

**SCREEN SCOTLAND  
SGRÌN ALBA**

**SCREEN FUNDING**

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# **FILM FESTIVALS FUND**

**GUIDANCE 2020/21**



Awarding funds from  
**THE NATIONAL LOTTERY®**



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# SCREEN SCOTLAND SGRÌN ALBA

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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 and delivering activities to achieve the following objectives:**

- Boosting production by increasing funding and support to grow the number, quality and diversity of film and television productions from Scotland
- Creating specialist business development provision for screen businesses ensuring that advice and support is appropriate and easy to access
- Developing Scotland's screen talent and promoting Scotland's talent in domestic and international markets
- Improving employment opportunities in the sector through increased and co-ordinated opportunities for work-based learning, training and development
- Improving and expanding the provision of film and moving image education in every context, increasing its reach, depth and inclusivity
- Developing audiences in Scotland by increasing access to a wide range of film and television, and raising the profile of high-quality Scottish film and television among audiences in Scotland, the UK and internationally
- Developing Scotland's reputation as a destination for domestic and international productions and co-productions and developing international markets
- Growing and improving Scotland's screen infrastructure including studio facilities.

In addition, we have a number of specific Equalities, Inclusion and Diversity (EDI) requirements to:

- Strengthen approaches to equalities, diversity and inclusion, supporting those who are already leading the way in bringing Scotland's under-represented communities into the sector and onto our screens.
- Encourage diversity of on-screen representations and of the filmmakers whose work is programmed.
- Work with cinemas and festivals to improve physical accessibility and provisions

These guidelines tell you what the funding is for, who can apply and what our priorities are. You should read all the information in these guidelines carefully before applying.

## What is the purpose of the Film Festivals Fund?

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The Film Festivals Fund aims to increase the range and diversity of films available to audiences and deepen audience engagement. Projects supported through this fund should help to promote the experience of watching films together, and to raise the profile of film, especially **specialised film**. The fund also enables Scottish-based film festivals to develop and deliver projects that are in part or wholly digital and which provide online communal engagement with film. We welcome festivals experimenting with new and emerging digital models of exhibition to create improved audience experiences.

Film festivals play an important role in bringing diverse stories and representations to audiences. We will prioritise support for festivals that improve the diversity of film programmes and their audiences. This includes addressing characteristics protected under The Equalities Act<sup>1</sup>; in addition we also include Gaelic and other minority languages, socio-economic inequalities, geographic inequalities and looked after children. We will also prioritise support for projects that offer engagement for audiences with limited access to cinema. Applicants must also ensure their programmes are accessible.

The COVID-19 crisis has meant cinemas and film exhibition spaces - the traditional home of film festivals - are unavailable or likely to have significantly reduced capacity in the short-to-medium term. This fund supports film festivals to play an important and continuing role in bringing diverse stories, representations and audiences together. Any application for activity that includes physical gatherings must consider the current, and likely, restrictions that will be in place and outline the safe-guarding measures to protect staff and audiences.

<sup>1</sup> The protected characteristics under The Equalities Act 2015 are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation

We will also consider support for other film exhibition projects, other than festivals, that have the potential to meet the aims of the fund. These projects might include creating an online version of planned film tours that are now unable to take place due to current restrictions, or programmes of online audience development taking place over an extended period. If you feel you have a project other than a film festival which meets the aims and criteria for this Fund, please contact a member of the Screen Scotland Team to discuss in advance of an application. You can do this by emailing [screen@creativescotland.com](mailto:screen@creativescotland.com).

## Do you need this information in another format?

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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 will accept applications and supporting materials which are written in English, Gaelic or Scots.

If you require support, further information or have any general enquiries about the fund and how to apply 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](mailto:enquiries@creativescotland.com)

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

Twitter: Send us a tweet [@creativescots](#)

We aim to respond to all enquiries very 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 the Contact Scotland-BSL programme. Go to: [www.contactsotland-bsl.org](http://www.contactsotland-bsl.org) for more information.

