

Made in Scotland Fund 2020

Application
Guidance

What is the Made in Scotland programme?

Made in Scotland is a curated showcase that promotes high quality music, theatre and dance from Scotland-based artists, to international promoters and audiences at the Edinburgh Festival Fringe.

It is a partnership between the Edinburgh Festival Fringe Society, Creative Scotland, the Federation of Scottish Theatre (FST) and the Scottish Music Centre (SMC). Made in Scotland is supported by the Scottish Government's Festivals Expo Fund – awarded to the Edinburgh Festival Fringe Society.

Made in Scotland aims to raise the international profile of Scotland-based artists through the **promotion of their work** at the Edinburgh Festival Fringe. For more information about Made in Scotland, including details of previous showcases and the acts which have previously been supported, go to [the Made in Scotland website](#).

Activity can take place across the whole of the Fringe but if being presented for a more limited run we recommend that this should include the middle week. This is because Made in Scotland also supports attendance at the Fringe by visiting international promoters and the middle week of the Fringe is when the majority of them are in Edinburgh.

As well as supporting the actual showcase of work during the Fringe each year, Made in Scotland also has separate funding available to enable Scotland-based artists, bands and ensembles to take up new international touring opportunities as a direct result of promoter(s) seeing the work at the Fringe. The Made in Scotland Onward International Touring fund is also able to support artists based in Scotland who have presented work at the Fringe outwith the Made in Scotland Showcase.

For further information on this please see the [Made in Scotland: International Touring Guidelines](#) on the Creative Scotland website.

What will Made in Scotland support?

Funding is available to help support the presentation of artistically ambitious work at the Fringe as part of the Made in Scotland Showcase. All applicants should be considering their international touring ambitions for the show being presented.

The fund **will not** support the creation of completely new pieces of work – rather it is intended to provide additional resource to your existing plans to present work at the Fringe. It is also **not** able to fully fund a run at the Fringe – but it can be used to contribute to some of the direct costs of presenting work there (such as venue rental and technical hires, access, marketing and networking costs, access and accessibility costs) which will allow you to present your work at the highest standard, in the best possible conditions and with particular focus on maximising the international opportunity on offer.

What funding is available?

Given the broad range in scale of applications received it is not possible to advise on a typical award level. The total amount available for the Made in Scotland 2019 programme will be in the region of **£290,000** split approximately **£220k** to support theatre and dance and **£70k** to support music. We expect to support around **15-20** applications in total.

Other than the limitation of the available budget for the year, there is no minimum or maximum level of grant for which you can apply – however you should bear in mind that Made in Scotland is a **top-up fund** to enable you to present your work at the Fringe in the best possible conditions, so **it will not be the primary source of funding** for your Fringe run or performance. We have a responsibility to ensure that our limited funds support the presentation of a varied selection of the diverse work being developed and performed in Scotland.

Support for selected artists

Those selected to be part of Made in Scotland will receive a programme of training and advice to help them prepare for participation in the programme. Support will include specific advice and information about performing at the Fringe to help participating artists to achieve your goals, guidance on raising your profile, understanding and taking up touring opportunities, and developing contacts with international promoters.

Who can apply?

Made in Scotland covers theatre, dance and music – and applications can come from individual artists, companies, organisations, ensembles, promoters, bands, record labels and venues.

Applicant companies and organisations must be based in Scotland and individuals must be able to demonstrate that their principal home is in Scotland. Student and non-professional companies **are not** eligible to apply.

Organisations already in receipt of Creative Scotland Regular Funding, Open Project Funding or other Targeted Funds are eligible to apply, but need to clearly demonstrate the additional benefits that support from Made in Scotland will present.

What are we looking for in an application?

This programme is geared towards helping raise the international profile of talent based in Scotland and so export potential is a key selection criterion. Applicants should therefore describe what they consider to be the appropriate international market place for their work.

Specifically, we want to support the presentation of:

- High-quality, artistically ambitious productions or performances which promote the work of artists based in Scotland and are export-ready for the international market;
- and/or**
- Productions or performances which involve Scotland-based artists / companies in international co-productions or in collaboration with international festival directors and promoters.

Applications should demonstrate that funding will enhance the quality and ambition of the project in ways that would not be possible without this support.

