

Arts & Business

Scotland

The Power of Business & Cultural Partnerships

David Watt, CEO
Arts & Business Scotland

Our Vision

A Scotland where the cultural and business sectors connect and thrive

Our Mission

Embedding business into culture and creativity into business



Culture is good for business



Recent A&BS public opinion poll found that:

- Over 50% said they would be more likely to buy goods and services from a business if they knew it was supporting cultural projects in their local area
- 70% said they think it is important for businesses to help support local cultural projects
- 75% said that supporting cultural projects reflects well on businesses



Top 10 Cross-Industry Skills

2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgement & Decision Making
9. Active Listening
10. Creativity

2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgement & Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

CULTURE & BUSINESS FUND SCOTLAND

Managed by

**Arts
& Business**
Scotland

Funded by



Via



HISTORIC
ENVIRONMENT
SCOTLAND

ÀRAINNEACHD
EACHDRAIDHEIL
ALBA

Arts & Business Scotland is a company limited by guarantee registered in Scotland (SC406905) and a Scottish charity (SC042631).
The registered office is Rosebery House, 9 Haymarket Terrace, Edinburgh EH12 5EZ.

CBFS Aims

- Encourage businesses to sponsor cultural activity within Scotland for the first time
- Entice back businesses that have not sponsored within the last two years
- Support cultural organisations to build new business sector partnerships
- Attract non-Scottish based companies to sponsor cultural activities
- Encourage businesses to sponsor cultural activity with a two- and three-year commitment

Definitions of Culture

The definition of arts includes:

Animation | Art & health | Combined arts | Craft | Dance | Design | Fashion | Festival (including youth, community, film, general, literature, military, music, ethnic) | Film & TV | Galleries | Literature | Music | Street arts | Theatre | Visual arts

The definition of heritage includes:

Archaeology | Archives & collections | Community heritage | Historic buildings & monuments Industrial, maritime & transport | Intangible heritage (such as stories, traditions and concepts) | Land & biodiversity (including urban green spaces and parks) | Libraries | Museums

How it works

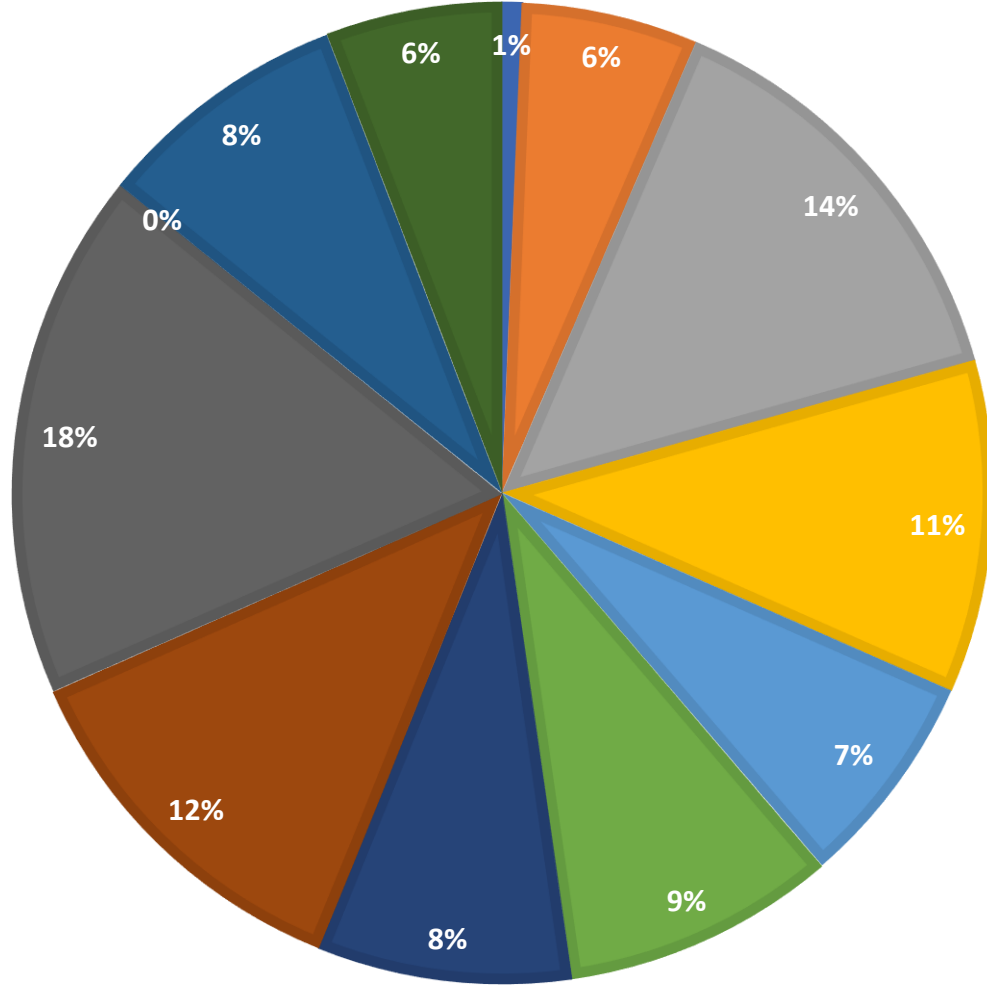
- If a cultural organisation attracts an eligible business to sponsor an aspect of their work then we could match the value of the sponsorship £1 for £1
- This funding goes towards the cultural organisation's project
- The sponsor receives a second programme of business benefits in relation to the cultural project that is funded by CBFS, thus doubling their benefits as well as enabling a second cultural project
- The maximum grant is £40k and the minimum grant is £1k
- Both in-kind and cash sponsorship are eligible

