



WELCOME PACK

Guidance for working
with Creative Scotland

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Welcome

The Youth Music Initiative (YMI) is a youth music programme reaching over 360,000 children and young people in Scotland a year. We're delighted to work with you to achieve the fund's vision of putting music at the heart of young people's lives and learning.

As grantees, you might find it useful to discover more about the wider work of YMI. This can be found on the [YMI pages of our website](#), providing details of our funding routes and priorities, key dates, and information on how YMI contributes to the wider work of Creative Scotland and its Creative Learning and Young People Team.

We encourage you to contact us with any questions, updates, event information or issues once your project is underway. Please [see page 17](#) for details on how to get in touch.

We look forward to following your project's progress.

About this pack

This pack provides the information you need for the duration of your project, outlining:

- what to do before you start your project
- what to do while your project is running
- monitoring, evaluation and reporting requirements



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Alternative formats, languages and access support

Creative Scotland is committed to offering clear and accessible processes and programmes that are open to everyone. On request, this information is available in alternative formats, including translations.

We offer access support to individuals and lead applicants, tailored to individual requests. Support can include Sign Language Interpreters for meetings and scribing support for dyslexic applicants and additional one-to-one support is also available.

For more information on access support, [please visit our website](#).

If you require support, further information or have any general enquiries, please contact our Enquiries Service:

Email:

enquiries@creativescotland.com

Web: Fill out a [form on our website](#)

X: Tag us in a post [@creativescots](#)

We aim to respond to all enquiries promptly. If you want us to call you back, give us your number and we'll arrange to come back to you as soon as possible.

If you are a d/Deaf BSL user, you can access our services with Contact Scotland.

Go to contactscotland-bsl.org for more information.

Before you start

Once you've received your award letter, there are a few things you must do before you begin your project.

Award email

You will have received an award email that details your unique funding reference number (**CS-YMIX-XXXXX-XXXX**). This is your reference number throughout your project. Please provide it with any correspondence you have with us about your project.

Special conditions

Your award letter outlines any special conditions which have been attached to your offer. As stated in your award letter, you must submit your response to these conditions by the date given.

Fair Work

As of 1 July 2023, all funding awards of Scottish Government Grant in Aid are required to meet the conditions of Scottish Government Fair Work Guidance. As part of your award offer you will be required to confirm that you will comply with the Scottish Government rules on Fair Work. For more information on this [visit our website](#).

Letter of Agreement

After your award email has been sent, a Letter of Agreement will be created and sent to you within a short period of time. The Letter of Agreement, Terms and Conditions and Schedule make up the Funding Agreement.

It is important that you read through the Terms and Conditions and understand what they require of you in relation to the project. If you are happy with the agreement, please electronically sign and return the Letter of Agreement to: legal@creativescotland.com.

Once we have received the signed Letter of Agreement and all required materials, we will acknowledge receipt and instruct our Finance Team to issue the first funding instalment for this project. By accepting any part of the funding and by starting your project, you are agreeing that you have read the Terms and Conditions and that you are happy to comply with them.

Please note that your offer may be withdrawn, and you may have to re-apply if we do not receive the required documentation by the date specified.

Funding payments

Ensure you complete the online bank details form using the link that was provided in your award email. Please note, we can only make payment to the named applicant organisation or individual's bank account.

Funding instalments

Your Letter of Agreement includes the payment schedule for your project. This will be paid in two instalments. The final instalment will be paid at the end of your project once you have submitted your End of Project Monitoring Form.

For some projects we require an Interim Project Monitoring Form. Your Letter of Agreement will tell you whether you are required to submit an Interim Project Monitoring Form.

Changes to your project

We understand that sometimes it is necessary to make changes to your project. If this happens, please contact the [Creative Learning Officer](#) as soon as possible to discuss any changes. In most cases, we will ask that you outline the changes to your project in an email so we can update your project file here at Creative Scotland. The Creative Learning Officer will discuss any additional requirements with you.