Additional considerations for music applicants

All music applicants must consider the following:

The work can be new or existing repertoire which will be performed at the Fringe. Applications can be received from **individual acts** and can now also be received from **record labels, promoters** or from **venues** wishing to present **session-format** events featuring multiple Scotland-based acts over the course of one night.

Activity can take place across the whole of the Fringe but if being presented for a more limited run at least two performances (or one Music Session) must fall within the middle week. This is because Made in Scotland also supports attendance at the Fringe by visiting international promoters and the middle week of the Fringe is when the majority of them are in Edinburgh.

The selected Made in Scotland music programme will include independently produced performances at the Edinburgh Festival Fringe under the wider Made in Scotland banner. However, you must arrange your own venue hires and are also responsible for your own PR and marketing, although planning guidance will be available from the Made in Scotland team. If you have any general queries about taking part in the Fringe and finding a venue, then please contact the Edinburgh Festival Fringe Team by email - participants@edfringe.com.

Frequently Asked Questions

Q How is the Showcase selected?

Creative Scotland collect and administer applications, however the final decision is in the hands of two independent panels (one for Music and one for Theatre and Dance) who curate that year's programme. The panels are made up of independent expert advisors from the UK and abroad (programmers, critics etc.) with advice and support from the Made in Scotland partners and the British Council.

Q Is there a recommendation for % of support applied for?

No, however you should bear in mind that Made in Scotland is a top-up fund to enable you to present your work at the Fringe in the best possible conditions and will not fully fund your Fringe run.

Q Does the cash budget have to be cash or can it be part of the box office income?

You won't receive your box office pay-out until at least September so you need to think about the up-front costs (wages/marketing etc.) and demonstrate that you have this money in place.

Q My show is cross genre. Which programme should I apply for?

Think carefully about how you would describe the show to someone who doesn't know it. Does it fit more naturally with one rather than the other? Think about who the audience for your show are. Think about which curation panel may understand your project more, you can view last year's panels here: <http://www.madeinscotlandshowcase.com/programming-panels>.

Q Can I invite the curation panel to my show?

The curation panels change each year. Therefore, we are unable to share details on who they will be until after the application deadline date. The Made in Scotland partners are based in Scotland year-round and as a matter of course try to see as much work as possible.

Q Do I have to have my venue secured before the application deadline?

No, we are well aware that it will be unlikely for you to have your Fringe venue confirmed by the end of November. The panel will however be looking for you to demonstrate a level of understanding on where your work would fit in the Fringe.

Q Do I need to do the full run?

Activity can take place across the whole of the Fringe, but for theatre and dance being presented for a more limited run we recommend that this should include the middle week. For music applicants, a shorter run (of a minimum of three performances) is acceptable as long as at least two of those performances fall within the middle week; if you are applying as a Music Session (see music guidance on Page 6), that single event must take place within the focus period. This is because Made in Scotland also supports attendance at the Fringe by visiting international promoters and the middle week of the Fringe is when the majority of them are in Edinburgh.

Q Is touring a prerequisite?

You need to have considered what international touring ambitions you have. If touring internationally is not an ambition, then this programme is not for you. You do not need to have toured internationally previously or have an international tour already booked.

Q Do the Republic of Ireland, Northern Ireland, England and Wales count as 'international' touring markets?

As Northern Ireland, England and Wales are part of the UK, they are not eligible as international markets. The Republic of Ireland is deemed international.

Q The show hasn't been created yet. Is that a problem?

Made in Scotland will not fully fund the creation of new work – it is intended to top-up your existing funding to help create the best presentation of your show possible to potential international bookers.

It is possible to apply for funding for a show which, at the point of application/decision, is still being developed and has not yet been fully created. In such cases, the panel will be looking for evidence that the project proposal holds merit and that the creative team behind the show could deliver a high-quality piece of work. However regardless of when the show is created, the main costs for creating the show cannot be supported by Made in Scotland.

Q I don't have any supporting material for this show, can I provide support material from my previous work?

Yes, but only if it will provide the panel with an insight into certain aspects of the proposed piece. Providing material which does not, in any way, relate to or offer an understanding of your work will only hinder your application.

Q Can I apply for a show which is produced in collaboration with an international company/organisation?

