
YOUTH ARTS FUND: BURSARY PROGRAMME

**A guide to accreditation and
promotion for host organisations**

October 2021



ALBA | CHRUTHACHAIL



Scottish Government
Riaghaltas na h-Alba
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Do you need this information in another format?

Creative Scotland is committed to offering clear and accessible information. On request this information is available in alternative formats including translations.

We offer access support to disabled recipients, tailored to individual requests. Support includes Sign Language Interpreters for meetings and scribing support for dyslexic recipients. The Equalities Team can offer additional one-to-one support to recipients with access requirements.

If you require support, further information or have any general enquiries 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.

You can do this by email, through our website or social media.

Email: enquiries@creativescotland.com

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

Twitter: Send us a tweet [@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 you as soon as possible.

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/deaf-bsl-users for more information.

Welcome

Creative Scotland is delighted to support you to manage your Youth Arts Fund: Bursary Programme, enabling you to support early-career artists and creative practitioners aged 18-24 to develop, produce and share their work.

It is important that we take every opportunity to demonstrate the value and benefits of arts and creativity, and the importance of public funding. The grant you have received from the Youth Arts Fund: Bursary Programme is made possible by support from Scottish Government through Creative Scotland. By accepting, you have made a commitment to acknowledge this support publicly by using the logo lock-up and text accreditation (see Page 5). By doing so, you help us to:

- Communicate to audiences the role of Scottish Government and Creative Scotland in public funding
- Advocate for continued public investment in youth arts
- Celebrate the diversity of projects that have been supported by this fund

About the Youth Arts Fund: Bursary Programme

Since August 2020 the culture and heritage sectors in Scotland have benefitted from a £59 million funding package with a further £25 million announced in 2021, to protect jobs and help the industry weather the effects of COVID-19 pandemic.

As part of this announcement, £4.25m was allocated specifically to **support youth arts** during the pandemic and to ensure creative opportunities for children and young people continue to exist across Scotland despite COVID-19.

The Youth Arts Fund: Bursary Programme was a £300k fund (including £50k specifically to support the 20th anniversary of the Youth Music Initiative) to provide opportunities for arts and creative organisations to support early-career artists and creative practitioners aged 18-24 in the arts, screen and creative industries. Organisations could apply for funding to offer bursaries to these artists, to help them develop and produce work.

Crediting your award and promoting your project

As an organisation which has received funding from the Youth Arts Fund: Bursary Programme we encourage you to celebrate your funded bursaries through effective promotion. By promoting your project, you not only show that it is part of this programme, but also help to spread the word about the initiative and the range of bursaries supported.

Crediting your award

As a grantee of funding, the use of the Youth Arts Fund logo lock-up (or text accreditation) on your project materials is essential. Logos, text credit and guidance can be found **on our website**. If you have any queries about logo use, contact **marketing@creativescotland.com**

In addition to the display of the youth arts logo panel, in any places where people are reading more about the project, what it is, and how it has come about, we also ask that you use the following paragraph in all relevant publicity material such as press releases and on project websites:

(YOUR PROJECT NAME) is funded by the Scottish Government's Youth Arts Fund: Bursary Programme through Creative Scotland. The Youth Arts Fund: Bursary Programme enables arts and creative organisations to support early-career artists and creative practitioners aged 18-24 to develop and produce work.

Promoting your project

Part of our role is to tell the story of the value that the arts, screen and creative industries deliver to everyone who lives, works or visits Scotland. We are keen to showcase the work of the artists, creative practitioners and host organisations supported through the Youth Arts Fund: Bursary Programme. We encourage you to celebrate the work you have supported through effective promotion.

Part of our role is to raise awareness of the value that the arts, screen and creative industries deliver to all our lives. We are keen to tell these stories and showcase the work of the individuals, organisations and projects we fund.

News Releases

If you're planning to issue a news release or make any key public announcements about activity taking place with funding you've received through 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 with the following line within the body of the news release: Funded by the Scottish Government's Youth Arts Fund: Bursary Programme through Creative Scotland
- the correct Youth Arts logo lock-up 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

We're always here to advise on any questions you may have, so feel free to email us at mediaoffice@creativescotland.com and we'll be glad to help.

Website

We can feature your work on our website through our Explore section – these are presented in a variety of ways, including written pieces, guest blogs, and video interviews.

Take a look at creativescotland.com/explore for examples of the work that we do, and get in touch with socialmedia@creativescotland.com to discuss having your work featured.

Please note: we try to create balance of content across geography and artforms, and whilst we aim to showcase as much work as possible, unfortunately our small team only has so many hands.

Social Media

We have an engaged following on social media and love to share your work across our channels. Wherever possible, we amplify content that we are tagged in by sharing. We also support wider social media campaigns by posting content we are sent, and are happy to discuss the potential for more in-depth activities, such as takeovers and going live.

Please do send us information on your activities so we can share and create more in-depth content. It's also helpful if you can provide any supporting assets, such as images and videos (that we have permission to use, with full credits given). To discuss your plans, or suggest content for any of our digital channels, please email us at socialmedia@creativescotland.com.

We ask that you tag Creative Scotland in any social media posts: [@creativescots](#) on Twitter and Instagram, and [@CreativeScotland](#) on Facebook.

Newsletter

We issue a newsletter during the last week of each month. It features a broad range of activity from across the arts and creative industries including upcoming funding deadlines. Please do get in touch if you have content you wish to be featured:

socialmedia@creativescotland.com

Sign up for updates [on our website](#).

Opportunities

The Opportunities website can be used to advertise or search for jobs, workshops, funds, awards, residencies and other professional development opportunities across the arts, screen and creative industries. It is a great place to connect with creative people across Scotland.

It's a free service and really easy to use. Simply register as a user, upload the content and submit it to our digital team for approval. You can find our Terms & Conditions at

opportunities.creativescotland.com/home/terms.

Pending approval, the opportunity will go live on the site. Your opportunity may also be included within a weekly tailored newsletter based on users' preferences. Check it out:

opportunities.creativescotland.com

To ensure the Youth Arts Fund: Bursaries Programme supports as many people as possible we want to encourage applicants to only take up one bursary offer. We suggest that your application process/guidance includes this information and a question about whether an applicant is applying to any other organisations for the same programme.

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.

You can learn more about Our Creative Voice, download our fact files and read insightful case studies [on our website](#).

Follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

[Download our toolkit](#) for all the assets and information you need to get involved.

Safeguarding

As interaction with audiences and participants moves online, we encourage you to revise your processes and policies in relation to child protection and working with vulnerable adults. Organisations or individuals who plan to use digital tools to deliver their work, livestream events, or deliver online workshops, lessons and courses can access guidance through the [Creating Safety](#) resource.

Please note that the Disclosure (Scotland) Act 2020 will bring in changes to the disclosure and PVG processes. While these changes are not coming into effect immediately, you can find a summary of the upcoming changes on the [Scottish Government website](#). Alternatively, you can read the full Act and explanatory notes on the [UK Legislation website](#).

Contacting Creative Scotland

If you have any questions for Creative Scotland about the Youth Arts Fund: Bursary Programme, please contact:

Kirstin Zhang, Creative Learning Coordinator
Email: kirstin.zhang@creativescotland.com

If you have any questions about communicating your projects, please contact:

Sophie Bambrough, Media Relations & PR Officer
Email: sophie.bambrough@creativescotland.com

Sophie Craik, Digital Communications Manager
Email: sophie.craik@creativescotland.com

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