Promoting your YMI project

More than ever, it's vital that we all take every opportunity to demonstrate the value and benefits of art and creativity, and the impact of public funding for Scotland's creative and cultural sectors.

By doing so, you help us to:

- communicate to audiences the role of Scottish Government in public funding
- advocate for continued public investment in the arts, screen and creative industries
- celebrate the diversity of projects that have been supported by the public and the impact that this funding is making to the lives of young people across the country



Using the logo

One of the main ways to show your support is by using the YMI, Creative Scotland and Scottish Government logos (or text accreditation). It is essential that this is included on all your related information, marketing and publicity materials.

You can download logos and guidance [from the toolkit](#) and if you have any questions, please email: marketing@creativescotland.com.



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Key Messages

Whether you're chatting in person, creating text for your website, writing a press release or to your MSP, you can use these key messages to help support YMI:

Saying a few words about YMI as part of your concerts and events is a great way to celebrate the programme.

- 1. Key Message:** Music brings joy, it has the power to change our emotions, make us happy and generally feel good about ourselves

Taglines:

Music Makes Us Feel Good, Music Creates Happiness

- 2. Key Message:** Music creates safe spaces, resilience, and boosts overall health and wellbeing

Taglines:

Music Makes Us Feel Good, Music Creates Happiness, Music Develops Confidence

- 3. Key Message:** Music can bring people together and build stronger communities

Taglines:

Music Creates Communities, Music Brings People Together

- 4. Key Message:** Youth music can build careers, pathways, and sector development

Taglines:

Music Provides Pathways

Get started by announcing your funding

Once your letter of agreement has been signed and confirmed, it's time to announce the good news. Whether it's a post on social media, your website or a news release, choose a way to announce your funding that suits you best.

When announcing, it's important to acknowledge that your grant and YMI is made possible with funds from Scottish Government – by accepting this funding, you have made a commitment to acknowledge this support publicly.

Need some inspiration on how to announce your funding?

YMI funded [Fèis Rois](#), [NYOS](#), [Radio Buena Vida](#), [Summer Songwriting Club](#) and [Tinderbox](#) have announced their funding on social media in engaging and creative ways.

We have also created example copy for you to use and edit and to accompany this you can use the social media assets, or you can use one of your own images.

[Download from the toolkit.](#)

When announcing your funding on social media, you can use [#YMIScotland](#) and tag Scottish Government Culture and Creative Scotland to amplify the news.

Scottish Government:

X [@culturescotgov](#)
f [@TheScottishGovernment](#)

Creative Scotland:

X @ [@creativescots](#)
f [@CreativeScotland](#)

You may want to consider tagging your [MSP or councillor](#) to raise awareness of the YMI-supported activity taking place in their local community.

You can also announce your funding through a news release, see [see page 11](#) for our tips on doing this.

During your project

Share updates with your audience

Throughout your project, keep your audiences updated by sharing behind the scenes images, videos or post a story on your website. As with your announcement, if you're sharing these updates on social media, make sure to tag Creative Scotland and use **#YMIScotland**.

YMI funded [Glasgow CREATE](#), [Into The Music](#), [Drake Music Scotland](#), [Oi Musica](#) and [Love Music](#) are great examples of how to share project updates and if you need some inspiration on writing a website feature, we have a range of [YMI stories on our website](#).

We have also created some social media assets and templates which can be used when posting across your channels.

[Download from the toolkit](#).

If you let us know your plans, or send content to use like photos and videos, we may feature your projects and work on Creative Scotland's website and social media. Get in touch at: socialmedia@creativescotland.com.

Publicise key events and activity

News Releases

When appropriate, we encourage you to share relevant news and activities that are happening within your organisation with local press contacts.

