

Unlocking potential: how can the creative industries contribute to prosperity, wellbeing, and fairness?

Janet Archer



7.30 p.m 4th November, 2015
Main Lecture Theatre, (3.25)
John Anderson Building
University of Strathclyde

Biography

Janet took up her post at Creative Scotland in July 2013. Since that time she has appointed a new senior leadership team and produced a long term plan for the arts, screen and creative industries in Scotland 'Unlocking Potential, Embracing Ambition'. Alongside this she has simplified Creative Scotland's approach to funding and begun implementing a new People Strategy for the organisation.

Prior to joining Creative Scotland, Janet spent 6 years at Arts Council England as Director, Dance, working as part of the national arts strategy team.

Before joining Arts Council England, Janet spent 16 years with the Newcastle based National Dance Agency, Dance City as Chief Executive and Artistic Director. Alongside this she was a founding member of the Newcastle and Gateshead Arts Forum, the Chair of Audiences North East, a Board member of the National Dance Network and Phoenix Dance Theatre.
<http://www.creativescotland.com/who-we-are/our-people/chief-executive/janet-archer>

Abstract

The Creative Industries contribute £3.7b to the Scottish economy each year and employ over 71,000 people across Scotland. That makes them a significant contributor to Scotland and an important contributor and catalyst for creative endeavour across the wider economic, social and cultural landscape. Creative Scotland works to grow stability and enabling sustainability through supporting the kinds of innovation, specialisation, localisation, learning and resilience that we need to help make Scotland's economy work in the 21st century. Our draft Creative Industries strategy is based on the following four cornerstones; Investing together to grow sustainable creative businesses; Innovating for the wider economy; Inclusivity through people and place; and International positioning. It is currently out for consultation. I would like to use this opportunity to stimulate a conversation about the direction we are charting and the impact it might make on all aspects of Scotland's life.