CBFS - The Story so far...

- CBFS has a dedicated microsite www.culturebusinessfund.scot
- In the first two years of the CBFS, £486,778 match funding was awarded across 68 applications
- The 68 CBFS grants are associated with a total of £637,895 of business sponsorship
- This makes for a total investment into cultural activities across Scotland of £1,124,673

CBFS Roadshows

- In the first two years we have delivered a regional roadshows to promote the grant to both the cultural and business sectors and deliver training to both on the benefits of cross sector collaborations
- These took place in Aberdeen, Benbecula, Dundee, Dunoon, Edinburgh, Perth, Inverness, Oban, Lewis, Orkney, Rothesay, Stirling and the Shetland Isles
- The Regional Roadshows and associated workshops have engaged with 384 cultural organisations and 202 businesses leading to new supported projects



- Brand awareness
- Creative development
- CSR
- Develop community links
- Enjoyment
- Entertaining
- Image enhancement
- Marketing
- PR opportunities
- Other reason
- Direct access to target audiences
- Staff relations & development



Business & Culture Partnership Stories



Grampian Transport Museum & Norco Group Ltd

An exhibition celebrating the history of the electric vehicle 1839 to 2039, featuring the rebuild of Robert Davidson's electric motor and battery

Impacts:

- Community & social empowerment
- Education & Learning
- Cultural tourism
- Older & Younger people
- Environment
- Supporting a vibrant and sustainable cultural sector

D-Lux Arts CIC & Jardine Funeral Directors Ltd

D-LUX is an annual festival of light-based art in Dumfries. This is Jardine Funeral Directors' 2nd year of support D-Lux Festival

Impacts:

- Community & social empowerment
- Cultural tourism
- Older people
- Younger people
- Supporting the local economy

Dundee Heritage Trust & Stewart Milne Group

Dundee Heritage Trust's exhibition LEGO Brick City and related community and school workshops, at their museum Verdant Works - one of the nation's most important textile museums

Impacts:

- **Community & social empowerment**
- **Education**
- **Cultural Tourism**
- **Young people**

Creative Coathanger & Brand Satellite

Activities to raise awareness of the creative heritage of the Scottish Borders and Galashiels, including a public art trail on the cycle path on the river between Galashiels and Selkirk

Impacts:

- **Health & wellbeing**
- **Community & social empowerment**
- **Education**
- **Older people**
- **Cultural Tourism**
- **Young people**

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