



# Measuring the Social Impact of Scotland's National Performing Companies

March 2024

# Scotland's National Performing Companies

The five National Performing Companies (NPCs) are the **National Theatre of Scotland** (NTS), **Royal Scottish National Orchestra** (RSNO), **Scottish Ballet** (SB), **Scottish Chamber Orchestra** (SCO) and **Scottish Opera** (SO).

Together, they are beacons of excellence throughout Scotland's performing arts scene - telling the stories of Scotland and promoting Scotland on the national and world stages.

They significantly empower the Scottish Government's policy aim of Scotland being 'renowned at home and abroad as a creative nation, with a rich heritage, contributing to the world as a modern dynamic country, making a significant contribution to cultural life in Scotland and producing work internationally' [SG Report on the 5 NPCs, 2018].

## Photography credits

Front cover: Stuart Armit, Julie Howden, Leighanne Evelyn.

Page 4: Kris Miller.

Page 7: Disney (top), Fraser Band (bottom).

Page 13: Jen Owens.

Page 14: James Montgomery.

Page 16: Elaine Livingstone.

Page 19: Martin Shields.

Page 21: Sally Jubb (top), Stuart Armit (bottom).

Pages 24 & 25: Andy Ross.

Page 27: James Chapelard.

Page 29: James Glossop (top), James Montgomery (bottom).

Page 30: Andy Ross.

Page 32: James Glossop.

Page 35: Manuel Harlan.

This report was authored by The Audience Agency and Culture Commons on behalf of Scotland's five National Performing Companies.

Figures included are taken from the last full year of operation across the NPCs - April 2022 to March 2023. Data has been provided by the NPCs and collated and analysed by The Audience Agency - covering data on performances and activities, including educational programmes and box office data from across Scotland. Contextual insight has been added from population data, Scottish Index of Multiple Deprivation and public data on schools to relate the findings to the geographies and policy context for Scotland. This has provided the NPCs with a detailed understanding of their collective audiences and programmes which they can use to inform future activity. Where data is estimated from sample sizes, or is likely to under-representation impact due to gaps in data collection, this has been identified in the numbers provided.

The five National Performing Companies are core funded by



# Table of Contents

<b>The National Performing Companies and Social Impact</b>	5
<b>Reaching People and Places</b>	9
<b>Social Impact Area 1</b> Early Years and Primary School Children	12
<b>Social Impact Area 2</b> Young People aged 11-24	17
<b>Social Impact Area 3</b> Communities and Local Government	20
<b>Social Impact Area 4</b> The Creative and Cultural Sectors	26
<b>Social Impact Area 5</b> International Cultural Relationships	31
<b>Conclusions</b>	34
<b>Developing the Social Impact of the National Performing Companies</b>	35
<b>List of Partners</b>	36



RSNO Visual Impairment project.

## The National Performing Companies and Social Impact

The National Performing Companies (NPCs) have an ambition to create significant impacts for Scotland's communities, not just as artistic leaders, but as community builders, educators, innovators and agents of social change, through the creation of transformational artistic experiences.

This report demonstrates that collectively the NPCs:

- Build on a proud legacy of delivering creative excellence nationally and internationally.
- Reach a wide range of communities across Scotland and beyond with their work.
- Innovate using digital tools and collaborative approaches across mediums to broaden reach by refining working practices.
- Work alongside partners and experts to support communities and groups in Scotland to meet educational, wellbeing and healthcare needs.
- Lead the way in supporting the wider performing arts and cultural sector in Scotland to adapt to the future ahead.

### Context for this report

Scotland's NPCs are integral to the rich cultural tapestry that makes Scotland a truly creative nation. Producing and sharing world-class work locally, nationally, and internationally, the NPCs significantly contribute to the cultural life of Scotland and reach a diverse range of citizens and communities across the nation and on the world stage - in person and digitally.

The NPCs provide opportunities for Scotland's communities to come together, helping those in their early years to learn and children to develop critical life skills. By bringing world class work to doorsteps throughout Scotland, the NPCs are working to increase access to everyone, promoting wellbeing across all age ranges and to improve health outcomes for those in need. For the sector, they provide progression for emerging creatives, inspiration through innovation in digital presentation and engagement, and place Scottish artists on an international platform.

In late 2023, the NPCs commissioned Culture Commons and The Audience Agency to support them in identifying the collective impact of their activities across a wide range of policy areas and advise on best practice to communicate these to key local and national decision makers.

Through a systematic audit of the current policy landscape, Culture Commons identified eight priority areas for the Scottish Government and the local governments of NPC host cities (Glasgow and Edinburgh):

- Child Poverty
- Skills & Education
- Health and Social Care
- Equity & Diversity
- Green Economy
- Innovation and Growth
- Local Places
- Rural Communities

In parallel, The Audience Agency conducted a data standardisation and analysis process - a snapshot that captures the scale and breadth of impact in a single year: April 2022 to March 2023. This is the first time that audience and activity data has been combined across the five NPCs, and while this is not yet an entirely comprehensive picture, it is a powerful testament to the wealth of benefits resulting from the work of Scotland's NPCs and their host partners, both at home and abroad.

Bringing the policy and data findings together, Culture Commons have formulated five 'Social Impact Areas' for the NPCs to share with local and national decision makers that each have a strong evidence base to support them. These are:

1. Early years and primary school children
2. Young people aged 11-24 years
3. Communities and local government
4. The creative and cultural sectors
5. International cultural relationships

**The NPCs would like to thank the Scottish Government for funding this project.**



Scottish Opera and Disney Musicals in Schools *The Jungle Book KIDS*.



SCO ReConnect programme at Royal Edinburgh Hospital, NHS Lothian.



