



**GENERATIONS OF CHANGE 2011-2013**  
Final Report 2014



*Thanks are extended to all those who have contributed to the making of this report and to all who continue to contribute to the growth and development of Fife's vibrant cultural provision."*

# INTRODUCTION

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Since Fife's first [Cultural Strategy](#) was successfully launched in June 2009, all involved have pursued its vision that it should be ambitious in all of its commitments. 'Celebrating Fife 2010' built on that ambition with the extremely successful year-long celebration of culture evidencing economic, wellbeing and community outcomes that exceeded all expectations.

The strategy, co-ordinated by Fife Cultural Trust, belongs to all in Fife and is influenced and driven by Fife's Cultural Consortium, which maintains a strategic approach to cultural planning that is reflective of the needs of all in Fife's communities.

In 2011 the Cultural Consortium Steering Group undertook a review of the strategy and action plan, producing an updated plan designed to meet future challenges and based on the shared values of fairness, wellbeing and creativity.

The strategy had 2 commitments and 9 actions with the key aims being to:

- ▶ Widen access to, and participation, in cultural activity across Fife
- ▶ Ensure that the creative and cultural life and heritage of Fife is profiled, championed and celebrated
- ▶ Ensure that culture is accessible to, and inclusive of all, in our communities
- ▶ Raise Fife's profile as a dynamic centre of excellence and cultural enterprise
- ▶ Make Fife a better place to live and work in for all

Between 2011 and 2013 the Cultural Consortium has grown its membership from 100 in 2010 to over 300 and through Fife's Cultural Strategy has continued to build the capacity of communities to achieve their cultural potential and to invest in the wellbeing and economic outcomes of cultural activity.



# EXECUTIVE SUMMARY

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In reviewing the outcomes of the strategy a threefold approach was used which consisted of an online survey, reports from the Cultural Consortium Steering Group and a series of focus groups. Sadly, the independently-run Byre Theatre of St Andrews closed during this period which has affected the level of data we have been able to capture on work delivered by them. We are delighted however that it re-opened on 21 October and we very much look forward to their contribution once again to Fife's cultural offer.

The data gathered is impressive and demonstrates that Fife's public, private, community and voluntary sectors have worked successfully together to increase involvement in, and access to, an expanding cultural life.

A staggering total of £24,422,086 has been invested in cultural activities during the timespan of this report with significantly more likely to have been invested but not captured due to capacity issues within the sector. Highlights include:

## Fife's Cultural Communities: Grants & Funding

- £1,332,240 of known funds invested in cultural activity across the Kingdom by cultural organisations in Fife
- £92,000 invested in support for Visual Art & Craft artists by Creative Scotland, Fife Council and Fife Cultural Trust
- Fife Council allocated £200,000 from the General Fund Revenue Budget 2013-16 to a one-off Cultural and Heritage Investment Fund to help cultural and heritage organisations in Fife widen access to schools and local communities. This levered in additional funds of £815,668
- £150,000 awarded to St Andrews as a Creative Place by Creative Scotland
- £150,000 awarded to Byre Theatre and Fife Cultural Trust for Access and Participation by Creative Scotland
- £272,700 of Foundation funding received from Creative Scotland by Fife Contemporary Art & Craft
- £171,000 of Flexible funding received from Creative Scotland by StAnza, Scotland's National Poetry Festival
- Fife Council invested £120,751 in Culture Grants which supported creativity in local communities
- £200,114 invested in Creative Learning activities in Fife
- Fife Council non-recurring grant scheme awarded £100,000 to Firestation Creative
- Alhambra Theatre received £75,000 from Fife Council non-recurring grant scheme and £75,000 from Dunfermline Town Centre Fund
- Fife Council invested £93,378 in recurring grants to Fife Contemporary Art & Craft
- Fife Council invested £129,141 in recurring grants to Scottish Fisheries Museum

## Libraries Museums Theatres

- Over 2 million visits to Fife Cultural Trust libraries, 612,000 to museums, and 1.3 million to theatres (excluding the Byre).
- ON at Fife Theatres engaged with people more than 590,000 times through a variety of shows, events, classes, conferences, meetings and other services. Of these, 126,221 people attended ticketed shows and events; 10,612 attended cinema screenings; 55,904 attended courses and classes; 51,403 attended exhibitions; 76,992 made use of our café bars and 7,055 took part in education activities.

