

## CULTURE, TOURISM, EUROPE AND EXTERNAL AFFAIRS COMMITTEE

### ARTS FUNDING INQUIRY

#### SUBMISSION FROM Monika Alff

##### Random thoughts on a structure for distribution of funds

I am a freelance artist in Alloa, Clackmannanshire

I have just found the call for this inquiry with two hours to go until the deadline but would nevertheless like to submit my thoughts on what might help the arts and artists in Scotland to flourish better and potentially attract some cultural tourism.

So below are my ideas in brief:

- Funding should generally be conducted in a way that distributes the biggest monies to the poorest council areas so that art organisations and artists would be in a position to contribute to the regeneration of the area (creative regeneration). This in turn would improve the estimation of art and artists by the public.

- I don't know if the stated budget includes funding for the likes of the National Gallery and so on.....but....

A very big chunk of any budget {after it has been divided by council area as above} should be given to arts organisations in any area according to criteria that determine how sustainable, successful and aspirational the activities of the organisation are (eg. [off the top of my head] how accessible is it to newcomers, how many artists can it [or is it intending to] support, is there a variety of artistic disciplines or reasons to not have a variety, how active are the participating artists, is it connected [or intending to be] connected to the public, how accessible to the public is information about it, does it have growth potential.....) The idea is that arts organisations strive to be as self-supportive as they possibly can by having or developing commercial aspects that can carry the less commercial sections to make the organisation viable in the long term without having to rely on funding.....a percentage of the allocated funding for any organisation could be designated to "business support" to help become self-supportive...

- A smaller percentage of the funding budget should be reserved {after it has been divided by council area as above} for individual artists that create artworks with the potential to increase the popularity of the council area (if it is public art) and/or involve the public in an unusual way to view or participate or otherwise benefit from the activities of the artist. A competition (public?) may be a good way to choose the artist

- Cultural tourism could be a tool to put lesser known and poorer regions of Scotland on the (Tourist)map and would have the potential to really boost a council areas income and cultural regeneration.....This has been started in

Catalonia a long time ago and was almost too successful in the case of Barcelona but has benefited other lesser known places and regions considerably. The original network that has started this development now calls itself an international network and has supported cultural regeneration in other countries. However, I do not know a lot of detail about the organisation but I attach a link to their main website and also a link to the website of a region in Catalonia where this approach has been very successful and it attracts lots of international tourists with their arts and crafts. This region is called Emporda. Just in case it is of interest.....

- A Scottish Network along those lines (or participation in the above?) might be very beneficial to Scotland and especially to her poorer (and often oh so beautiful!) regions and at the same time serve the networking of artists and their organisations.

<http://www.creativetourismnetwork.org>

<http://www.creativetourismnetwork.org/empordanet-the-catalonia/>