

Cross-Party Group on Creative Economy

28th September 2022 6:00PM-7:30PM

Online via Zoom

Present

- Claire Baker MSP (Convenor)
- Clare Adamson MSP

Invited guests

- Stacey Hunter
- Gabriella Marcella

Non-MSP Group Members

- Irene Kernan
- Ealasaid MacDonald
- Nicole Smith
- Clive Gillman
- Helen Ward
- Leonie Bell
- Andy Stirling Robertson
- Clive Gillman
- Jakki Jeffery
- Orchid Liu
- Susanna Beaumont
- Annie Marrs
- Sai Ragunath
- Frazer Hay
- Matthew Hall
- Camille Wallace
- Jennifer Hunter (Secretariat)

Apologies

- N/A

Agenda

1. Welcome

Claire Baker MSP welcomed everyone to the meetings at noted apologies from Sarah Boyack MSP and Mercedes Villabla MSP.

Claire Baker MSP suggested moving AGM business of office bearers to after the guest speakers were finished. This was agreed by the group.

2. Scottish Design Gabriella Marcella

Claire Baker MSP introduced designer Gabriella Marcella, who had prepared a presentation for the group. Gabriella outlined the various levels of support that allowed her to build and sustain an independent product design business in Scotland, from a decade ago to present.

On graduation there was a choice to stay in Scotland and be self-employed or to move to London to secure employment. Gabriella decided to stay as the network and peer support available in Glasgow at the time made this seem possible. At the beginning Gabriella received support from the Cultural Enterprise Office and more recently received investment from local business support (Glasgow Guarantee; Glasgow Career Advantage Scotland).

Gabriella won a Deutsche Bank award of £10k which made a huge difference in being able to get started. Gabriella Marcella founded RISOTTO (based in Glasgow); which is one of the UK's leading risograph print specialists; renowned for their expert services to the creative community. Over the past decade, RISOTTO has grown to deliver international workshops and events, as well as produce their very own stationery collections that celebrate the power of small-scale, as a sustainable alternative to mass-produced paper goods.

The business has evolved into four parts; printing; products (calendars and stationery), workshops and education and projects and commissions.

Current challenges include managing the impact of Covid-19, together with Instagram changing their algorithms.

3. Scottish Design Dr Stacey Hunter

Stacey founded Local Heroes six years ago to bring Contemporary Scottish design to new audiences. Local Heroes uses experimental exhibition formats and events to tell stories about Scotland's design culture; and champions designers to raise the profile of contemporary Scottish design internationally and to broker opportunities for individual designers and studios across the country.

Stacey provided a background to the work of Local Heroes and outlined a number of ways that Scotland could strategically align its design offer with the international community. For example: Stacey advocates for having a strong presence at international design events, there is a need to consistently present high-quality exhibitions every year whether it's at the Milan Mobile; Dutch Design Week; or the London Design Fair.

Scotland is increasingly becoming known as a modern country, that is pro-Europe; a place where the values of fairness, equality, respect, and optimism underpin our society and its hopes for the future. But although we have some excellent designers and makers whose work sits neck-and-neck with that of countries that are known for design, we still have no plan to seriously drive growth in the design sector and help Scottish Design take a seat at the table internationally.

The impact of culture on tourism is well-evidenced. Scotland would benefit from integrating the best of the design culture into the tourism offer the way that Nordic countries do so successfully, though Visit Scotland for example. Scotland does not have an agency to support design in the way it does for Food & Drink. For example, the mission of Scotland Food and Drink is as follows "We are here to nurture, support, and champion the people and products of Scotland's food and drink industry to help deliver continued and growing success."

Scotland does not have anything like that specifically for design.

Claire Baker MSP thanked both the speakers for their presentations.

4. Review the work of the previous year

At the AGM we also need to review the work of the previous year and as such you will have received the minutes of the last two meetings from Culture Counts earlier today.

Our last meeting had a focus on the Scottish Games Industry, and we learned that there is a need to have more joined up thinking and strategy between Government and Industry. Particularly around the talent pipeline and education at secondary school level.

Since the last meeting Clare Adamson MSP has worked with Scottish Games Network on Scottish Games Week and is sponsoring a Drop in, in Parliament on Tuesday 25th October from 6pm to 8pm for MSPs.

Scottish Labour will be leading a discussion on the Scottish Games Sector after the October event takes place to consider next steps.

The first meeting of the group around this time last year, related to the administration of setting up the group.

5. Review and approve the minutes of the last meeting

The minutes of the last meeting were approved by Irene Kernan and Claire Baker MSP.

6. AGM administration

Claire Baker MSP was re-elected as group Convener

Jenni Minto MSP was re-elected as group Deputy Convener

Culture Counts were re-elected as group Secretariat (the contact is now Joseph Peach)
joseph@culturecounts.scot

7. Group discussion

There was a general discussion about Scottish Design.

Irene Kernan noted concern that Department for International Trade have recently discontinued a fund that Craft and Design used to rely on for international exposure. As regards to the example of support received by Scotland Food and Drink, Irene noted that Ireland have a very successful Craft and Design Council funded by the department of trade in Ireland and that this could be a good model to consider.

Clive Gilman reported that design is a very high growth areas in comparison to some Creative Industries sub-sectors and that a research project Design for Scotland has recently launched.

Stacey suggested that International Hubs could play a key part in supporting the export of Scottish Design in the UK and Internationally.

Claire Baker MSP suggested a letter to the Culture Committee.

Clare Adamson MSP offered to look into possibilities of International Hubs.

8. Actions

Claire Baker MSP to consider questions for the Culture and Communities Committee particularly around the possibility of connecting to international markets via Scotland's International Hubs.

9. Join the CPG

Jennifer (secretariat) put a link in the chat box for people to join the CPG Creative Economy.

Claire Baker MSP asked those with ideas for future meeting themes to contact Culture Counts (Joseph Peach).

10. Date of next meeting

TBC February 2023

ENDS