## Capital Investment

- £8.3m invested in the development of the Dunfermline Museum & Gallery by Fife Council.
- £2.5m invested in the redevelopment of the Kirkcaldy Galleries
- £2.5m invested in the development of the Lochgelly Centre & Jenny Lee Library
- £1m invested in library developments in Valleyfield, Leven, Methil, Benarty, Newburgh and Auchtermuchty
- £56,000 Invested in Aerial Theatre and Studio Equipment by Creative Scotland at The Lochgelly Centre

## Festivals & Events

- A total of £2,257,562 invested in Fife's Festivals - £511,846 by Fife Council with community organisations securing an additional investment of £1,745,716
- The development of a Festivals Fife Strategy [www.festivalsinfife.co.uk](http://www.festivalsinfife.co.uk) & the establishment of the Festivals in Fife Network
- Fife Council invested £243,077 in the Community Event Grants Scheme which assists with the sustainability and delivery of local events and the development of larger scale community events

## Creative Economy

- Fife has the fourth largest economic contribution of arts and creative industries in Scotland at 4.9% of total economic contribution to the area. This provides 1.13% of total employment for Fifers
- During 2011/12, Fife with its national reputation for cultural infrastructure, secured £200,000 from Creative Scotland as one of only three local authorities to attract funding through the 'Place' Programme. Designed to strengthen and strategically develop Fife's Cultural infrastructure, it succeeded in leveraging in more than £500,000 of additional funding to bring the total investment to £699,551.
- £76,125 invested by Fife Council & Business Gateway in the new Create in Fife Fund
- The development of a Creative & Cultural Industries Strategy, along with the establishment of the Create in Fife network and web resource [www.createinfife.co.uk](http://www.createinfife.co.uk)
- £74,564 invested in Fife's cultural enterprise challenge programme 'Think Innovation'
- In 2013 the Living Lomonds Landscape Partnership secured £1,709,800 from the Heritage Lottery Fund to develop The Lomond Hills as a tourism destination. This has levered in an additional £994,128 of cash funding with £450,000+ of volunteer and in-kind contributions.

As part of the evaluation of Fife's Cultural Strategy and Action Plan 2011 – 2013 an online survey was conducted, with surveys going out to a database of 300. We had a 27% response rate of which:

- ▶ 67% were members of Fife's Cultural Consortium with the majority of non-members expressing an interest in joining
- ▶ 98% of respondents felt that the Cultural Consortium is a valuable resource, citing information about funding and cultural opportunities and networking opportunities as most valuable
- ▶ 96% believed that Fife's Cultural Strategy was of value as it raises the profile of culture in Fife, provides a coordinated approach and supports funding proposals.
- ▶ Participants felt that the strategy linked local and national objectives and provided direction for all of Fife's cultural offering. Similarly, stakeholders identified the Cultural Roadshows and the Consortium as key strengths with 66% having attended a Roadshow and 75% both aware of and feeling supported by a Cultural Coordinator.

# KEY ACHIEVEMENTS

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The achievements of this Cultural Strategy fall into 4 key areas:

- Cultural Communities
- Cultural Economy
- Culture and Wellbeing
- Creative Learning

## 1 CULTURAL COMMUNITIES

Fife's true strength lies in its robust cultural infrastructure supported by its strategic approach to cultural planning. This has resulted in a range of strategies which influence and drive our cultural approach from Generations of Change to Fife's Creative & Cultural Industries Strategy and the Festivals Fife Strategy. This framework has proven attractive to funders who are keen to invest in an area with a clear and collaborative approach to planning and we have proven ourselves adept at securing funding despite the challenges of the current economic environment.

This collaborative approach to delivering cultural activities translates into real value to our cultural economy, as evidenced by £1,332,240 of reported funds invested in cultural activity across the Kingdom. Although capacity issues of small organisations have prevented exact figures being reported, it is clear that many hundreds of thousands more are likely to have been invested over the same period.

**Fife's Cultural Consortium:** Membership has developed and grown from 100 to over 300 and a Membership Benefits package is in place which offers members the opportunity to:

- Access advice and support to organise networking or training opportunities
- Explore new cultural and creative learning opportunities with other members
- Evidence strong partnership working
- Increase their knowledge of Fife's cultural activities
- Access a programme of training and development opportunities
- Be part of a network of cultural interests
- Additional profile from strategic reports

**Cultural Consortium networks:** A range of Cultural Consortium networks have been established, including the Creative Learning Network, the Create in Fife Network and the Festivals Fife Network. These networks provide their members with support and information regarding development potential and upcoming opportunities.

