

# Arts & Business Scotland Awards 2009 Shortlist

## Arts & Business Scotland Community Award - Sponsored by Essential Edinburgh

Awarded to a partnership that has encouraged specific and innovative community engagement with the arts.

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**Bank of Scotland & National  
Galleries of Scotland**

Bank of Scotland totalART: Gerhard Richter was the second modern art exhibition in a two-part series created by National Galleries of Scotland. This, the largest ever commercial modern art sponsorship in Scotland, enabled an innovative and inspired programme of education initiatives aimed at increasing access to the arts for communities across the country.

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**Claremont-Centre Ltd & The First  
Base Agency**

The Christmas Carroll project used a book and a play to shine a bright and uncompromising light of Scotland's heroin nightmare. Hundreds read the book. Hundreds saw the play. They laughed and cried. Over 1,000 school pupils are now less likely to become addicts of the future.

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**DC Thomson & Co Ltd, The  
Courier & Royal Scottish National  
Orchestra**

The Out and About Week in Perth and Kinross offered a unique opportunity for both the RSNO and The Courier to work in partnership and promotion for a second year running, to offer the community a unique, bespoke and unforgettable programme of musical experience.

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**ScottishPower & The Citizens  
Theatre Ltd**

Outspoken focused on the creation of an innovative piece of professional drama that explored the reality of stammering and its impact on the lives of people who stammer, their families and their peers. The project also explored the challenges which are associated with stammering and addressed key issues such as bullying.

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**ScottishPower & National Theatre  
of Scotland**

Transform East Renfrewshire: One All, sponsored by ScottishPower, was a moving performance involving school pupils, community groups and artists who all worked together to create a unique event offering an appreciation of each other's life experience and the role they played in the journey of the community of Barrhead.

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**Stena Line UK & Stena Line  
Wigtown Book Festival**

The Stena Line Wigtown Book Festival is one of Britain's best-known literary gatherings attracting thousands each autumn to Galloway's stunning countryside. Over three years, Stena's support has enabled this event to grow sustainably, developing new audiences and bringing maximum cultural and economic benefits to a remote corner of rural Scotland.

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### Arts & Business Scotland Small Business Award - Sponsored by Bank of Scotland

Awarded to a business with less than 100 employees for an arts sponsorship that has demonstrated quantifiable outcomes and measurable impact.

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<b>Front Page Design &amp; Binary Fable</b>	Front Page Design provided invaluable sponsorship for Binary Fable's The Lost Book online animation project. Both partners worked creatively on The Lost Book, with Front Page strengthening their existing commitment to the arts (as both a business and creative opportunity) and Binary Fable benefiting from Front Page's branding expertise.
<b>Highlander Music &amp; Blas Festival Limited</b>	Muir-or-Ord based distribution company Highlander Music, have supported the Blas Festival for four years by distributing 10,000 festival brochures to their network of 600 retailers in the UK and overseas. Marketing through placing the brochures in special 'listening posts' for Scottish music has added to the marketing impact.
<b>Hunter Property Fund Management &amp; Scottish Opera</b>	Hunter Property Fund Management, a small Edinburgh based firm, became a Performance Sponsor of a performance of Falstaff and received a matching A&B New Arts Sponsorship Grant to give them sponsorship of a vocal masterclass programme visiting high schools in Scotland's central belt.
<b>Inverarity One to One &amp; The Royal Glasgow Institute of the Fine Arts</b>	The Inverarity One to One Travel Award was established in 2007 as a flagship award in the Royal Glasgow Institute of Fine Arts (RGI) annual exhibition. A cash prize of £2,000, a two-week trip to Champagne, France, a solo exhibition and one of their art works adorning the label of an Inverarity house wine.

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### Arts & Business Scotland Young People Award - Sponsored by Scottish Arts Council and Scottish Screen

In recognition of a partnership that has harnessed the power of the arts to engage young people.

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**Bank of Scotland & Aye Write!  
Bank of Scotland Book Festival**

Aye Write! Bank of Scotland Book Festival continues to make literature and libraries accessible and fun whilst addressing poor literacy levels in Glasgow. The success of the Books to Go scheme has meant that 75% of participants, many of whom are from areas of social deprivation, now frequently use Glasgow's libraries.

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**Clydesdale Bank & Culture and  
Sport Glasgow, Libraries and  
Community Facilities**

Count Me In, a partnership between Clydesdale Bank and Culture & Sport Glasgow, seeks to use stories and play to lay the foundations of literacy and numeracy as basic skills in pre-school children. 4,500 books and games in a bag pack were distributed across 18 local authorities.