You should look to incorporate the following in your press release:

- 1 or 2 quotes from key individuals or participants involved in your organisation
- an image of your groups (make sure you get the appropriate permissions)
- details about your project and how YMI support has benefited you and your organisation

We have created a press release template for you to use if you wish as well as useful tips on how to write your own news release. Please ensure you use the boilerplate information contained in this news release. [Download from our toolkit.](#)

As your project has received funding from Creative Scotland, we ask that you share your draft release with us at least 48 hours in advance of publication. This helps to ensure that:

- the funding is accurately referenced within the body of the news release and the correct logo is used
- the Creative Scotland boilerplate is added to the Notes to Editors at the end of your press release
- we are offered the opportunity to provide a supportive Creative Scotland quote
- reasonable time is allowed to plan co-promotional opportunities with you across Creative Scotland's channels and networks
- clashes with other cultural announcements are minimised
- where required, we can suggest media and press contacts you may wish to target.

If you have any questions regarding news releases, please email:

media.office@creativescotland.com.

Newsletter

We have a **monthly YMI newsletter** that features information about funding, projects, events and other youth music activities taking place across Scotland. To submit content for the newsletter, please email the **Creative Learning Officer**.

Our Creative Voice

Our Creative Voice is an initiative which seeks to increase interest in the arts and, importantly, encourage participation in artistic and creative activity across society.

Whether you're part of an organisation or you're working as an artist or creative, we'd like you to get involved. We are always looking for insightful and engaging stories to share as case studies.

Visit **Our Creative Voice** and **follow us** to learn more.

Opportunities

If you're seeking participants for a YMI workshop, session or professional development activity, you can advertise this on **Creative Scotland Opportunities**.

As a key platform for the creative and cultural sector, it's a great place to connect and advertise your activity with other people across Scotland.

Please read the T&Cs before signing up for free and posting your advert via the simple form.

If you have any questions or need support, get in touch at: opportunities@creativescotland.com.

Contacting your local councillor and MSP

Engage your local councillor or MSP in your activity. They want to support their constituency, so get in touch with them and tell them why your YMI project matters, how they can support you and YMI more widely.

You can engage your councillor and MSP by:

- invite them to an event, performance, workshop, practice session or other activity, ideally, invite them two months in advance and send them a reminder a couple of weeks before the visit
- add your local councillor or MSP to your mailing list so they never miss an update
- tag them in your social media posts when you're sharing your YMI stories and updates or ask their office if they can share your content.

Typically, your MSP might spend Tuesday to Thursday in Parliament and be in their constituency Friday and Monday. Your councillor predominately works in your local area, between the community and the council.

If you'd like to write to your councillor or MSP, we've created a template for you to use. [Download from our toolkit.](#)

You can find your local councillor on the [mygov.scot website](#) and your MSP on the [Scottish Parliament website](#).

You may also wish to [contact or invite the regional MSP](#) or local authority representative for your area.

Invitations

If you would like Creative Scotland to come and visit the work you're doing, or if you have invitations for showcases and events, please contact the [Creative Learning Officer](#).

After your project

The end of your project is the perfect time to reflect on everything you have achieved and share it with your stakeholders, such as your local community, your audiences on social media, Creative Scotland, the Scottish Government, your MSPs and members of the press.

All the above suggestions, from [news releases](#), [website features](#) and [Our Creative Voice case studies](#), can be considered when you're looking at what news or stories to share following the end of your activity.

Depending on your budget, time and other resources you could produce something as simple as a social media post, or as impactful as a video - but the first thing you should ask yourself is what you want to share, and what method of communication best fits the story you want to tell.

Do you have a project lead or musician who could write a great blog? Do you have photography you can use? Did your project involve a performance that you filmed?

Remember

- if you have not already built this into your budget, you may need to pay an additional fee to an artist or professional for their time if you ask them to produce additional work
- you must secure proper permissions from the people in your photos and videos, including for young children. Make sure you check that your permissions cover third parties such as partner organisations if you are sharing content with others

Some great examples of post-activity sharing can be seen by [Ayrshire Sounding Out](#), [RIG Arts](#), [Giving it Laldie](#) and [57 Degrees North](#) please feel free to email ymi@creativescotland.com to discuss your end of project activity in more detail.