# What can I apply for?

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You can apply for a range of project costs to plan and deliver your film festival, including:

- Research and development costs
- Programme costs (such as film hire, guest speakers, workshops/masterclasses)
- Staff costs linked to the project
- Online platform and delivery costs
- Set-up and implementation advice
- Training for online delivery
- Equipment/venue hire
- Safe-guarding costs
- Marketing and publicity costs (including print, online, PR)
- Disability related access costs (such as embedded and/or remote captioning, BSL interpretation, Audio D)
- Audience development, outreach and engagement activity
- Community engagement (such as dedicated Audience Engagement and outreach staff supporting attendance through a ticket/travel/childcare fund/bursary etc.)
- Community engagement where it addresses digital exclusion if your festival is a digital-only activity, particularly with digitally excluded and / or disadvantaged communities.
- Monitoring and evaluation costs.

Please note that all awards from this fund will be expected to support the development and delivery of a film festival, open to the public.

**N.B. Physical gatherings taking place before September 2020 will not be eligible for support. Any application that includes physical gatherings after that date will be subject to a review with the Lead Officer and in line with Scottish and UK Government advice before funding is released for that aspect of the project.**

## Who can apply?

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This fund is open to new and existing film festivals based in Scotland and presenting programmes to audiences, and to other constituted groups and sole traders based in Scotland, that meet the aims and criteria of this fund. If aspects of the project involve delivery of physical activity, that activity must be to audiences in Scotland.

If you are already in receipt of Film Festivals Funding but would like additional support to develop online activity and digital engagement initiatives please speak to us first. You can do this by emailing [screen@creativescotland.com](mailto:screen@creativescotland.com).

## Who cannot apply?

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Non-constituted groups and individuals are not eligible to apply. Organisations in receipt of Creative Scotland Regular Funding are not eligible to apply as a lead applicant but can be included as partners in other projects. RFOs should not be the main beneficiary of the funding or take the lead role. If you are an RFO with a project aligned with the aims of this fund that you would like to discuss, please contact [screen@creativescotland.com](mailto:screen@creativescotland.com).

You should also be aware that we will not offer match funding for activity which is also supported by Film Hub Scotland.

## How much can I apply for?

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Awards will be in the range of £5,000 - £70,000, per year of activity, depending on the scale and reach of your festival. We anticipate awards in the range of £1000 - £10,000 for digital-only festival delivery, but we will adopt a flexible approach and welcome more ambitious applications. Direct costs associated with digital accessibility such as audio description, captioning and BSL will be considered separately as part of your application. Festivals with a strong track record can apply for support for up to two years' activity (i.e. a maximum of £140,000 for a two-year programme).

If your disability access costs take your budget over the suggested ranges above then Screen Scotland will consider those costs as a supportable supplement e.g. an application for online activity costing £12,000 including £3,000 costs towards captioning and BSL interpretation will be eligible for support.

Successful applicants will be required to provide periodic updates over the funding period.

If you are seeking less than £1000 for digital work then Film Hub Scotland's **Pitch Pot: Digital Cinema Fund** is available.

Applications must include at least 10% partnership funding and all applications will be strengthened by higher levels of cash or in-kind match funding from other partners or the organisation applying. Only in exceptional circumstances will we consider funding up to 90% of a project budget.

Screen Scotland supports **Film Hub Scotland**, part of the BFI Film Audience Network, who offer audience development support for all levels of film exhibitors. Screen Scotland also supports **Regional Screen Scotland**, who provide advice and information on setting up local screen facilities. We recommend that all film festivals should consult with them as appropriate.

## When can I apply?

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Applications are accepted on a rolling basis and there are no deadlines. Applicants are encouraged to apply at least six months before their festival is due to begin. If you apply less than eight weeks before your festival starts, your application will be deemed ineligible.