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**Royal Mail Group Scotland &  
Scottish Book Trust**

The Royal Mail Awards for Scottish Children's Books, run by Royal Mail, Scottish Book Trust and the Scottish Arts Council, get children and young people really excited about reading and writing. The awards are decided by nearly 20,000 young people across Scotland reading and voting for their favourite children's books of the year.

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**Scott + Co & Traverse Theatre**

Scott + Co. sponsored OutWrite, a brave and successful education project for young men in residence in Her Majesty's Young Offender's Institution, Polmont (HMYOIP) with the support of Motherwell College. The project offered six young offenders the opportunity to write short plays that were performed at the Traverse Theatre and in HMYOIP.

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**Shell UK limited (Shell) & Youth  
Music Theatre UK**

In 2008 Youth Music Theatre UK created a unique new musical with 120 young people from Beath, Lochgelly and Inverkeithing High Schools for the first time. Missing Mel Remixed, produced in eleven days, demonstrated what can be achieved with visionary support and commitment to social investment by Shell UK Limited.

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**Strathclyde Police & Borderline  
Theatre Company**

Stop Right There was a joint initiative by Strathclyde Police and Borderline Theatre Company to deliver a drama workshop project in Ayrshire Primary Schools. The project explored issues around gang membership and carrying offensive weapons, and encouraged the participants to consider the consequences of joining a gang.

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**Talisman Energy (UK) Limited & St  
Magnus Festival**

Riders of Sea Horses enabled Talisman Energy (UK) Limited to support the creative and educational development of young people in Orkney through a large-scale arts project. It enabled St Magnus Festival to enhance its relationship with Orkney schools, creating a major Festival event which celebrated a seminal figure in Orkney's history.

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### Arts & Business Scotland New or Returning Sponsor Award - Sponsored by Whitespace

Awarded to an art sponsorship by a business sponsoring the arts in Scotland for the first time or returning to sponsorship after a number of years.

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**The Capita Group Plc & Stirling  
Smith Art Gallery & Museum**

Capita were the major sponsors of the Leonardo da Vinci exhibition of drawings, celebrating the 60th birthday of the Prince of Wales. Their sponsorship injection enabled the Stirling Smith to mount this unique, high profile exhibition raising the annual visitor number by 26% and helping develop the venue's profile.

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**Glenalmond Group Ltd & Scottish  
Opera**

Glenalmond Group sponsored Scottish Opera's La Traviata and received an A&B New Arts Sponsorship Grant enabling Glenalmond Group to sponsor new equipment for Scottish Opera Education. Benefits of this sponsorship included visible brand alignment and staff involvement opportunities.

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**Maxwell MacLaurin & The  
Glasgow School of Art**

Historically law firms tend to support traditional sponsorships, but Maxwell MacLaurin decided to support innovative bespoke mentoring activities providing informed advice to young people who might not otherwise think of the visual arts as a career, and so encourage their application to a visual arts course within Further or Higher Education.

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**St Enoch Centre & The Citizens  
Theatre Ltd**

The partnership between St. Enoch Centre and the Citizens Theatre heralds a first time sponsorship for the company in the UK. This sponsorship of the Christmas production, the Wizard of Oz, ensured enhanced brand awareness for both partners and unique opportunities to develop new markets.

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### Arts & Business Scotland Sustainability Award - Sponsored by City of Edinburgh Council

Awarded to an established, on-going partnership that continues to set standards in creative arts-business collaborations. The winning business will demonstrate future commitment to its arts partner and will have been involved for a minimum of three years.

