

Jules Horne

I wanted to say a bit about campaigning at local level. Wherever you are in the country, you can make a real difference. In the south of Scotland, we have a new enterprise agency, South of Scotland Enterprise. Just launched.

Strategic economic decisions are being made, while arts representatives are furloughed. That's senior managers at LiveBorders and the council, with a strategic remit for the creative sector. Our best senior advocates are furloughed, and can't attend SoSE meetings.

If the arts misses key strategic meetings in a rural area, that can have repercussions for years. Like 5-year EU grant plans devoted to farmers and tourism.

Your sector representation might be all there is.

What you can do.

- Send a submission to the Select Committee CTEEA. Mine is anonymous for search reasons. You can choose to do that.
- Copy this to your MSPs, MPs and local economic development team. Tell them you've sent it to the select committee. They'll have to read it.
- Put the 5 key points at the top. 5 bullets, and what action you want. They'll really appreciate this.
- Include economic impact stats. 'The creative sector is worth xx billion to Scotland, and is the fastest-growing industry sector.' The creative sector is worth more to the Borders economy than forestry and fishing combined' are good ones. Culture Counts has that kind of information.
- Economic impact means 'the triple bottom line'. Social, Environmental, Economic. Holistic impact. The creative sector already hits all those. Use those words. And sustainable livelihoods. IP creation. Innovation.
- Next document: Introduce your creative sector business. Bring it to life with photos so they can see you. Include economic stats.
- Follow up. Persist. If you don't get a reply, email someone higher up. That worked for me.
- It's amazing how adding 'in the SSP or WGGB union' makes a difference.
- Become actively involved with the WGGB or SSP. There is no better way to get your voice heard.

That's it and get in touch if you'd like some kind of template to speed things up.