

Creative Scotland backs Edinburgh's initiative to drive growth in the creative industries

✘ Creative Scotland and The City of Edinburgh Council have this week announced new funding to support a strategy for developing the city's creative enterprises.

The heart of the plan is the revival of Creative Edinburgh, which will be marked with a formal launch on 3 November. The organisation will help businesses work together, make the most of the city's reputation and generate inward investment.

Creative Scotland is providing £120,000 which will complement investment from the Council and assistance already received from the European Union. The funding will support various initiatives in the Council's People, Place and Pound strategy for creative industries.

Councillor Tom Buchanan, Economic Development Convener for The City of Edinburgh Council, welcomed the announcement:

'We have long recognised the important contribution that the creative industries can, and do, make to the economy. I look forward to working with partner organisations on our strategy to grow the size, scope and international competitiveness of the creative industries base here in Edinburgh.'

Caroline Parkinson, Director of Creative Development at Creative Scotland, said: 'This investment will support creative businesses to continue to develop, grow and innovate. Whether finding new workspaces, or creative hubs, Creative Edinburgh is well placed to establish a network to share

experience, find new clients and generate business growth.'

As home to the world's most famous arts festivals, Edinburgh has a unique offer in its creative and cultural industries sector but the sector remains one of the city's least understood economic assets. Creative Scotland's investment is aimed at strengthening the sector, driving growth and promoting Scotland's global reputation for innovation.'

The work of Creative Edinburgh supports the Council's People, Place and Pound strategy to support the creative industries in the city. Key areas for development include:

- Promoting and connecting creative businesses to each other and potential customers.
- Identifying creative spaces, including locations that can act as 'incubators' for new businesses.
- Providing business development support to help new creative start-ups get off the ground.

Overall, Scotland's creative industries are growing at a faster rate than the average of the Scottish economy over last 10 years. The creative industries represent 5% of all registered businesses in Scotland and contribute £2.4 billion Gross Value Added (GVA) to the Scottish economy.

In Edinburgh alone, it is estimated that there are 4000 creative businesses and organisations, which provide jobs for 26,000 people.