

**One size does not fit all**

Scottish Govt  
**PLACE PRINCIPLE**  
= methodology for bringing together a multi-agency approach

Scottish Govt  
**CULTURE STRATEGY**  
= Transforming and Empowering through culture

**Embers** report into Creative Placemaking (2020) - South of Scotland example of highly successful placemaking projects led by creative practitioners

Local Authorities, Enterprise Agencies, private sector and trusts support (eg Skills Development Scotland, Scottish Futures Trust, Carnegie Trust, Corra, Development Trust Assc)

**Place-based approach**

**Significant community capacity available**

**Employ a national task force of Community Initiators (creative practitioners)**

**Momentum through action**

**Projects planning**

**Projects delivery**

**Mental + physical wellbeing**

**New enterprise/businesses**

**Community resilience/planning (+carbon reduction)**

Significant numbers of people out of work. Including Artists, Creatives and others from Gig Economy

Very successful examples of community initiatives during lockdown and role of creativity in mental health and education

Major assets are now under-employed eg theatres, historic buildings, cinemas etc

Historical examples of cultural response to national crises:  
1. Roosevelt New Deal (1934) Federal One - cultural programme (employment and wellbeing)  
2. Council for Encouragement of Music and Arts (GB 1940) - artist initiated community choirs and other cultural groups. Led to founding of Arts Council

Public and private investment - SNIB etc