## Reaching People and Places

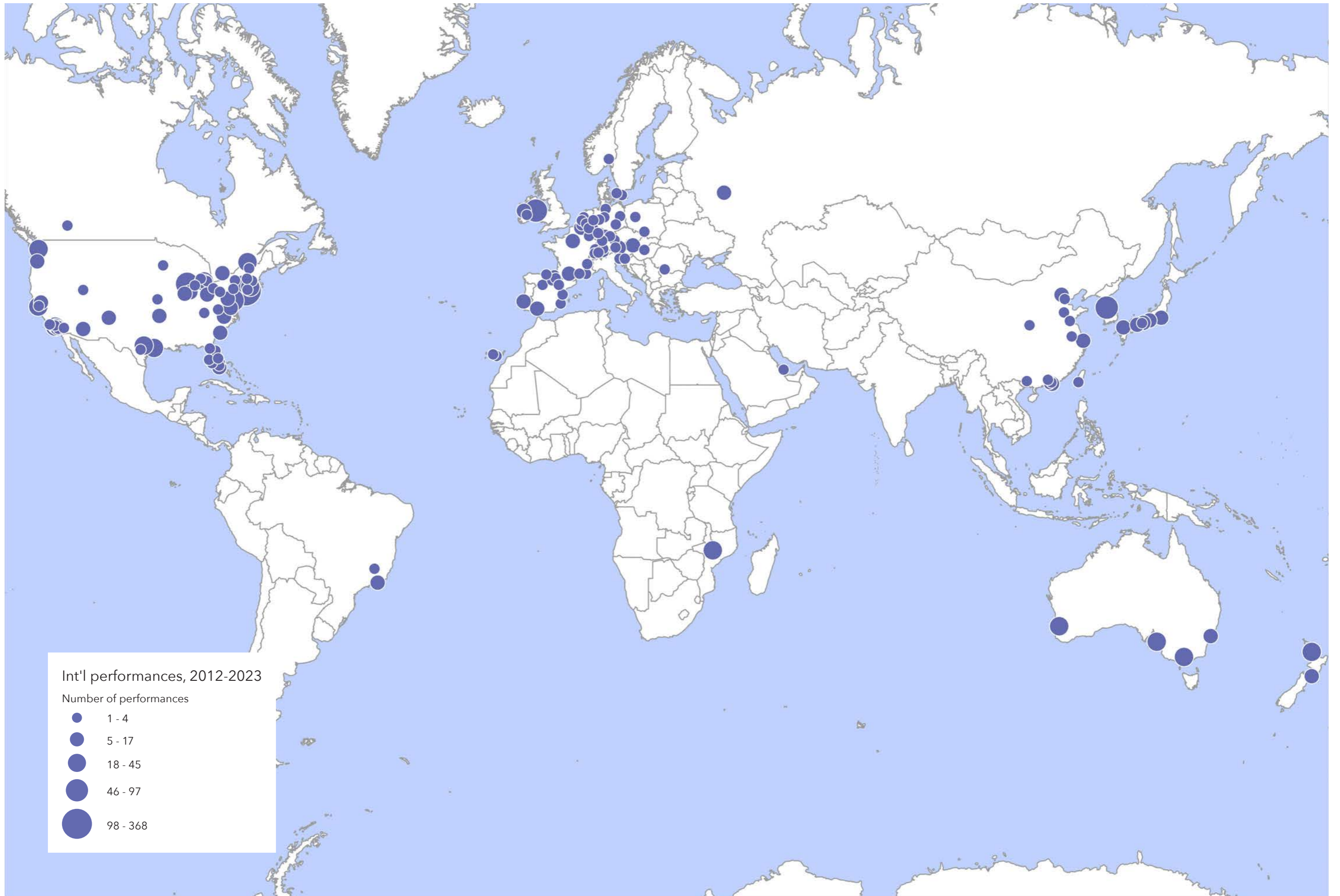
In 2022/23, the NPCs worked with over **1,600 creative practitioners** in **373 venues** across Scotland, delivering **2,047** live dance, theatre, opera, orchestral and chamber music performances to **over half a million people** across **all 32 of Scotland's local authorities**.

**16,818 people** participated in creative wellbeing programmes at **40** different community venues across Scotland, from town halls to day care provision spaces and community centres. Working in partnership with healthcare organisations including The Cystic Fibrosis Trust, Alzheimer Scotland and Sense Scotland, the NPCs supported elderly, marginalised and isolated groups to manage chronic long-term physical and mental health challenges.

**50,045** pupils across **306** Scottish schools were engaged in live interactive creative learning through NPC programmes. Through dance, music and drama projects, young people have been supported to meet their own mental health goals, engage with the global climate crisis, learn and develop new creative skills and play a more active role in their communities.

NPC digital content reached a global audience of over **1 million people** in 2022/23, with pioneering digital educational resources made available to every school in Scotland.

Over the past decade, the available data shows that the NPCs work has been seen live outside the UK by **628,264 people** in **154 cities** and **33 countries**. In 2022/23, their work continued to put Scotland on the map, from Großes Festspielhaus in Salzburg to Broadway, New York. The NPCs work on stage has garnered five-star reviews and awards in categories of the most prestigious global competitions including The Olivier Awards, the GRAMMY Awards, International Film Festivals, Critics' Circle National Dance Awards and many more; while new recording and screening partnerships, with the likes of the BBC and Sky Arts, have taken the work they produce in Scotland to millions more worldwide.



