

**SCREEN SCOTLAND
SGRÌN ALBA**

SCREEN FUNDING

DISTRIBUTION AND EXHIBITION FUND

GUIDANCE 2018/19



Awarding funds from
THE NATIONAL LOTTERY®



ALBA | CHRUTHACHAIL

SCREEN SCOTLAND SGRÌN ALBA

Screen Scotland is the new dedicated partnership for screen in Scotland, delivering enhanced support for all aspects of Scotland's screen sector.

Screen Scotland is leading the growth of the sector through increased funding and support for film and television production, an increase in specialist staff and further investment in skills, festivals, audiences and education.

Screen Scotland sits within Creative Scotland and is a partnership with Scottish Enterprise, Highlands and Islands Enterprise, Skills Development Scotland, Scottish Funding Council, with funding from the Scottish Government and the National Lottery.

We are funding, developing and growing Scotland's screen sector by:

- Boosting production by increasing funding and support to grow the number and diversity of film and TV productions from Scotland
- Creating specialist business development provision for screen businesses ensuring that advice and support is appropriate and easy to access
- Improving employment opportunities in the sector through increased and co-ordinated opportunities for training and development
- Developing audiences by improving access to Scottish film and TV productions at home and internationally
- Growing and improving Scotland's screen infrastructure including studio facilities
- Developing Scotland's reputation as a destination for international productions and co-productions, supported by our world-class talent, crews, facilities and unique locations.

What is the purpose of the Distribution and Exhibition Fund?

This fund aims to support wider distribution of completed Scottish films across Scotland and internationally, and especially to increase access to Scottish films for as wide and diverse an audience as possible within Scotland.

We will provide funding to distributors or film production companies to extend and support the theatrical release of completed Scottish films across Scotland. We also aim to support the international distribution of Scottish films.

Please note, by ‘Scottish films’ we mean those films from writing, directing and producing talent based in Scotland, or films from producers based outside Scotland that involve writing and/or directing talent based in Scotland.

What are the key criteria that we will use to assess an application for funding?

Across all our Screen Funds, the decision on which applications will be funded will be based on an assessment of how far a project meets the following three key criteria:

- The project demonstrates the ability to be a high-quality work that promotes Scotland’s creativity and can attract a national and international audience; and
- The project provides significant opportunities for the creative and professional development of established and emerging writers, directors, producers, and craft and technical talent based in Scotland; and
- The project demonstrates the ability to be successful creatively and reach its audience, and will make a positive contribution to the Scottish economy.

What can I apply for?

We will consider funding some of the following costs within your Prints and Advertising (P&A) budget:

- digital and certification costs
- media/advertising
- publicity, and
- production of materials (including disability access materials).

We will also support the creation of delivery materials for Scottish films that do not have a sales agent but where there is significant interest from an international distributor.

Please note: We do not offer funding for the distribution or exhibition of filmed productions such as theatre productions or filmed sporting or music events intended for cinema broadcast.

Who can apply?

- **Existing distributors:**

You must be a distribution company with a track record of releasing films theatrically within the UK.

- **Film production companies based in Scotland:**

We will also support film production companies based in Scotland aiming to self-distribute a film produced by the company.

How much can I apply for?

Awards are likely to be in the range of £5,000 - £15,000. In exceptional circumstances we will consider awards in excess of £15,000. This should be discussed with us prior to making an application.

When can I apply?

Applications are accepted on a rolling basis. There are no deadlines, however applicants are strongly advised to contact us at screen@creativescotland.com as early as possible when developing a film's distribution strategy. Applications will be accepted up to 8 weeks before a film's intended release date.

How long will it take to get a decision on my application?

Decisions will take up to six weeks from the date we receive your completed application form.

Assessment Criteria: what to consider before applying for Distribution and Exhibition Funding?

- **Detailed sales and marketing strategy:**

Applicants should be able to demonstrate the film's market potential by providing a detailed sales and marketing strategy for the film. This strategy should clearly demonstrate how additional funding will augment the film's theatrical potential for audiences in Scotland. This could be evidenced by the film having already secured a strong festival run and/or having received critical recognition.

- **Evidence of key partnerships:**

Key partnerships should be identified in advance of making an application. This could include partnerships with exhibitors, public relations and advertisers (print and online).

- **Details of the target audience:**

In your application you should identify the target audience, comparable releases, release dates, proposed schedule, cinema list and budget (covering both income and expenditure, and including the amount requested from us). Please note that if you are awarded funding we will request the following reporting on completion: a narrative report including a qualitative and quantitative analysis of the release strategy; admissions and sales reporting across all platforms; and an outline of the strengths and challenges of the release strategy you undertook.