<b>Bank of Scotland &amp; Scottish Chamber Orchestra</b>	2008 saw the 14th year of a successful partnership between Bank of Scotland and the SCO with the Bank of Scotland Fireworks Concert. Both organisations share a common objective of bring the arts to new audiences and through embarking on fresh, innovative activity each year have substantially increased the audience for the event.
<b>Scottish Friendly Assurance &amp; Scottish Book Trust</b>	The Scottish Friendly Children's Book Tour brings the best UK and international children's authors and illustrators to schools, libraries and communities across Scotland providing children with a once-in-a-lifetime opportunity to see, hear and be inspired by a first-class writer.
<b>ScottishPower &amp; Edinburgh International Book Festival</b>	ScottishPower and the Edinburgh International Book Festival have been working together since 2005 to bring literature, language and ideas to as wide and diverse an audience as possible, making the Book Festival fully accessible to all, establishing ScottishPower as a forward-thinking organisation that cares about young people.
<b>ScottishPower &amp; National Theatre of Scotland</b>	Transform sponsored by ScottishPower, is a series of moving performances involving school pupils, community groups and artists working together to create a unique event which offers an appreciation of each other's life experience and the role each played in the journey of the communities of Fife, Dumfries and East Renfrewshire.
<b>Scottish Widows plc &amp; National Galleries of Scotland</b>	In 2008 over 4000 children entered the competition, with the winning art works displayed in the National Galleries and in Scottish Widows' headquarters. The partnership has proved mutually beneficial and engaged large numbers of children, teachers and their parents, and inspired young people across Scotland to participate in the visual arts.
<b>Standard Life &amp; The National Youth Orchestras of Scotland</b>	Standard Life's invaluable support ensures the very existence of Scotland's only National Children's Orchestra, benefiting young musicians aged 8-14 yrs, their families, music lovers, communities across Scotland together with Standard Life employees and their families. This partnership ultimately trains and educates Scotland's next generation of world-class musicians.
<b>Wolfson Microelectronics plc &amp; Edinburgh International Science Festival</b>	The long term partnership between Edinburgh International Science Festival and Wolfson Microelectronics has combined the skills and resources of both organisations to create and deliver inspiring and confidence building experiences of science and technology to the public.

### Arts & Business Scotland Cultural Branding Award – Sponsored by Stewarts

Awarded to a partnership that has reinforced the branding and marketing activity of a business through the use of culture, and demonstrated how the connection with culture increased business performance.

<b>Accenture Scotland &amp; Scottish Opera</b>	In January 2008, Accenture embarked on a significant cash and in kind three-year sponsorship of Scottish Opera, focused principally on Scottish Opera's innovative project to create major new contemporary opera, Five:15 Operas Made in Scotland, but with additional support for main-stage performances across Scotland.
<b>Bibliographic Data Services Limited (BDS) &amp; The Bakehouse</b>	BDS supported the Bakehouse's ambition to bring London's Shakespeare's Globe Theatre to south west Scotland. The audience of 1,200 was the largest on the Globe's tour and gave the BDS brand national focus and enabled The Bakehouse to grow in reputation and capacity.
<b>Henderson Loggie &amp; Dundee Rep Theatre</b>	Chartered Accountants, a love story set in Leith, and music from the Proclaimers, may at first seem like an unlikely combination. However, the unique pairing of two seemingly very different organisations, Henderson Loggie and the Dundee Rep Theatre, resulted in the Theatre's largest ever production and tour of the Sunshine on Leith musical.
<b>Lloyds TSB Scotland &amp; National Galleries of Scotland</b>	Lloyds TSB Scotland used the sponsorship to enhance their brand campaign focusing on investing in Scotland. The unique, accessible and high-profile exhibition of photographic, vintage and modern day, portraits from Vanity Fair magazine was part of longer term plans to re-invent the Scottish National Portrait Gallery for the 21st Century.
<b>Renault UK &amp; Edinburgh International Festival</b>	As Official Car Supplier to the 2008 Edinburgh International Festival, Renault UK supplied a fleet of 23 vehicles which were used to transport artists around Edinburgh during the Festival. The partnership has created a powerful brand alignment between Renault UK and one of the world's great cultural brands.
<b>ScotRail &amp; Royal Scottish National Orchestra</b>	The ScotRail / RSNO collaboration is an imaginative and unusual example of leading Scottish enterprises working across sectors to promote excellence, access to the arts and environmental responsibility while building brand identity through innovative media coverage, marketing and communications and a joint commitment to customer satisfaction.

### Arts & Business Scotland Leadership Award – sponsored by Chevron Upstream Europe

Awarded to a volunteer business person who has added outstanding benefit to an arts organisation through transferral of skills, knowledge, inspiration and strategic direction. This Award is open to any business individual who has volunteered their time through the Arts & Business Scotland Skills Bank, Board Bank scheme or contributed to the Master Class programme

There is no shortlist for this category. The winner will be announced at the Awards on 1 October at the Usher Hall.

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### Arts & Business Scotland Business Volunteer of the Year – sponsored by Standard Life

Awarded to an individual who has shown outstanding leadership in the arts during 2008. This Award is open to any chair, trustee, chief executive, member of staff or volunteer of a Scottish arts organisation, agency, museum or heritage organisation who has demonstrated significant leadership skills and improved the performance of their organisation.

There is no shortlist for this category. The winner will be announced at the Awards on 1 October at the Usher Hall.

## ENDS

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