## Social Impact Area 1 Early Years and Primary School Children

*“The NPCs support early years and primary-aged children to thrive by broadening early life experiences and developing foundational skills through creative engagement.”*

### Scottish Government Policy Priority Areas:

- Skills & Education
- Child Poverty
- Local Places
- Rural Communities

### Key Policies:

*Getting it Right for Every Child, Scottish Government, 2022*

*Child Poverty Act 2017*

*The Promise, Scottish Government, 2020*

*Best Start, Bright Futures: Tackling Child Poverty Delivery Plan 2022-2026, Scottish Government*

*Culture Strategy Action Plan, Scottish Government, 2023*

*Programme for Government 2023–2024, Scottish Government*

“Stakeholders [arts, creative and education professionals] highlighted in particular the significant role that the arts and creativity can play in supporting literacy and numeracy skills in an accessible and current way.

Across all areas of learning, stakeholders felt the arts and creativity could add value through opening up new ways of learning, engaging less engaged learners, developing metaskills including critical thinking, problem solving, social intelligence, resilience, innovation and teamwork, and reinforcing learning across different subjects and topics.”

Creative Scotland’s review of Arts in Education 2022. <sup>1</sup>

The NPCs deliver live and interactive creative learning and storytelling activities through touring programmes, and lead the way in the use of innovative digital technologies, to reach children in communities and educational settings:

- Over the past year, the NPCs have engaged over **50,000**<sup>2</sup> pupils in primary schools in every local authority in Scotland through live and interactive creative learning and storytelling activities.



- The NPCs are leading the way in harnessing innovative digital technologies to reach children with interactive creative activities in every part of Scotland. In 2022/23, nearly **120,000** pre-schoolers and primary school pupils participated in the RSNO's digital storytelling platform alone.
- The NPCs work in educational settings reaches across the country and prioritises children in some of the most deprived and remote areas of Scotland: last year **28%** of the primary school pupils the NPCs engaged with lived in the most deprived areas in Scotland<sup>3</sup> and **23%** lived in rural or remote areas.<sup>4</sup>

### Case Studies: Social Impact Area 1

#### RSNO Annual National Schools Concert Programme

In 2023 the RSNO’s flagship education initiative introduced P5-7 pupils from schools across Scotland to the wonder of *Once Upon A Tune* (nominated for the *Yoto Carnegie Medal 2023*). Children experienced an immersive musical experience presented live by bestselling children’s author and illustrator James Mayhew. Live performances (including in Gaelic and with BSL) were presented in Motherwell, Edinburgh, Dundee, Aberdeen, Perth, and Inverness (accompanied by a suite of high-quality on-demand digital learning content). Teacher resources with lesson plans



and curriculum links that explore real life issues behind the stories (such as climate change, migration and mental health) were co-designed by the RSNO's Teacher Advisory Board. The programme integrates with the key benchmarks set out by Education Scotland.

### Scottish Opera: Opera in Schools

With over 50 years of experience in delivering projects for schools, including the annual Primary Schools Tour for P5-7 that reaches around 10,000 pupils each year, Scottish Opera offers a wide range of high quality school resources to support teachers in delivering arts-based cross-curricular activities at all levels of Primary education. Comprehensive audio, video, and worksheet resources help teachers prepare and deliver activities. A digital approach means teachers can build all elements of each project into lesson plans, helping to deliver aspects of A Curriculum for Excellence.

An example of the full collection includes *The Brassketeers*, an interdisciplinary project that introduces Early and First Level children to the joy of music using brass instruments and the rich sound world they create, while also supporting delivery of the numeracy curriculum. Teaching resources are geared towards pupils of differing abilities in P1-3, with lesson plans, slide shows, worksheets and games exploring the

relationship between music and maths, as well as introducing pupils to the basics of music theory and musical notation.

### SCO Family concerts

Music can provide inspiring shared experiences for the whole family and the SCO's annual family concert programme is designed for children and their grown-ups to enjoy together. These musical storytelling concerts – which take place in concert halls across the country each February – offer children and families the perfect introduction to live orchestral music in a relaxed and friendly atmosphere.

### SCO Big Ears, Little Ears

*Big Ears, Little Ears* interactive and informal concerts for babies, toddlers and their grown-ups bring out the musical side of the youngest audiences. Musicians mingle with families and little ones have a chance to play, sing and move together as they discover instruments, songs and stories alongside experienced musicians.

### NTS Theatre in Schools Scotland (TiSS)

Now in its tenth year, TiSS, is NTS' and Imagineate's hugely successful schools touring project produced to develop the provision of theatre and dance performances available for schools to host for their pupils. The annual touring programme is informed by teachers and features Scottish performing companies and artists specialising in theatre and dance for young people. Productions are designed specifically with schools in mind and the programme is year-round and available to book anywhere in Scotland.

<sup>1</sup> [https://www.creativescotland.com/\\_\\_data/assets/pdf\\_file/0006/93444/Arts-in-Education-Final-Report-December-2022.pdf](https://www.creativescotland.com/__data/assets/pdf_file/0006/93444/Arts-in-Education-Final-Report-December-2022.pdf)

<sup>2</sup> Schools Engagement report analysis identified 50,045 pupils taking part in 638 events in 306 Schools.

<sup>3</sup> Number of pupils modelled on whole school population data from Scottish Schools Census. "Most Deprived" indicates SIMD Quintile 1.

<sup>4</sup> School Characteristics taken from the Scottish Schools Census using the 6-fold Urban Rural Classification of schools – 23 % from areas classified as accessible rural areas, remote small towns, or remote rural areas.





SOYC rehearsal of *As The Seasons Turn*.

