



ALBA | CHRUTHACHAIL

# PLATFORMS FOR CREATIVE EXCELLENCE PROGRAMME

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## GUIDANCE



Scottish Government  
Riaghaltas na h-Alba  
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♦ EDINBURGH ♦  
THE CITY OF EDINBURGH COUNCIL

# What is the Platforms for Creative Excellence Programme?

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This is a programme to support proposals for strategic development activity across Edinburgh's festivals, taking place over a three-five year timeframe. It is open to applications from Festivals Edinburgh members only. The introduction of the in-principle five-year commitment of the Platforms for Creative Excellence Programme creates a strategic approach to evolving the future direction of the festivals and long-term developments and collaborations with global as well as Scottish partners. The Programme is expected to operate in parallel with the Scottish Government's annual project-based Edinburgh Festivals Expo Fund which is designed to maximise the opportunities to develop creative work from Scotland on an international platform.

The overall Platforms for Creative Excellence fund has a £3m annual budget agreed in principle across five years. It is designed to enable the festivals:

- to diversify their year-round partnerships with the culture sector across the city and Scotland;
- to drive transformation and creative innovation through long-term programming approaches;
- to increase career and skills development capacity for creatives and young people;
- to build new and lasting relationships with less engaged communities.

Investment in the programme has been provided by the Scottish Government and the City of Edinburgh Council with match funding from Edinburgh's festivals (each partner providing £1m per annum).

Creative Scotland will manage and administer the Scottish Government's contribution to the fund, in partnership with City of Edinburgh Council, and will oversee the monitoring and evaluation of the activity supported.

## Who can apply to the programme?

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The Fund is open to the members of **Festivals Edinburgh** and Festivals Edinburgh itself (when applying on behalf of all the Festivals). Applications are sought from the individual festivals and/or from consortia of two or more festivals.

## What is the programme looking to support?

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Applicants are required to submit proposals for a three year programme of activity from 2018, which relate to three-five year development ambitions. The proposals should deliver benefits against at least one, or more, of the following areas:

### **1. Sustained and strengthened programming innovation**

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### **2. Increased creative development opportunities across Scotland**

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### **3. Improved lives for citizens and communities through cultural engagement.**

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At the end of the programme period, key outcomes would deliver:

- strengthened festivals resilience as a key local and national cultural asset
- Scotland's global creative reputation and the quality of audience experiences maintained and enhanced
- jobs and growth impacts secured
- the festivals contributing to positive outcomes for communities, schools and citizens.

# Proposals are invited that are intended to achieve at least one of the following outcomes:

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## 1. Sustained and strengthened programming innovation

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The introduction of the five-year commitment of this programme is to allow the festivals to strategically evolve their future direction, complementing the existing Expo funding.

Proposals may include (but are not limited to) the following:

- Increased unique, innovative programming to secure and build upon the distinctiveness of Edinburgh's festivals
- Programmes of new high profile, collaborative commissions and collaborations with national and international partners
- Development of strategic programming partnerships with other global cultural leaders, enabling more ambitious international and multi-year joint planning.

## 2. Increased creative development opportunities across Scotland

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Proposals should demonstrate how the festivals will enable additional impacts by connecting more industry professionals based in Edinburgh and Scotland to the festivals as part of their career development. These may be built around the programming innovations set out in the previous outcome.

Proposals may include (but are not limited to) the following:

- Creative residencies
- Development collaborations for skills exchange between Scottish and global talent
- Career escalator programmes – selected individuals supported over a multi-year period to achieve career breakthroughs
- Talent awards – to identify emerging and diverse talent and offer guest curation and residency opportunities

- Designing lasting access initiatives and frameworks, which reduce barriers to international platforms and networks for creatives from under-represented groups, and developing artists with diverse voices to explore new directions
- Mentoring and support to further co-ordinate and increase access to professional development, networking and sharing of facilities/equipment, building on models such as the **Edinburgh Performing Arts Development Initiative**.

### **3. Improved lives for citizens and communities through cultural engagement**

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Proposals should demonstrate how they aim to maximise engagement with under-served communities, to remove the barriers to getting involved with the festivals, whether these be economic, geographic, social or psychological. This should include innovative and inclusive approaches that support choice for citizens, communities and schools to be empowered to take more risks in their cultural participation, which will ultimately enhance quality of life, wellbeing and aspirations. This may also include additional skills development opportunities at career entry and pre-entry levels, designed for young people of school age, school leavers and students at further education level, and proposals with creative learning objectives to intentionally develop understanding, knowledge and skills.

Proposals may include (but are not limited to) the following:

- Community partnerships
- Community-based productions
- Creative learning projects
- Skills development in partnership with schools
- Apprenticeships, traineeships or internships for school leavers and FE students.

To help sustain these outcomes beyond the Platforms for Creative Excellence programme period, long term programming partnerships should demonstrate how they will enable the festivals to cultivate new partner funding relationships including, where relevant, partners with a wider creative learning, skills and social justice remit.

# APPLICATION PROCESS

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## How to apply?

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Applications are invited from individual festivals or consortiums (who are members of Festivals Edinburgh) or Festivals Edinburgh themselves (when applying on behalf of the overall Festivals Edinburgh membership) in the form of project proposals, alongside a detailed budget showing all income and expenditure (using the budget template provided).

Information and supporting evidence of the collaborations being proposed (e.g. artistic statements from the artists/arts organisations, letters of support from proposed partners/co-producers) must also be included. Given the longer-term development of proposals involved in the programme, these can be in principle proposals.