“You do such a great job with that gallery, it is such an asset to Fife and hosts many thoughtful and provocatively curated exhibitions. It's a joy to have an intelligent local space! The education room means it's a frequent haunt for my family too, and my kids had a great time with the card making projects, many thanks!

**Fife Contemporary Art & Craft Exhibition**

**Cultural Roadshows:** We have invested heavily in building the cultural capacity of our organisations and this is reflected in the range of Cultural Roadshows delivered which have engaged and consulted with 400 individuals and assisted groups with: funding opportunities, website development, engaging with younger audiences, effective event marketing, effective monitoring and evaluation methods, use of social media, and networking opportunities. 66% of survey respondents indicated they had attended a Cultural Roadshow. The majority found the experience valuable and 75% of respondents were aware of, and felt supported by a Cultural Co-ordinator. They were also aware of the support provided by Fife Council's Culture Grants, Creative Scotland Funds and a raft of other funders.

*"An incredibly useful afternoon and great to have so many helpful organisations and speakers all in one space."*

**Fife Council Culture Grants:** This grant supports and encourages creativity in local communities in areas such as performance, heritage, audio-visual, visual arts and crafts and literature. In the past 3 years it has invested £120,286 in support to 145 community organisations and 94 individuals, facilitating and empowering them to both deliver and participate in local cultural activities such as professionally-run training days and workshops and publishing local history books or sourcing information resulting in an exhibition

**Fife Council Community Events Grants:** This grant helps support Fife's Events Strategy in its commitment to developing civic pride and active participation as well as creating a stronger and wider programme of events. In the past 3 years it has invested £243,077 to support 361 organisations to deliver events, such as galas, in their local community.



*Essential experience for the life of the mind, for a life of creativity and an appreciation of Scottish culture.*

**StAnza**

**Fife Council Cultural & Heritage Investment Fund:** This one-off Cultural and Heritage Investment Fund was allocated in 2013/2014 to help cultural and heritage organisations in Fife widen access to schools and local communities.

This new initiative was to support the Council's investment in cultural and heritage organisations which have strong cultural values at the core of their business, who can contribute to the cultural economy of Fife and deliver added value in cultural, heritage, social and economic terms. It was to enable the Kingdom's cultural and heritage organisations to become more entrepreneurial and sustainable in the long term. £200,000 was awarded to 31 applications received from 23 organisations with an additional £815,668 of additional funding levered in to support projects costing a total of £1,015,688.

**The Living Lomonds Landscape Partnership:** In 2013 the Living Lomonds Landscape Partnership secured £1.7m from the Heritage Lottery Fund to deliver a series of projects, including the cultural engagement of people with the Lomond Hills. This investment has allowed the Living Lomonds Landscape Partnership to lever in additional £994,128 of cash funding with £450,000+ of volunteer and in-kind contributions. Projects delivered included the Big Picnic in the Hills and Passport to the Hills, targeted at primary- aged children, Journeys into the Literary Landscape, targeted at secondary-aged school pupils, and the Craft of the Hills for a general audience. This three-year programme will lead to cultural and volunteering opportunities for the communities around the Hills.

## 2 CULTURAL ECONOMY

Fife's cultural economy has developed significantly throughout the time span of this strategy. At a national level, Fife's Creative & Cultural Economy works with key players such as Skills Development Scotland, Scottish Enterprise, Creative & Cultural Skills Scotland, Applied Arts Scotland, The Cultural Enterprise Office and Broadcasting, Entertainment, Cinematograph & Theatre Union, with Fife being one of only 3 local authority areas chosen to pilot a cascade of their services at local level.

Locally, Fife Council (Tourism, Economic Development and Leisure & Cultural Services), Fife Cultural Trust, and Fife Contemporary Arts and Craft, along with a vast array of local businesses and artists continue to work together to nurture and develop the infrastructure and investment required to support a strong Creative Economy in Fife.