## Social Impact Area 2 Young People aged 11-24<sup>5</sup>

*“The NPCs support young people to make sense of the world around them and open future skills and career pathways.”*

### Scottish Government Policy Priority Areas:

- Skills & Education
- Health & Social Care
- Equality

### Key Policies:

*Young Person’s Guarantee*, Scottish Government, 2022

*Edinburgh Guarantee*, City of Edinburgh Council, 2010 (refreshed 2021)

*Curriculum for Excellence*, Education Scotland, 2019 (refresh)

*Mental Health and Wellbeing Strategy*, Scottish Government, 2023

*Scottish Language Bill*, Scottish Government, 2023

*Time to Shine Scotland’s Youth Arts Strategy 2013-2023*,  
Creative Scotland

*Scotland’s Learning for Sustainability Action Plan 2023-2030*,  
Scottish Government

*Culture Strategy Action Plan*, Scottish Government, 2023

*Programme for Government 2023–2024*, Scottish Government

The NPCs are actively involved in supporting the next generation to build agile and responsive skill sets to navigate the changing world around them. Young people gain a greater understanding of the arts and creative industries, helping them to identify their talents and aspirations for the future. The NPCs work is also tailored towards delivering against *A Curriculum for Excellence* which has an interest in developing an *Expressive Arts* curriculum as well as the commitments set out by the Scottish’s Government’s new *Cultural Action Plan*.

### In 2022/23:

- The NPCs’ live performances reached a collective audience of over **20,000** young people across Scotland.
- **Over 20%** of all NPC social impact programmes were focused on equipping young people to manage their individual mental health and wellbeing and develop the skills they need to enter Scotland’s creative and cultural workforce.

- Over **200** young people gained work experience opportunities, traineeships, Higher Education/Further Education placements, creative assistant roles and professional performing opportunities, helping them to develop careers in the arts.
- Over **300** young people engaged with professional artists at the NPCs to develop creative skills and produce work of their own through a wide range of targeted skills development programmes, including:
  - RSNO Youth Chorus and Changed Voices for ages 7-18
  - RSNO Young Creatives Programme for ages 14-21
  - Scottish Opera free digital resources for S3 music, art, and drama pupils.
  - Scottish Opera Young Company for ages 17-21 and Young Company Gateway for ages 14-18
  - SCO's Young Singers Programme
  - SCO's New Vibe creative programme for young people experiencing mental health problems
  - SCO's Academy for ages 12-18
  - Scottish Ballet Youth Exchange for ages 14-24
  - Scottish Ballet Safe to be Me young people dance film challenge for ages 12-23
  - Scottish Ballet Senior Associates young dancer training S3 to S5
  - Hot House - choreographic training for ages 14-21 (delivered by YDance in collaboration with Scottish Ballet)
  - NTS Creative Careers for ages 14-18
  - NTS Education Portal with filmed performances and resources
  - NTS Like Flying Project teaching aerial skills for ages 12-15

## Case Studies: Social Impact Area 2

### Scottish Ballet: Safe to Be Me

Safe to Be Me is a Scottish Ballet dance and film project delivered for young people in communities across Scotland, targeting issues such as racism, homophobia, ableism and transphobia.

Reaching **14,000** young people since 2018, the programme includes a combination of online and in-person in schools to engage young people in creative dance practices to explore their own identities and build empathy and understanding for others. The project aims to foster a sense of safety and confidence among these individuals, allowing them to embrace and celebrate their true selves, and to challenge prejudice and discrimination.

### The RSNO and SCO: Youth Assembly

The Youth Assembly jointly serves in an advisory capacity to both the SCO and the RSNO. Members of the Youth Assembly provide insight and use their knowledge of what appeals to young people to help both SCO and RSNO make decisions and develop new ideas. In return, Youth Assembly



members gain valuable life and work experience as well as practical insight in leadership and governance within the creative industries.

### Scottish Opera Young Company

Scottish Opera Young Company is a professional training programme aimed at developing portfolio careers for aspiring singers, giving those between the ages of 17-21 a unique and practical introduction to the art form and industry. The Young Company rehearses throughout the year, and after successfully auditioning for a place, each member works with a range of professionals - including directors, choreographers, conductors, and vocal coaches - to hone their skills.

The programme's training and professional development places equal importance on developing skills to work in a community outreach setting as well as performing in a theatre. The ultimate aim of the Young Company is to set singers up for success in a competitive and ever-changing industry, with many past participants going on to study opera at a high degree level and to have successful careers in the field.

<sup>5</sup> Taking the definition used by Scottish Government here <https://www.gov.scot/publications/life-chances-young-people-scotland-evidence-review-first-ministers-independent/pages/2/>

This encompasses age groups reaching the end of their compulsory education and finding their careers and defining themselves in the society around them.

## Social Impact Area 3 Communities and Local Government

*“The NPCs support communities across Scotland to build more resilient and liveable neighbourhoods.”*

### Scottish Government Policy Priority Areas:

- Child Poverty
- Skills & Education
- Local Places
- Rural Communities

### Key Policies:

*NHS Recovery Plan 2021–2026, Scottish Government*

*Rural Delivery Plan, Scottish Government, in train*

*Business Plan 2023–2027, City of Edinburgh Council*

*Strategic Plan 2022–2027, Glasgow City Council*

*Verity House Agreement, Scottish Government and Convention of Scottish Local Authorities (COSLA), 2023*

*Culture Strategy Action Plan, Scottish Government, 2023*

*Programme for Government 2023–2024, Scottish Government*

Through high-quality performances and community engagement programmes, the NPCs are reaching deprived and remote areas across the country.

- The NPCs delivered over **1,000** performances **across all eight of Scotland’s cities** at more than **100** venues - reaching an audience of **390,016**.
- **Half a million** people, from **every local authority in Scotland** attended a performance by an NPC in a host of venues large and small.
- **1 in 10** of all tickets sold to NPC events were issued to those living in the most deprived areas of Scotland.<sup>6</sup>
- **43%** of NPC audiences live outside large urban areas, including rural and highland and island communities.<sup>7</sup>
- **16,818** people benefitted from health and wellbeing focused programmes at **42** community venues - from town halls and local churches to day care provision spaces and community centres - engaging elderly, marginalised and isolated groups and those who manage chronic long-term physical and mental health challenges.



