	4
West Dunbartonshire	1
West Lothian	1



## PHOTO CREDITS

Front cover

Scottish Youth Theatre VENT. Photo: Tommy Ga-Ken Wan.

Drake Music Scotland Digital Orchestra perform with Aidan O'Rourke. Photo: Anne Binckebanck.

NTS Theatre in Schools Scotland Jason And The Argonauts at Our Holy Redeemers Primary School Clydebank. Photo: Colin Hattersley.

Pages 1&2

Edinburgh International Film Festival, still from animated music video short Edith Piaf (Said it Better than Me) by Sparks (Director: Joseph Wallace).

Scottish Ballet's Constance Devernay and Andrew Peasgood in Kenneth MacMillan's The Fairy's Kiss. Photo: Andy Ross.

Bloody Scotland – Scotland's International Crime Writing Festival, Torchlight Procession. Photo: Paul Reich.

Pages 3&4

Robin Prior, Abergower Ltd, and Councillor Lisa-Marie Hughes view the digitised Paisley Florists' Society minutes. Photo courtesy of Renfrewshire Leisure.

Edinburgh Iranian Festival, Ida Panahandeh & Arsalan Amiri. Photo: Laleh Sherkat.

D-Lux Festival of Light. Photo: Kirstin McEwan.

Glasgow International (GI) 2018. Photo: Erika Stevenson.

Pages 5&6

Eden Court / Cairngorm Group Snow White. Photo: Ewen Weatherspoon.

An Lanntair, Bronze name plates template for the Iolaire Centenary Sculpture. Photo: Will Maclean RSA.

Back cover

Edinburgh International Magic Festival, Magnus Opus. Photo: Magnus Opus.

Sruighlea, Stirling's Summer Festival, Robbie Hutton performs. Photo: Bryan Robertson.



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Find out more at [www.culturebusinessfund.scot](http://www.culturebusinessfund.scot)  
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