**Fife Place Partnership:** In March 2012 Fife Council received £200,000 from Creative Scotland to further develop its identity as a cultural Place. Designed to strengthen and strategically develop Fife's cultural infrastructure, it succeeded in levering in more than £500,000 of additional funding to bring the total investment to £699,551. The investment in two key posts has resulted in the creation of a Festivals Fife Strategy and a Creative & Cultural Industries Strategy along with their two associated networks, Festivals Fife and Create in Fife. Each provides a series of networking, development and training opportunities and are closely aligned to other key local and national drivers in the field such as Fife Council Economic Development, Business Gateway Fife, Applied Arts Scotland, Fife Contemporary Art & Craft, AmbITion Scotland, St. Andrew's University's Institute for Capitalising on Creativity and Skills Development Scotland. The strategies and associated action plans capitalise on the opportunities available for the sector and address the challenges identified by industry and at local level.

### Create in Fife:

- **Fund:** Launched in March 2013, it provides grants to businesses within the creative and cultural industries, supporting capital equipment purchase, web development and property refurbishment costs as well as other activities. To date the fund has approved 69 grants amounting to £76,125, an investment which has increased turnover by approximately £4.598m.
- **Awards:** Developed to raise the profile of the Creative Industries in Fife with the first awards presented to four winners in November 2013. The awards have provided a high-profile platform to recognise and celebrate the achievements of the creative sector in Fife and will form a new category henceforth in Fife's Business Awards hosted by Fife Council Economic Development and delivered annually as part of Fife Business Week.
- **Website:** An online resource, [www.createinfife.co.uk](http://www.createinfife.co.uk) provides a portal to further information relevant to the sector as well as an opportunity for creative businesses and practitioners to promote their products and services. Create in Fife social media channels on Facebook and Twitter provide information on the latest opportunities within the creative economy sector to local, national and international followers.

**Festivals Fife Website:** [www.festivalsinfife.co.uk](http://www.festivalsinfife.co.uk) supports festivals to grow audience numbers and develop opportunities for participation through joint procurement and cost efficiencies, broader programming and collaborative marketing. Their '[Explore Fife Map](#)' was launched on the Welcome to Fife website in July 2013. The interactive online map highlights all of Fife's cultural gems, festivals, museums, attractions and strategic events which will help visitors and local people locate things to do, see and explore.

**Fife's Hidden Gems Map:** An interactive map of cultural and creative activities in Fife produced in partnership with Promote in Fife

**Strategic Events Investment:** Fife's range of festivals has made a huge contribution to the economic prosperity and vibrancy of local communities, villages and towns, creating a real sense of pride and cultural identity, attracting Fifers and visitors alike, and creating new economic opportunities. A total of £2,257,562 invested in Fife's Festivals - £511,846 by Fife Council with community organisations securing an additional investment of £1,745,716.

**Think Innovation:** Fife's 'Think Innovation' framework was developed in 2012 and designed to foster imagination, creativity, innovation and enterprise within Education; introduce people to the creative and cultural industries; encourage emerging creative talents to study creative subjects at college and university and support those emerging talents and working artists, performers and craft makers to develop their work. The programme, in partnership with Fife College, Fife Contemporary Art & Craft and Fife Council Economic Development saw £74,564 invested in a range of creative projects with 3,196 young people in schools throughout Fife.

## Visual Art & Craft

- Fife Contemporary Art & Craft: has built a network for craft and visual artists which currently includes 567 members, mainly based in Fife. Over the past three years these have been sent 145 newsflashes which provide news and information on opportunities collated by [Fife Contemporary Art & Craft](#) from a range of sources.

*"Greetings from the Borders. Just a quick one to say how good it is to receive what I think is the best arts funding info stream I subscribe to on the network. It is honestly the best."*

- Visual Arts & Craft Forum: The forum is organised by Fife Contemporary Art & Craft in partnership with the Think Innovation programme to provide networking opportunities and professional development. Issues of current interest to craft and visual artists are explored at these meetings. Funding is always a popular theme and marketing, approaching galleries and digital developments have all featured as well as inspirational presentations by artists. 153 artists attended the last three gatherings.
- Visual Art & Craft Grants: Creative Scotland's Devolved Visual Art & Craft grants exist to provide grants to individual craft/visual artists living or based in Fife to help them develop their creative practice. They are supported locally by investment from both Fife Council and Fife Cultural Trust.
- In Fife, the programme provides both Opportunities Grants for small amounts of up to £750 as well as Bursaries to artists to provide a tailored support programme. The tailored programme runs over a 12-month period and reflects the professional development support the individual artists have identified as a priority to them inclusive of individual mentoring. The Bursary programme is unique to Fife.