Photography

We are always looking to update our stock with high-quality images of funded projects for use on our channels and in publications. If you have images or videos from project, feel free to share these with us.

Get in touch with our team at: marketing@creativescotland.com for more information.

Monitoring, evaluation and reporting

We report annually on the impact and reach of YMI to Scottish Government and other partners. We want to make sure you are evaluating what really matters in your project, we encourage evaluation to be built into timelines and ensure programmes develop and grow from previous learning.

Reporting templates

You will find the current forms required for YMI reporting and a guide to completing them on the [YMI Funding Documents](#) page on our website.

Further YMI specific monitoring and evaluation resources, including case studies from previous projects, are available. Please contact the [Creative Learning Officer](#) for more information.

Interim Project Monitoring Forms

Your letter of agreement will tell you whether you are required to submit an Interim Project Monitoring Form.

End of Project Monitoring and Final Payment

End of Project Monitoring has two functions. Firstly, it is your chance to report to us on what you achieved with your project and how you met the outcomes set out in your application. Secondly, it releases the final payment – this final payment can only be made once your report has been completed and submitted and signed off by the YMI Team.

When your report is received, it will be logged and sent to your lead officer in the YMI Team who will check the report before releasing the End of Project Payment. They will contact you directly if they need more information.

Your project will be considered complete when your final payment has been released.

If you have any questions about the monitoring and evaluation processes, or if you would like to discuss a new YMI application, please contact the Creative Learning Officer. You can also find up-to-date guidelines, forms and deadlines on the [YMI pages of the Creative Scotland website](#).

Tools and publications

Safeguarding

Creating Safety provides guidance on child protection and safeguarding for individuals and organisations involved in delivering artistic, cultural and creative projects for or with children and young people in Scotland. [Read the guidance on our website.](#)

UNCRC

The United Nations Convention on the Rights of the Child (Incorporation) (Scotland) Act 2024 will come into force on 16 July 2024. For more information on Creative Scotland's work in this area, [read the report on our website.](#)

Is this the best it can be?

Is this the best it can be? is a toolkit that can be used by anyone delivering arts and creative learning through collaborative or participatory projects and programmes. The toolkit builds on research and was designed with help from artists and organisations. At the core of the toolkit is a set of prompt questions to assist you in the creation of a 'compass' for your creative partnership – to help navigate what is important and what can be improved. [Find the toolkit on our website.](#)

Fair Work and Pay

Fair Work is a strategic priority for Creative Scotland, defined in line with the [Scottish Government's Fair Work First](#) guidance. It considers the key principles of respect at work, effective voice, fair opportunity and fair pay.

As part of this priority, we have produced a signposting guide for rates of pay, including industry standards, union rates and codes of practice from key lead bodies.

For these resources and more information on Fair Work, [visit our website.](#)

Keeping in touch

If you have any questions about the content or delivery of your project, please contact:

Formula Fund

Laura Leslie, Creative Learning Officer
(Maternity Cover)

laura.leslie@creativescotland.com
07545 402 074

Access to Music Making and Strengthening Youth Music

Megan Reid, Creative Learning Officer
(Maternity Cover)

megan.reid@creativescotland.com
07385 220 002

Funding Conditions, Paperwork and Project Updates

Carol Ashworth, Funding Officer

carol.ashworth@creativescotland.com

Communications

Press Enquiries:

media.office@creativescotland.com

Marketing Enquiries:

marketing@creativescotland.com

Social Media and Website Enquiries:

socialmedia@creativescotland.com

Feedback

We value your feedback on this Welcome Pack and how we could improve the support we provide. You can send your feedback to: ymi@creativescotland.com or contact **0330 333 2000** and ask to speak to a member of the YMI Team.