Scottish Opera's *Breath Cycle II* launch event.



The SCO is developing a new school choir at Castlebrae High School as part of the SCO's residency in Craigmillar.

## Case Studies: Social Impact Area 3

### Scottish Chamber Orchestra Craigmillar Residency

Building on previous residency programmes in the SCO's home city of Edinburgh, SCO in Craigmillar is a five-year community residency that embeds the SCO in Greater Craigmillar, delivering cross-artform workshops, performances and large-scale events for all ages.

The programme, supported by community learning partner Baillie Gifford, builds on the rich history of community arts in the area. It is designed to bring people together through music to enhance health and wellbeing, help people of all ages develop confidence and skills and empower residents to explore and celebrate their community and place. Since 2021, the SCO's professional musicians and creative learning practitioners have been embedded in the community.

A key element of this residency is *ReConnect*, developed in partnership with Caring in Craigmillar. This programme delivers interactive music workshops for people living with dementia. The project aims to improve patient and carer wellbeing and quality of life; bringing people together through music to connect, communicate and simply enjoy time together.

The *ReConnect* team uses musical practices to help patients to regulate agitation and promote more positivity. During the project, the NHS staff reported that musicians responded to the unsettled behaviour of some patients with strategies to diffuse potential moments of tension. Positive changes in patients' behaviour during, after and in-between sessions were reported by the care team, musicians and relatives.<sup>8</sup>

The SCO residency in Craigmillar supports Edinburgh City Council's strategic work to support the development - including the new council owned Castlebrae Community Campus that opened in 2022.

### Scottish Ballet National Centre for Dance Health in partnership with Health and Social Care Alliance Scotland

In 2023 Scottish Ballet established itself as a National Centre for Dance Health - leading the field of dance health globally - providing a combination of online and in-person dance classes designed to support communities of all ages access mental and physical health benefits associated with the practice of dance.

Scottish Ballet works in partnership with the Health & Social Care Alliance (ALLIANCE) to promote the benefits of Scottish Ballet's Dance Health within healthcare networks and government departments in line with the Scottish Government's social prescribing ambitions and Realistic Medicine Approach.

Scottish Ballet, Dance Base and regional partners across seven locations in Scotland deliver Dance for Parkinson's Scotland, offering weekly online

and in-person dance and movement classes to 100 participants living with Parkinson's disease.

In 2024 Scottish Ballet leads Healing Arts Scotland 2024, in partnership with the World Health Organisation and Jameel Arts & Health Lab. This weeklong collaborative campaign, launching at the Edinburgh International Festival, will be the first of its kind globally - placing Scotland on the map as a leading pioneer in the field of health and wellbeing in the arts.

### Scottish Opera Breath Cycle II

This ground-breaking online programme originated in 2013 in partnership with the respiratory and Cystic Fibrosis Medicine team at NHS Glasgow. Relunched in 2021, it is designed to benefit those living with conditions affecting lung health - particularly Long COVID.

The project includes weekly online sessions that teach participants a range of vocal exercises and breathing techniques. These practices are geared towards strengthening core muscles and developing breath control, which the British Lung Foundation has confirmed can have similar benefits to physiotherapy. Free resources introduce participants to vocal exercises and breathing techniques, with participants citing improvement in breathing, energy levels and mood. Outside the weekly sessions, exercises are also available on demand online for self-guided use, widening access.

In early 2023, Scottish Opera was awarded a grant by the Scottish Government to increase the number of participants who can take part in workshops, and to deliver a training programme for new session tutors. The project has also led to a new, developing partnership with Chest, Heart & Stroke Scotland using learnings from Breath Cycle to support their service users, including those living with Aphasia.

<sup>6</sup> Based on SIMD profiles of bookers - 9.8% of tickets were issued to postcodes in SIMD quintile 1.

<sup>7</sup> Bookers' postcodes profiled against the Urban/Rural classification system.

<sup>8</sup> SCO ReConnect Report 2019: <https://www.sco.org.uk/index.php/actions/tools/tools/download-file?id=37277>



Participants of a Scottish Ballet Dance for Parkinson's class.

## Social Impact Area 4 The Creative and Cultural Sectors

*“The NPCs support the development of Scotland’s innovative and sustainable creative and cultural ecosystem.”*

### Scottish Government Policy Priority Areas:

- Green Economy
- Innovation & Growth
- Education & Skills

### Key Policies:

*Draft Energy Strategy and Just Transition Plan, Scottish Government, 2023*

*Scotland’s National Strategy for Economic Transformation, Scottish Government, 2022*

*City Centre Recovery Task Force: report, Scottish Cities Alliance & Scottish Government, 2022*

*International Culture Strategy Survey, Scottish Government, 2023*

*Business Plan 2023–2027, City of Edinburgh Council*

*Strategic Plan 2022–2027, Glasgow City Council*

*Scotland The Perfect Stage Strategy 2015-2025, Visit Scotland*

*Visitor Levy (Scotland) Bill, 2023*

*Culture Strategy Action Plan, Scottish Government, 2023*

*Programme for Government 2023–2024, Scottish Government*

The NPCs represent excellence of technical expertise; harnessing digital technology to explore the creative potential in their sector; reaching new audiences across the UK and far beyond; and leading the sector in some of the challenges it faces, notably in the transition towards a green economy, equity of access to culture, and talent development.