 *It's good to give something back and it's also a great excuse for me to visit Fife and play a part in supporting the Kingdom's emerging creative talent."*

**Ian Rankin**, speaking about the College's Scholarship Programme

### 3 CULTURE AND WELLBEING

Much research work has commented on the value of cultural participation in increasing health & wellbeing, confidence, attainment and employability. Throughout the time span of this report Fife has significantly raised awareness of the value of the health & wellbeing outcomes of Cultural activity.

Recognising the pressing need to provide cultural activities which are meaningful and stimulating, Fife Cultural Trust, in partnership with other local services, endeavours to provide cost-effective 'preventative medicine' which is complementary to the provision of other mainstream medical services within Fife.

**Fife's Cultural Prescription Service:** Funded by Fife Cultural Trust and Creative Scotland and supported by NHS West Fife Psychology and Occupational Health Services, a Cultural Prescription Service was successfully developed and piloted over 8 weeks at the beginning of 2012. The purpose of the service was to fill the gaps in current provision whilst promoting the wellbeing outcomes of cultural participation and supporting those experiencing mental health issues. Courses were developed following a creative consultation with end users and clients were then offered a choice of classes designed to increase their wellbeing. It was clinically evaluated using the Hospital Anxiety and Depression Scale and results showed a significant reduction in symptoms of depression and anxiety.

Positive feedback, along with a growth in demand, has resulted in the service being delivered Fife-wide, and it has now run successfully from Sept 2012 to December 2013. It continues to be clinically evaluated with findings providing encouraging support for the benefits of social prescribing and indicating that this approach can contribute to improvement in wellbeing, self-efficacy and a reduction in anxiety and depression. To date a total of £40,979 has been invested in the service.

*"The classes give me a break from the voices in my head and help me to concentrate and focus my mind. I know that the groups are small, they may seem unimportant to the 'normal people'. But for us, the people who attend the sessions, they are a lifeline".*

**Book Prescription Service:** Fife's Libraries and NHS have been operating a Book Prescription Service for adults since 2009. It has grown from initially concentrating on mental health issues to cover cancer-related topics, chronic pain and postnatal/antenatal depression. The original scheme, providing special collections of books relating to mental health issues, continues to be provided through the library network. The collections are well used, with at least one title appearing in the top 5 most borrowed non-fiction titles in Fife every month. Statistical evaluation of these schemes is relatively simple and demonstrates that many people value the service. Measuring the impact of these self-help books on people's lives is more difficult and has not yet been undertaken. To date a total of £1,000 has been invested in delivering the service.

**The Band:** A large-scale community music project funded with £250,000 from Creative Scotland's First in a Lifetime awards, The Band was launched in February 2012 and created opportunities for people living in areas of multiple deprivation in Central to come together on a weekly basis and play music or sing in a choir. The project was open to ages 16+, was free to participants and included transport support if required. The Band had around 120 regular participants and 40 people attended the associated Musical Theatre Project. 42% of band members were unwaged, 10% were retired and 12% had declared mental health issues, ranging from borderline personality disorder to post-traumatic stress disorder, depression and anxiety. 14% have special learning needs.



*"The course has made more of a difference than any medication or psychologist has."*

**Cultural Prescriptions Project**

*“The Band helps me cope as I am a carer. It gets me through the week. It lifts me. It makes me happy to be part of something good. I love seeing so many happy faces after an evening of rehearsal.”*

The Band’s groups have performed to audiences totalling over 4,000 across a variety of venues and communities in Fife, including a performance on stage with the Scottish National Jazz Orchestra and by invitation at the opening of the Festival of Politics at the Scottish Parliament.

**The Wellbeing Toolkit:** Designed by Queen Margaret University and professionals working in the fields of wellbeing and culture in Fife, Fife’s Wellbeing toolkit aims to:-

- raise awareness of the contribution of cultural events and activities to wellbeing
- help community groups to evidence better the impact of their cultural activities on community and individual wellbeing to funders

Training in the use of the toolkit has been delivered by the Cultural Partnerships Team but there have been issues with promotion and communication and insufficient take-up of the training, with only 29% of respondents to the survey aware of the Toolkit and 10% actually using it. However, 60% of respondents indicated an interest in receiving training and information on its use. Those who have had training have found it to be resource intensive and there is not sufficient capacity within small, time- and people-stretched organisations to be able to implement the resource. However, it has raised the profile of the wellbeing outcomes of cultural activity and many organisations are better able to articulate these impacts as a result of the toolkit.