New film festivals are strongly encouraged to discuss their plans with us in advance of an application being made. Please contact a member of the Screen Scotland Team by emailing [screen@creativescotland.com](mailto:screen@creativescotland.com)

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

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Decisions will take up to eight weeks from the date we receive your application and we have all the relevant information required to make a full assessment. If you apply less than eight weeks before your festival starts, your application will be deemed ineligible.

# What are the key criteria we will consider when assessing an application for Film Festival Funding?

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## **You must be able to demonstrate:**

- the project has high quality programming; and
- it will be well managed and delivered; and
- it has a clear target audience and strong plans in place to reach this audience; and
- it meets a clearly identified need, or gap in provision; and
- it has a strong audience engagement
- is accessible (in the widest context including disabled access provision); and
- it supports digital best practice in regards to data handling; and
- it is properly risk assessed and has the appropriate safe-guarding measures in place

# Where can I get advice and support to deliver a Film Festival including online?

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There are a number of organisations and resources to draw on if you require help to develop your project. Here are a few useful resources to help you:

- **Equalities, Diversity and Inclusion Action Plans: A toolkit**
- **Film Hub Scotland's Advice & Experience Scheme**
- **Together Films' Digital Perspectives**
- **UK Cinemas Facebook group**
- **Independent Cinema Office**
- **Inclusive Cinema**
- **Creating Safety guidance for online safety**

# What do I need to support my application?

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## **In addition to the application form, you should submit the following supporting materials:**

### **An outline of the proposed programme, and/or examples of previous programme**

- How will your festival be programmed?
- How many screenings and events will you offer?
- Is your film festival themed around certain issues, or styles of film?
- Does it raise the profile of particular films or stories?
- Does your programme include work by under-represented filmmakers?
- How will online activity reflect your festival aims and vision? What does it enable you to do in new ways? Who can you now reach that you haven't previously?

### **A marketing plan including target audiences, and demonstrating a commitment to access and inclusion**

- Does it reach audiences with limited cinema provision?
- What is your target number of admissions or engagements?
- Who do you hope will engage with your film festival?
- How will you reach them?
- How will you make sure that your event is accessible to as many people as possible?
- What need or demand is there for an event of this type?
- What evidence of interest do you have from potential audiences? (this is particularly, but not exclusively, relevant to new festivals)

### **Project plan including timeline and risk assessment**

- How will you ensure your project is well managed?
- How will you ensure your project is properly costed, and that budgets are well managed?
- What risks have you identified and how will you mitigate them?
- How will you safeguard the health and safety of audience, staff, volunteers and guests and meet COVID-19 restrictions?

### **A Volunteer Framework**

- A Volunteer/Intern Framework. Please see below (appendix A) for advice on creating a framework for working with volunteers

### **A detailed budget and cashflow**

- Please submit this as an excel document, showing income and detailed expenditure for the duration of the festival
- Cashflow is a required document for two year applications, but are also encouraged for one year applications.

### **Confirmation, or Letters of Intent, from other funders (cash or in-kind) and partners**

- Letters should include all other sources of cash along with venues, programme partners and others

### **Monitoring and evaluation plans**

- What are you hoping to achieve with your film festival?
- What are your key aims?
- What outcomes are you hoping will result in the longer term?
- How will you know if you have achieved your aims?
- How will you know who has attended your event, or if they enjoyed it?
- What have you learned from previous editions, or other events, that you will apply to the programming and management of this festival?
- How will you continue to develop and improve your event?

### **A copy of founding legal documents (for example Articles of Association, Trust Deeds, or written constitution).**

### **Equalities Diversity and Inclusion**

- Please include your Equal Opportunities Policy
- Provide an Equalities, Diversity, and Inclusion (EDI) Action Plan
- If you are providing online content outline how you will address digital inclusion including online safer spaces/safeguarding as well as any digital exclusion issues.

The level of information you need to provide will depend on the intended scale of your festival and the amount you are applying for.