Yes, Made in Scotland encourages Scotland-based artists to work in international collaboration.

Q What information do you need on my international touring ambitions?

You should demonstrate that you have considered specific international markets for your work – countries or regions of the world where you think your work will have particular appeal. We would expect to see a rationale for why you are prioritising these areas and it would further strengthen your application to identify specific venues, festivals or programmers there who you think would be interested in the work. You may also wish to include the details of existing international links you have in these areas.

Q Will Made in Scotland market my show?

Made in Scotland will market the programme as a whole but **not** individual work within it. Every company performing at the Edinburgh Festival Fringe is ultimately responsible for their own promotion. It is difficult to overstate how highly competitive it is to attract audience, media and promoter attention.

Made in Scotland encourages international promoters to attend the Fringe and, hopefully, to programme high quality work produced in Scotland in their venue and festival programmes. At any given moment these promoters are having to take decisions on what, and what not, to see in the knowledge that the volume of work presented at the Fringe is greater than their capacity to see everything which appeals at first glance. Part of their decision-making will be influenced by how you market your show in Edinburgh.

The Edinburgh Festival Fringe Society provide guidance on how to market your fringe show, as part of their Take Part guides. For more information go to: <https://www.edfringe.com/take-part/putting-on-a-show/marketing-and-promotion>.

How to apply

Application form

All applications must be made on the Made in Scotland application form which is available on the [Creative Scotland website](#).

Do you need additional support in making your application?

Creative Scotland is 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 welcome applications and supporting materials which are written in English, Gaelic or Scots. If you have any general enquiries about the application process, Guidance or Application Form, please contact our Enquiries Service (see Page 17).

Application requirements

For applications to be eligible:

- It is essential that you provide links to recordings of your proposed work (or of a previous work if the proposed work is not yet produced to give us a sense of quality and style of work). All supporting documentation must be submitted at the time of application. Please ensure that the application form makes clear where you have attached supporting material or provided a link to it.
- **For organisations:** you must provide a copy of your constitutional documents, Equal Opportunities Policy and, if you have one, your Equalities, Diversity and Inclusion Action Plan.
- **For sole traders:** you must provide your Unique Tax Reference Number at the time of submission.
- All applicants must complete the budget summary section in the application form and provide a more detailed budget attachment. See the next section for more details.
- You must check or tick the disclaimer box on the application form to confirm that you have read and understood the Guidelines and standard Terms and Conditions.

Budget

In the application form you will be asked to outline how much money you are applying for. You will therefore need to supply a provisional budget.

In addition to the mandatory budget questions in the application form, you **must** also provide a separate spreadsheet to submit a more detailed budget. This should be submitted as an attachment to your application. You must still complete the budget summary section within the application form and both this and your attachment must be accurate and complete for your application to be considered eligible.

When completing your budget please include all Fringe-related income and expenditure, including any partnership income and, where applicable, any in-kind support. We would strongly encourage artists and venues who plan to present work together at Made in Scotland to discuss their plans with one another in advance of making an application, particularly with regard to projected audience figures and financial arrangements.

Please only include costs directly associated with presenting the work at the Edinburgh Festival Fringe. Do not include costs for original creation or preview performances prior to the Festival. For in-kind support please include an approximate financial value.

Made in Scotland is committed to ensuring that activities we fund are inclusive and accessible to a wide range of participants. We therefore ask you to include relevant access costs. For example: British Sign Language interpretation; audio description and captioning; access assistants if required to support travel; or any costs relating to Gaelic/ Scots translation.

We would ask that you pay particularly close attention to the costs you allocate for paying the people involved in delivering your project. Creative Scotland is committed, through any activities we support, to ensure that artists, staff and other creative professionals are paid appropriately for their time and effort. We therefore expect applications to reference relevant industry standards on rates of remuneration where they exist.

The Edinburgh Festival Fringe Society do provide some guidance on how to present your budget and finances, as part of their Take Part guides. For more information go to the [Fringe website](#).

Supporting materials

Preparing your materials

To support your application, you must share images, audio and/or video of your current work and/or the work you intend to present or perform at the Fringe.

For any music promoter or record label putting on a Made in Scotland session with multiple acts, you must submit recorded work by each artist.