*“Having been to every festival since its inception, the event at Cambo Barn was one of the most moving of any Festival!”*

*East Neuk Festival Visitor*

**Scottish Mental Health Arts & Film Festival:** This Festival raises awareness of mental health issues in Fife and continues to challenge stigma and discrimination as well as empowering people to be seen as artists and creative people within a nationally promoted initiative. Fife’s events give people the opportunity to gain knowledge and information, find out about support services available, experience how being creative can help you feel better and also to have fun. A total of £14,849 has been invested in the programme over the last 3 years with support from NHS Fife, the Adult & Protection Committee and Fife Cultural Trust.

**Kitbags in Schools:** This is a resource developed by International Futures Forum to help children grow their capacities for listening, understanding, staying calm and self-confidence and to build positive relationships at home and at school. It was initially trialed in one Fife school that was experiencing significant behavioural difficulties with some of the pupils in 2012. Over the course of two terms children in the school were introduced to Kitbag and began to use it during circle time. A P7 pupil was appointed “Kitbag Monitor” and ran short sessions with two or three other children in the school. Gradually, staff and pupils began to notice and reported improvements in the atmosphere in the school. They said it felt calmer, children were more respectful of each other and underlying behavioural difficulties began to settle. They believed that relationships between children and also between children and adults had deepened and strengthened as a result.

Encouraged by this success, and working in partnership with Playfield Institute, International Futures Forum organised two training sessions for other primary schools to learn about Kitbag. Children from the first school introduced Kitbag to the children from other schools who attended the event. Staff who accompanied pupils to the two-hour session received a briefing about the underlying theory and concepts before being introduced to Kitbag by children from their own schools. By April 2013 fourteen schools had attended training and were in various stages of introducing Kitbag into their routine practice

International Futures Forum continues to build on the success and find ways to make the Kitbags more widely available.

## 4 CREATIVE LEARNING

**Fife's Creative Learning Network:** The network was established in 2011 and provides its members with the opportunity to:

- Share experiences, resources and expertise
- Gain an understanding of each other's work
- Establish good communication links

During 2012/13 Fife's Creative Learning Network focussed on building the work of the network, increasing the network membership from 39 individuals in 2011/12 to 150 individuals in 2012/13, a 285% increase in membership, which included 90 teachers. The number of creative/cultural organisations on the network increased from 30 in 2011/12 to 46 in 2012/13, a 53% increase.

Fife Cultural Trust work to ensure that Fife's Creative Learning Network is a central resource for partners, capturing opportunities, developing projects and partnerships and marketing for Creative Learning opportunities within Fife. The network links directly into a range of key partnerships including Fife Health & Wellbeing Alliance, Fife Youth Work Strategy, Fife Children's Rights Strategy and Fife Childcare Strategy. It also contributes to the Fife Teenage Girls & Physical Activity Steering Group, the Mental Health Improvement Group, Fife Cultural Strategy and the Early Years Framework.

During 2012/13 the programme saw 32 creative learning opportunities and 4 event/networking opportunities developed through Fife's Creative Learning Network, resulting in a total of £200,114 being invested in Creative Learning in Fife. The Creativity Exchange event in November 2012 brought together 120 delegates from across education and the creative and cultural organisations. In addition, Cultural Partnerships collated the 'Creativity in Learning: FIFE' magazine to complement the event. Participant feedback on the event was very positive:

*"Fantastic event, really enjoyed all the ideas and inspiration."*

*"The brochure 'Creativity in Learning: Fife' is excellent, and an extremely useful resource."*

*"This is something that would benefit other future teachers during their training."*

Fife Cultural Trust, in partnership with Fife Council Education Service, now jointly lead Fife's Creative Learning Network, ensuring its strategic positioning with both local Educational and Cultural priorities.

# The Way Forward

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The past 3 years have seen significant change politically, socially, culturally and economically and the review of Fife's Cultural Strategy needs to recognise and respond to this as we plan ahead. Fife Cultural Trust came into being on 1 October 2012 and has a remit to manage Fife Council's Libraries, Arts, Museums and Archives, in addition to theatres previously managed by ON at Fife in Dunfermline, Glenrothes, Kirkcaldy and Lochgelly. It also coordinates Fife's Cultural Consortium and as such has led the data collation in this report and will lead on the development and review of the Cultural Strategy.