## State Aid

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State Aid rules are set by the European Commission (EC) for all member states and will remain in place following Brexit. Ignoring the rules can lead to the EC viewing the aid as unlawful and possibly subject to repayment by the aid recipient. All of Creative Scotland and Screen Scotland's income originates from public funds (Scottish Government and National Lottery) and can therefore potentially be State Aid. Creative Scotland therefore must be mindful of the State Aid regulations before awarding any funding or making any commitments relating to payments.

Further details are available on the [Scottish Government website](#).

## Equalities, Diversity and Inclusion

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As a Lottery distributor and public funder, Creative Scotland and Screen Scotland are 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. We believe 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

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Creative Scotland/Screen 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 will accept applications and supporting materials which are written in English, Gaelic or Scots.

For more information, contact our Enquiries Service (see **Page 14** for details).

## Making an application

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Applications must be made on the Film Festivals Fund Application Form, which can be found on the Screen Scotland website:  
**[www.screen.scot/funding](http://www.screen.scot/funding)**

Completed forms should be submitted along with all supporting materials to: **[screen@creativescotland.com](mailto:screen@creativescotland.com)**

In your application you will be asked to provide a written statement about your project's potential. This statement should set out the background, vision, and need for your festival, as well as the aims of the festival and anticipated outcomes.

## Our assessment and decision-making process

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Once you have submitted your application, we will review it for completeness and eligibility. If you have not provided all the information required, or if you do not meet the eligibility criteria for Screen 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 these guidelines.

Assessments will be made on the basis of the information you provide in your application form and any supporting materials submitted. We may contact you during the assessment process to seek further information about your project or clarification on aspects of the information you provide.

## How we will make our decisions?

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Following an initial assessment and officer recommendations, decisions on final awards will be made at a panel meeting including officers from Creative Scotland and Screen Scotland and 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. 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

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Once we have reached a decision, we will email you to let you know the outcome of your application.

If you are successful, we will issue you with a Funding Agreement – confirming the award we are offering you, as well as any specific conditions that have to be met. 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 have been met, we will release the first instalment of your funding award.

If your application is unsuccessful, we will email to let you know why, and advise you of your next steps.

# Complaints Procedure

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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.

# Help, further advice or feedback

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If you require support, further information or have any general enquiries about the fund and how to apply 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.

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Email: [enquiries@creativescotland.com](mailto: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](http://www.contactscotland-bsl.org) 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

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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 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.

# Appendix A – Working with Volunteers

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## What is a volunteer?

The Scottish Government define volunteering as the giving of time and energy through a third party, which can bring measurable benefits to the volunteer, individual beneficiaries, groups and organisations, communities, the environment and society at large.

It is a choice undertaken of one's own free will, and is not motivated primarily for financial gain or for a wage or salary.

## General Principles for working with all volunteers

Creative Scotland recognises the diversity and importance of volunteering across the arts, screen and creative industries. It can range from serving on a Board through to performing on a stage and everything in between. Volunteering can be also short or long term and undertaken for a variety of different reasons.

Volunteering can take many forms, however we believe all organisations or groups working with volunteers should:

- Ensure that volunteers are acting on their own free will and able to volunteer in a manner which suits their specific needs. This includes the flexibility to volunteer for a mutually agreed amount of time over any period. This is highly unlikely to be equivalent to full time working hours over an extended period
- Demonstrate that volunteers are providing additional capacity and not taking on the role of a paid member of staff or external contractor
- Provide volunteers with all the training and ongoing support which is necessary for them to fulfil their voluntary duties
- Provide clear and accessible opportunities for all volunteers to be reimbursed for essential costs associated with their voluntary duties
- Involve volunteers in developing an agreement which clearly sets out the expectations of the volunteer and the organisation

Volunteer Scotland and Voluntary Arts Scotland have created a Toolkit which provides helpful guidance and practical steps for working with volunteers. You can find this [here](#). If you have any questions on volunteering within your Festival we would be happy to discuss this further.



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