The NPCs are central to Scotland’s world-class creative and cultural ecosystem. They help keep Scotland on the map as an internationally recognised cultural destination and act as a vital conduit for artists sharing creative practice globally.

- Digital content reached a global audience of over **1 million** in 2022/23.
- The NPCs are a vital part of helping Edinburgh and Glasgow compete globally as cultural destinations. During the 2022/23 season they delivered over **100** performances as part of the Edinburgh Festivals – which were enjoyed by over **50,000** attendees.



*Fly The Flag* was co-produced by Fuel, the National Theatre, the National Theatre of Scotland, National Theatre Wales and The Mac.

- As part of their Net Zero strategies, all the NPCs have been working to reduce the carbon footprint of their international touring to balance the many benefits of this cultural exchange with the environmental cost of this work, and they look forward to working with the Scottish Government on this as part of the development of the International Culture Strategy in 2024.

#### Case Studies: Social Impact Area 4

##### National Theatre of Scotland: Green Leadership

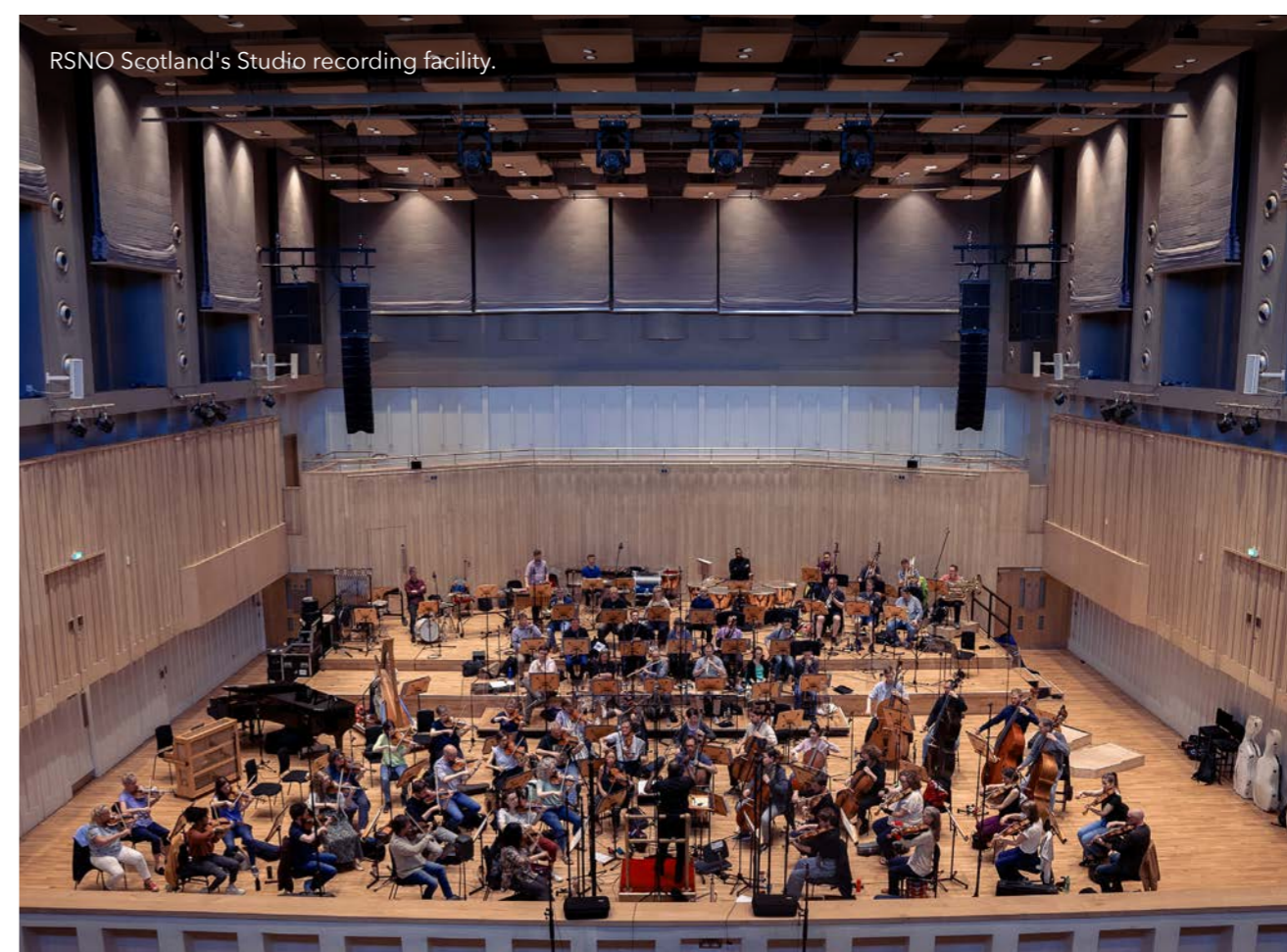
NTS currently sits on the steering committee of the Theatre Green Book along with the National Theatre of Great Britain, National Theatre Wales and other industry bodies and has been committed to reaching the Green Book's intermediate standards since 2021. NTS has recently laid out an updated ambitious plan to support Scotland's theatre industry to transition to a wellbeing economy of the future in their *Green Strategy*.

NTS aims to support the wider sector's transition towards a zero-waste future, placing climate justice at the heart of its work which includes ensuring all performances adapt to a circular economy ethos and employs the talents of Scotland's artists to explore and communicate climate change issues.