In reviewing the strategy, in addition to hosting an online survey and reviewing the action plan targets, we conducted a series of focus groups with a range of strategic leads from across Fife Council services and Fife's Cultural Consortium. The purpose of these meetings was to review the current strategy and action plan in terms of its vision, strengths and weaknesses and to explore a way forward in terms of cultural planning which is aligned with and reflective of all of Fife's key strategic priorities.

 *“My wife thinks I am lost - I've been in here for 5 hours!!  
A great museum”*

**Scottish Fisheries Museum**

These discussions have highlighted Fife's strengths, recognising all that has been achieved culturally in the last 3 years. They have also identified a number of challenges to be addressed as we move forward with the key challenges highlighted, all revolving around Data Collection, Marketing, Communication and Strategic Connectivity. In moving forward we hope to radically redevelop the format of the strategy, focusing on 3 key priorities areas which have been identified for development:

- Fife as a Creative Place
- Health & Wellbeing
- Cultural Economy

The document style is envisaged to be sleek and highly accessible, promoting with confidence and clarity Fife's cultural direction. It will aim to address the following challenges:

- Increase our knowledge of the impact of Culture
- Strengthen collaborative working at a strategic priority level
- Better target and support our minority and diverse audiences
- Implement better data collection systems
- Better support the marketing and promotion of the strategy and how it relates to work delivered by community groups
- Develop more robust monitoring and evaluation mechanisms which demonstrate the true collective value of culture in Fife
- Clarify the differing roles of the Cultural Consortium, Fife's Creative Learning Network, Create in Fife, Festivals Fife and the support available from Fife Council's Strategic Events

The current strategy is now being reviewed, taking into account all of the data gathered in preparing this report along with feedback from key stakeholders and will be available for wider input and comment in the New Year.

# What you said...

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*"I realised I am approaching a certain age group and you know what, life goes on, you can be emergent in something new no matter what age you are"*

## **Dancing Days**

*"Amazing that we can see such a wide variety of Jazz and Blues in such a short period – hard to choose in the end."*

## **Fife Jazz Festival**

*"When asked what she liked about the show, my very well behaved five year old companion for the evening said: "Everything – except the dragon". I'd call that a job well done."*

## **Panto Adam Smith**

*"This is the best run fair i have ever been at."*

## **Cardenden Village Fair**

*"I can't tell you how helpful you've been. Even if I don't get anywhere with the funding I feel as though you've helped me get straight (in my head) how I need to move on. Thanks for your mini mentorship."*

## **Fife Contemporary Art & Craft**

*"What a delight in today's fast world"*

## **Puppet Animation Festival – Clydebuilt Puppets**

*"Constantly evolving and changing as the children progressed."*

## **Clydebuilt Puppets, Rural School Puppetry**

*"I have seen children who were reluctant readers blossom into eager readers who see the point of reading."*

## **Libraries Big Book Brain Quiz**

A word cloud shaped like a map of the United Kingdom, featuring various terms related to community and social impact. The words are arranged in a way that they fit the geographical outline of the country. The most prominent words are 'PARTICIPATION' (green, vertical), 'EDUCATION' (orange, horizontal), 'INVOLVEMENT' (red, horizontal), 'OPPORTUNITIES' (purple, horizontal), and 'ENGAGEMENT' (red, horizontal). Other visible words include 'HEALTH' (green, vertical), 'COMMUNITY-INVOLVEMENT' (red, horizontal), 'ECONOMIC-BENEFIT' (blue, horizontal), 'TOURISM' (orange, horizontal), 'WELLBEING' (green, horizontal), 'NETWORKING' (orange, horizontal), 'CIVIC-PRIDE' (purple, vertical), 'PARTNERSHIP-WORKING' (red, horizontal), 'EMOTIONAL-WELLBEING' (green, horizontal), 'INFORMATION-SHARING' (green, horizontal), 'RAISING-AWARENESS' (orange, vertical), 'RAISING-PROFILE' (purple, vertical), 'LEARNING' (green, horizontal), 'VOLUNTEERING' (orange, horizontal), 'TRAINING' (orange, horizontal), 'SOCIAL-INTEGRATION' (orange, vertical), 'MAXIMISE-RESOURCES' (red, horizontal), 'COMMUNITY-PRIDE' (red, horizontal), 'FUN' (green, horizontal), 'PARTNERSHIP' (red, horizontal), 'ACCESSIBLE' (green, horizontal), and 'ECONOMIC-IMPACT' (orange, horizontal).

**FIFE'S** CULTURAL CONSORTIUM