For theatre and dance applicants, film footage should be representative of your live work to help us understand the audience experience. Because of the volume of applications, audio and video materials should be limited to 5 minutes maximum where possible. If your materials are longer than this, please advise which specific 5 minute section we should consider.

Sharing your files

File transfer services like [Dropbox](#), will allow you to put all supporting materials into one place and submit alongside your application form.

Alternately your images, audio and video can be made available online and links shared with us for consideration. Please ensure you read and accept the terms and conditions of any online service that you use before sharing your materials with us. In many cases you can make materials private and limited to a specific, hidden web link. You can then share that link with us via email – this may be useful if you do not wish the materials to be openly available. Please note that we will need to share the link with external assessors so it's important that they can assess the files without the need to register on whatever site you choose.

Audio

SoundCloud allows you to upload audio files which can be Public or Private – go to the [Soundcloud website](#).

Video

Video files can be shared via YouTube or Vimeo. To adjust the privacy settings of each video, go to the [Vimeo website](#) and the [YouTube website](#).

Images

You can also submit up to 6 images if relevant and clearly titled and dated. Photos might be uploaded to a service such as [Flickr](#) or [Instagram](#). You can also attach your images to your application email (providing your total email is no bigger than 20MB).

Deadline and Submission

Applications for Made in Scotland funding should be submitted by email by:

Monday 11 November 2019

All applications should be emailed to:

madeinscotland@creativescotland.com

Once you've submitted your form, what happens next?

Immediately (within the hour)

Shortly after submitting your application, you will receive an automated response confirming receipt of the materials. This email will also outline the process and timeline for decision making. If you don't receive this automated email please check your spam filters, junk files and deleted items. If there is still no sign, get in touch with us to confirm that we've received your application.

Within the first 2 weeks

Your application will be checked for basic eligibility and completeness to ensure that you've filled in the required sections of the form, and supplied all the required supporting materials. If at this stage your application is considered to be ineligible we will email you giving you the reasons. If your application is considered incomplete, we will come back to you to explain this and seek any missing information from you giving you 2 working days in which to respond. Failure to come back to us with this information at this time will mean your application is incomplete and therefore ineligible. We'll advise you of this by email.

Decision Making Process

January 2020: Panel meet

All complete eligible applications will then be considered by an independent panel of advisors drawn from all relevant art forms and supported by representatives from the Made in Scotland partner organisations. This panel will make the final decision on who is awarded funding and will have responsibility for the programming of the Made in Scotland 2020 Showcase. The panel will consist of both Scotland-based and internationally recognised industry professionals and is appointed by the Made in Scotland partners.

Week commencing 17 February 2020: Decisions sent out

All applicants will receive an email confirming whether or not their submission has been selected by the panel for the 2020 Showcase. This communication will include the names of the panel members. At the same time contracts will be issued to all successful applicants, and these will need to be signed and returned before first payments can be issued.

Further advice and information

The Edinburgh Festival Fringe Society and Creative Scotland will run information sessions for potential applicants on the following dates:

Date: **Thursday 10 October 2019, 11am-1pm**
Venue: Scottish Music Centre, Glasgow
Location: www.scottishmusiccentre.com/home-page/contact-us/

Date: **Friday 11 October 2019, 11am-1pm**
Venue: Creative Scotland, Edinburgh
Location: www.creativescotland.com/contact-us

These events are free, but ticketed and with limited spaces. To book a place at one of these sessions, please email MadeInScotland@edfringe.com.

The event in Glasgow on 10 October will be live streamed. Details of this will be announced nearer the time.

For those unable to make these events, telephone information sessions can be arranged. To arrange a telephone information session, please email the Made in Scotland Team at the Edinburgh Festival Fringe using the email address above.

If you require any further support, information or have any general enquiries about the application process please contact the Creative Scotland 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
Tel: **0345 603 6000***
Web: www.creativescotland.com/contact-us

Phone lines are open from 10am-12pm and 2-4pm, Mon-Fri, with voicemail outwith these hours.

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.*

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 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 Privacy Notice. You are welcome to share this Privacy Statement and CS's 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 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's 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.

Made in Scotland is a partnership between



Supported by the Scottish Government's Festivals EXPO Fund.



Scottish Government
Riaghaltas na h-Alba
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