##### Royal Scottish National Orchestra - Digital Innovation

Over the past five years, The RSNO has been exploring ways to use new digital technology to reach a wider range of audiences across communities and develop digital projects at the heart of Scotland's creative industries. This work has so far included:

- The ongoing developing of ASTAR, a bespoke infant music player app which has been distributed as a 'welcome to the world card' in the Scottish Government's *Baby Box* pilot scheme.
- *Yoyo & The Little Auk* - an ambitious RSNO project supported by Event Scotland to celebrate *Year of Stories 2022*. This project delivered an original animated, orchestral tale from BAFTA award-winning artists; exploring parallels between bird migration in the natural world and human migration in the era of global citizenship, exploring Scotland's diverse cultures, languages and landscapes.
- Scotland's Studio - demand for the services of the RSNO's state-of-the-art recording facility, Scotland's Studio, has continued to grow apace, with the RSNO undertaking an exciting and diverse range of both classical and soundtrack recording projects during 2023. The Studio has attracted big names and notable projects from Hollywood, such as Kevin Costner's latest film *Horizon*, *The Equaliser 3* and Oscar nominated *The Woman King*. Production companies including Netflix, Apple and Sony are bringing projects like *Life on Our Planet* to Scotland. The RSNO's investment in digital infrastructure has led to growth in its soundtrack business supporting musicians based here in Scotland. The upgraded studio now records major film, television, and game scores, contributing to a more diverse global audience and providing a growing economic impact for the city to share with the world.





Scottish Ballet's production of Helen Pickett's *The Crucible*.

## Social Impact Area 5 International Cultural Relationships

*"The work of the NPCs help put Scotland on the international stage and foster cultural connections across the globe."*

### Scottish Government Policy Priority Areas:

- Innovation & Growth
- Equality & Identity

### Key Policies:

*International Culture Strategy Survey: consultation analysis, Scottish Government, 2023*

*Scottish Connections Framework, Scottish Government 2023*

*Business Plan 2023–2027, City of Edinburgh Council*

*Strategic Plan 2022–2027, Glasgow City Council*

*Culture Strategy Action Plan, Scottish Government, 2023*

*Programme for Government 2023–2024, Scottish Government*

NPCs have been showcasing Scotland's world-class creative and production talent on the global stage since 1891. NPCs' productions have garnered five-star reviews and awards in categories of the most globally prestigious competitions, including: The Olivier Awards, the GRAMMY Awards, International Film Festivals Critics' Circle National Dance Awards and more; while new recording and screening partnerships, with the likes of the BBC and Sky Arts, take the work to millions at home and abroad.

- Over the past decade, the NPCs live work has been seen out with the UK by **628,264** people in **154** cities and **33** countries across the world.
- As well as reaching audiences across Scotland and abroad, the NPCs are committed to supporting the world class cultural destinations they call home: in 2022/23 the NPCs delivered over **1,000** performances in Glasgow and Edinburgh, with half of the audiences coming from further afield, bringing visitors to these cities.

### Case Studies: Social Impact Area 5

#### Scottish Ballet: *The Crucible*, choreographed by Helen Pickett

In 2023, Scottish Ballet toured its ballet version of *The Crucible* choreographed by Helen Pickett to the Tennessee Performing Arts Centre, Nashville; The Kennedy Centre, Washington DC; and the Spoleto Festival USA, Charleston. The show received rave reviews - garnering attention from the Washington Post?





*Il tabarro* from Scottish Opera's production of *Il trittico*.

"With the swiftness of physical action in her toolkit and the fine dancers of the Scottish Ballet at her disposal, Pickett can and does cut to the emotional chase of this enormous story of how religious fundamentalism operates to ruin peoples' lives. The ballet *The Crucible* does what Miller's play never quite could; it lifts the love story of John and Elizabeth Proctor out of the Puritan mud and gives it more weight than Miller managed to." - Broadway World review

The 2023 USA tour was the latest in Scottish Ballet's extensive history of international touring which has included Asia, Europe and North America.

### **Scottish Opera - Attracting International Talent**

Scottish Opera works regularly with world-leading creatives, including many internationally renowned directors and designers who cite the quality of work at the Company as a major draw of working in Scotland.

Scottish director Sir David McVicar, who has directed more productions at the prestigious New York Metropolitan Opera House than any other director in history, has created several productions at Scottish Opera that are recognised worldwide for their excellence, and feature regularly in the repertoire of major international opera houses. His 2008 production of Verdi's *La traviata*, built and premiered in Glasgow, has travelled the world, including to Seville's Teatro de la Maestranza in July 2022. In the same month, his five-star outdoor production of Verdi's *Falstaff* - premiered in 2021 at Scottish Opera under pandemic conditions - opened at Santa Fe Opera. In March 2023, his 2017 production of Debussy's *Pelléas et Mélisande*, also built and premiered in Glasgow, opened at LA Opera.

### **National Theatre of Scotland: Black Watch by Gregory Burke**

NTS' production *Black Watch* is an inspirational example of Scotland's ability to share its stories on a global stage.

Created for the 2006 Edinburgh Festival Fringe, *Black Watch* was an instant success. Critically acclaimed, it toured extensively between 2007-2013 across Australia, Canada, Korea and North America.

The legacy of the play remains clear today featuring as part of the English examination body OCR's curriculum for A-level Theatre Studies and is available for study as part of NTS' online Education Portal.

### **SCO & Fondation Louis Vuitton**

In June 2023 the SCO performed two concerts at the prestigious Fondation Louis Vuitton (FLV) concert hall in Paris, designed by Nagata Acoustics who will also design the Dunard Centre, the SCO's new home in Edinburgh. The programme featured the world premiere of Guillaume Connesson's piano concerto performed by Alexandre Kantorow and was streamed live via Mezzo TV and the FLV website.