- **UK distributor:**

We will prioritise projects that have a UK distributor in place and where funding is being sought to augment the distribution strategy in Scotland. We will require approval of the UK distribution agreement as a condition of any award to a distributor. Please note however that we will not fund development of a distribution strategy or costs that should normally be covered by a UK distributor.

- **Access Materials:**

Any agreement for the distribution of your film in the UK provides for distribution of soft-subtitling and audio description materials in cinemas and on any DVD release of the film.

- **Recoupment of funding:**

Once you have received an amount of money equal to your own spend on the relevant distribution costs (as agreed with us) then, without any deduction, all receipts in excess of this (due during the first four month period of distribution) will be paid to Creative Scotland towards recoupment of the award.

Equalities, Diversity and Inclusion

As a lottery distributor and public funder, Creative Scotland is committed to addressing diversity in film and television, as outlined in our review of equalities, diversity and inclusion in Scotland's screen sector, **Equality Matters** (2017) and elsewhere.

A proactive approach to increasing diversity can improve screen projects creatively, fuelling innovation and creativity, and engaging audiences through a wider range of stories, perspectives and experiences. It can also benefit projects commercially, attracting wider audiences and generating greater revenues. Creative Scotland believes that true representation both on and off screen is vital for the sustainability and equity of the screen sector.

Applications for support to all screen funds will be strengthened by a specific and targeted contribution to improving diversity. The BFI's **Diversity Standards** provide detailed guidance to potential approaches.

How to apply

Do you need this information in alternative formats or languages, or do you need any access support?

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

We offer access support to disabled applicants, tailored to individual requests. Support includes Sign Language Interpreters for meetings and scribing support for dyslexic applicants. Officers can offer advice to new applicants and support them to make an application.

The Equalities Team can offer additional one-to-one support to applicants with access requirements. Please note we will accept applications and supporting materials which are written in English, Gaelic or Scots.

For more information, contact our Enquiries Service (see Page 10 for details).

Making an application

Applications must be made on the Distribution and Exhibition Fund Application Form, which can be found at www.screen.scot/funding.

Completed forms should be submitted along with all supporting materials to screen@creativescotland.com

In your application you will be asked to provide 2 written statements about your project's potential; the 'Creative Statement' should set out the project's creative profile while the 'Strategic Statement' should outline the sales and marketing strategy, evidence of key partnerships, details of the target audience, distributor and other details as set out above (see '*Assessment Criteria: what to consider before applying for Distribution and Exhibition Funding*').

Our assessment and decision-making process

What happens when we receive your application?

Once you have submitted your application we will review it for completeness and eligibility. If you have not provided all of the information required, or if you do not meet the eligibility criteria for Distribution and Exhibition Funding, your application will not be assessed. You will be notified of this, and of the reasons why, by email.

Complete and eligible applications will be assessed by Screen Scotland Officers, against the criteria and priorities set out in this guidance.

Assessments will be made on the basis of the information you provide in your application form and any supporting materials submitted, measured against the key criteria. We may contact you during the assessment process to seek further information about your project or clarification on aspects of the information you provide – and, as outlined elsewhere in this guidance, you may also be asked to attend a meeting with members of the Screen Scotland Team to discuss your project in more detail.

How we will make our decisions?

Following an initial assessment and Officer recommendations, decisions on final awards will be taken by the Screen Scotland Team, chaired by the Director of Screen.

As with most funders, we can only fund a proportion of the applications we receive. However we will offer feedback to unsuccessful applicants to strengthen their applications in order for them to re-apply should they wish to do so. We will only accept an application for the same project if the reasons for it previously being unsuccessful have been addressed.

Once a decision is made:

Once we have reached a decision, we will write to you to let you know the outcome of your application. If you are successful, we will send you information that tells you if there are any specific conditions of the award that have to be met before we can confirm the award. Once specific conditions, if any, have been met we will issue you with a Funding Agreement. You must note and adhere to all the terms and conditions of the Funding Agreement. At this point we will also ask you for your banking details, and agree a payment schedule and cash-flow with you, which will normally be set against agreed milestones. You will need to return a signed copy of our Funding Agreement. Once all conditions are met, we will release the first instalment of your award. If your application is unsuccessful, we will write to let you know why, and advise you of your next steps.

Complaints Procedure:

If you are not happy with the way we dealt with your application, you can access a copy of our complaints procedure [on our website](#). Please note that you can only complain if you believe we have not followed our published process when dealing with your application. You cannot use the complaints procedure to appeal against the decision.

Data Protection:

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 at:

www.creativescotland.com/privacy-policy/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 are welcome to 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.

Help, further advice or feedback:

If you require support, further information or have any general enquiries about the application process please contact our Enquiries Service. Our Enquiries Service will be able to advise you or will put you in contact with one of our officers.

Email: enquiries@creativescotland.com
Telephone: **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 [@screenscots](#)

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 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.



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