The application must demonstrate which programme outputs and outcomes the proposal will contribute towards, how it will do this, and the measures of success. The application should demonstrate that the proposed project fits clearly within the Festival's mission and remit. Applications should also demonstrate how the project will be managed and delivered, its financial strength and value for money. Any proposals from a consortium of festivals for collaborative projects should be submitted separately and not as part of individual festivals' application, and should identify a lead partner who will take on responsibility for the overall financial management of the project.

## Budget information required:

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All commissioning costs including research, creation, production, presenting and marketing for the proposed project, are applicable. This includes artists' fees, production, technical and management costs. When considering artists' fees and payment for staff, please find further information on appropriate industry standard rates of pay on the [Creative Scotland website](#).

It is recommended that the proposal should include full cost recovery budgeting, clearly stipulating what the festivals and any arts organisations involved will be contributing 'in kind' through their internal resources and infrastructure. There must be a rationale provided for why internal festival costs attributed to proposals as 'in kind' contributions are additional, and they must not form more than 15% of the total value of the proposal across all income elements.

Cash match-funding across the whole of the Platform for Creative Excellence programme is expected to be a minimum of 18% of total programme value. It is recognised that some proposals have more potential to achieve match funding than others, so each individual application must demonstrate a minimum of 10% element of cash partnership funding.

The application must include a clear rationale to explain how the match funding is additional to any core festival income. It can include for example:

- Earned income from ticket sales
- Sponsorship
- Trusts and foundations.

Proposals must demonstrate that this is additional income (for example an existing sponsor can transfer their sponsorship to a Platforms for Creative Excellence project, but this must not reduce overall sponsorship for the core festival).



If a Festival is a Creative Scotland Regularly Funded Organisation any matched income must be additional to their core revenue funds. Likewise, if a Festival receives revenue funding from the City of Edinburgh Council this cannot be used as match funds.

Creative Scotland targeted funds may be appropriate sources for match funding and would be considered on a case by case basis. This does not guarantee that any Creative Scotland funds developed in the future will be eligible for Platforms for Creative Excellence match funding.

Subject to application, assessment and decision processes, the three funding partners are committed to achieving an indicative budget breakdown of at least 50% of investment being directed to programming innovation, 25% to creative skills development and 25% to community engagement.

Proposals should also give consideration to a legacy strategy over the three to five year period to ensure ongoing financial and creative resilience at the end of the programme period.

# Programme Timeline and Decision Making Process:

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<b>Deadline for applications</b>	18 July 2018
<b>Decisions announced</b>	September 2018
<b>Start dates for proposals</b>	Proposals receiving funding to begin between October 2018 and March 2019

The applications will be initially assessed by specialist officers from Creative Scotland and City of Edinburgh Council, with advice from relevant policy officers. Funding recommendations will then be considered by a panel made up of the lead representatives from Creative Scotland and City of Edinburgh Council. Each applicant will have an opportunity during the panel meeting to discuss their application with the panel.

The funding recommendations from the panel will then be shared with the City of Edinburgh Council Culture and Communities Committee and Creative Scotland’s Senior Leadership Team for final recommendation. These recommendations will then be ratified by the Cabinet Secretary for Culture, Tourism and External Relations.

# Help, Further Information and Advice

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If you require support, further information or have any general enquiries about this programme please contact:

**Lorna Duguid**

Email: [lorna.duguid@creativescotland.com](mailto:lorna.duguid@creativescotland.com)

Alternately, contact our Enquiries Service:

Email: [enquiries@creativescotland.com](mailto:enquiries@creativescotland.com)

Call: **0345 603 6000\***

Lines are open 10am-12pm and 2-4pm, Monday-Friday. Voicemail is available outwith these hours. If you want us to call you back, then leave a message with your number and we'll arrange a time to call you.

Web: You can send us a message via the Creative Scotland [website](#)



Twitter: Get in touch [@creativescots](https://twitter.com/creativescots)



Facebook: [facebook.com/CreativeScotland](https://facebook.com/CreativeScotland)

If you are a D/deaf BSL user, you can access our services with the Contact Scotland-BSL programme. Go to [www.contactscotland-bsl.org/public](http://www.contactscotland-bsl.org/public) for more information.

***\* Please note:** Calls to our 0345 number are charged at the same rate as calling national 01 or 02 numbers. Approximate charges are up to 9p per minute from landlines and between 3p – 55p per minute from mobiles. However, calls to this number are also part of inclusive allowances. Please check with your phone line provider for exact charges.*

# Data Protection - Funding Privacy Statement

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Creative Scotland (CS) requires some personal information about you / your organisation to consider your application for funding. Without such CS will not be able to fund your project.

If you would like to see a breakdown of the personal information CS requires, why it is required, what CS does with that information and how long CS keeps it, please refer to CS's Funding Privacy Notice available online:

<http://www.creativescotland.com/funding/help-with-your-application/funding-privacy-notice>

CS may share your personal information with third parties to comply with the law and / or for the legitimate interests of CS and / or the third parties concerned.

Where the personal information you have provided to CS belongs to other individual(s), please refer to CS's Funding Privacy Notice. You must share this Funding Privacy Statement and CS' Funding Privacy Notice with the respective individual(s).

You have some rights in relation to the personal information that CS holds about you under the **General Data Protection Regulation**. Information on how to exercise these rights is contained in CS's Funding Privacy Notice or you can contact CS's Data Protection Officer.

If you have any concerns with how CS has processed your personal information, you should contact CS' Data Protection Officer in the first instance, as CS would welcome the opportunity to work with you to resolve any complaint. If you are still dissatisfied, you can submit a complaint to the Information Commissioners Office.