<sup>9</sup> Washington Post review: <https://www.washingtonpost.com/theater-dance/2023/04/01/ballet-novels-crucible-karenina/>

## Conclusions

This project marks a pivotal milestone in consolidating data and information from events, participatory activities, education work and audiences from across the five NPCs. Its aim is to underscore and demonstrate the collective social impact, in policy terms, that hold a particular significance to local and national policymakers in Scotland.

By meticulously gathering and synthesising hundreds of thousands of data points across the companies, The Audience Agency produced a comprehensive combined dataset which offers an aggregated perspective of activity and reach, establishing a substantial shared data repository for the NPCs.

Culture Commons and The Audience Agency have provided the NPCs with a detailed set of recommendations for further work to enhance their measures of social impact and provided a robust evidence base for the NPCs to advocate for the cumulative social impact of their efforts.

These insights have been paired with Culture Commons' comprehensive audit and analysis work to identify social impact areas, to provide a holistic view of the collective impacts that the NPCs generate, which hold relevance for policymakers.

Leveraging this new resource, the NPCs have delved into the data, developing insights to capture evidence of social impacts across Scottish regions and local authorities. These insights serve to enrich future planning and pinpoint strategies to enhance the NPCs' social impact across Scotland's population and have helped to identify next steps in developing the social impact of their work.



## Developing the Social Impact of the National Performing Companies

Here are key developments that would support the NPCs to deliver social impact to communities across Scotland and internationally.

### **Social Impact Area 1** Early Years and Primary School Children

Partner with Scottish Government to deliver a national digital infrastructure to build cultural education resources.

### **Social Impact Area 2** Young People aged 11-24

Improve collaboration across Scotland's wider cultural sector to understand the social impact of the entire sector in this social impact area.

### **Social Impact Area 3** Communities and Local Government

Develop a national picture for social prescription, beyond locally based link workers. Improve collaboration with policy makers in the education, health and wellbeing sectors to build a broad measure for wellbeing impacts that supplement existing project-specific health impact measures (used for detailed and clinical assessment of arts in health programmes).

### **Social Impact Area 4** The Creative and Cultural Sectors

Advocate for NPCs and the specialist skills they could provide to Scottish companies for partnership working (including integrated theatrical manufacturing by highly skilled artisans and a world-leading film and television soundtrack recording operation).

### **Social Impact Area 5** International Cultural Relationships

Earlier confirmation of International Touring Fund grants to help build and support long-term strong worldwide touring networks.

## Communications Recommendations

Based on the recommendations above, the NPCs propose the following next steps for their ongoing communications with policymakers:

- An invitation to contribute to key Scottish Government events including the forthcoming *Cultural Value Summit* to present the central findings from this report.
- The opportunity for regular meetings with the Cabinet Secretary for Constitution, External Affairs and Culture and other Ministers to share insights and discuss pertinent issues raised in this report.
- Opportunities to make a collective approach to agencies such as COSLA and the Scottish Cities Alliance (SCA) to demonstrate how NPC impacts can be employed across policy areas at local and national level. This will support ambitions set out in the Scottish Government's *Culture Strategy* and *Verity House Agreement*.

# List of Partners

Age Scotland  
Alzheimer Scotland  
Arts Marketing Association  
Association of British Orchestras  
Ballet ID  
Black Lives in Music  
British Association Performing Arts Medicine  
(BAPAM)  
Campbell Snowdon Care Home  
Caring in Craigmillar  
Centre for Cultural Value  
Charanga  
Chicago Scots  
Children's Classic Concerts  
Children's Hospice Association  
City of Edinburgh Instrumental Music Service  
City of Glasgow College  
Classic FM  
Costume networking group  
Craigmillar NOW  
Culture Counts  
Culture Runners  
Douglas Academy Music School  
Drake Music Scotland  
Dunedin Consort  
East Renfrewshire HSCP  
Education Scotland  
Engagement Artistic Leaders Forum UK Baillie  
Gifford Organisational Learning Festival  
Fanzclub  
Federation of Scottish Theatre  
Finn's Place  
Gig Buddies  
Glasgow Arts Fundraising Network  
Glasgow Chamber of Commerce  
Glasgow CREATE  
Glyndebourne  
Goethe-Institut Glasgow  
Heads of Workshop networking group  
Hebrides Ensemble  
Help Musicians  
IETM  
Imaginate  
Imperial College  
Independent Theatre Council  
International Futures Forum  
International Society for the Performing Arts  
Larkfield View Care Home  
Luminate

MS Society UK  
Music Education Partner Group  
Musical Theatre Network  
National Autistic Society Scotland  
National Opera Companies Committee  
National Opera Studios  
Newark Care Home  
NHS Ayrshire and Arran  
NHS GGC Health & Social Care Partnership(HSCP) -  
Community Oriented Primary Care Network  
NHS Lothian  
NHS Orkney  
NHS Physical Activity SIG  
NHS Physio Wellbeing  
NHS Sussex  
NHS Western Isles  
Opera Europa  
Parents and Carers in Performing Arts  
Ping Creates  
Pride Outside  
Queen Margaret University  
Royal Conservatoire of Scotland  
Sanctuary Queer Arts  
Scottish Book Trust  
Scottish Refugee Council  
Sistema Scotland  
St Columba's Hospice, Edinburgh  
St Mary's Music School  
Starcatchers  
TanzHaus  
Tayside Healthcare Arts Trust  
Technical Directors networking group  
The Pyramid at Anderston  
The Scottish Wildlife Trust  
The Touring Network  
UK Theatre Association  
University of Edinburgh  
University of Glasgow  
University of St Andrews  
University of Stirling  
University of Strathclyde  
V&A Dundee  
Visible Fictions  
Voluntary Action Orkney  
We Are With You  
West of Scotland Schools Orchestra (WSSO)  
World Health Organisation

and hundreds of venue partners across Scotland