

**SCREEN SCOTLAND  
SGRÌN ALBA**

# **DISTRIBUTION FUND**

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**APPLICATION GUIDANCE**

 Awarding funds from  
**THE NATIONAL LOTTERY®**



ALBA | CHRUTHACHAIL

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## What is the purpose of the Distribution Fund?

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This fund was previously called the Distribution and Exhibition Fund. The revised Distribution Fund supports the distribution of Scottish feature films with the potential to have a strong cultural impact within Scotland. It will enable distributors of Scottish features to reach as wide and diverse a domestic audience as possible. We will also support producers to self-release a title in the situation where there is demonstrable interest, demand and relevance amongst Scottish audiences, but a film has not been successful in securing a distributor. Applicants must demonstrate how they will extend the theatrical release of films within Scotland and deepen engagement with Scottish audiences.

Please note, by 'Scottish films' we mean those films where the writing, directing and/or producing talent is based in Scotland.

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

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Across all our Screen Funds, funding decisions are based on the following three key criteria:

- The project demonstrates the ability to be a high-quality work that promotes Scotland's creativity and has potential to attract a national and international audience; and
- The project provides significant opportunities to raise the profile and support 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 are the priorities for this fund?

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- Connecting Scottish audiences with Scottish film.
- Reaching audiences, outwith core cultural cinema attenders, who have barriers to accessing cultural film, are declining or under-represented in cultural cinema audiences.
- Supporting activities that specifically address barriers to participation and engagement.
- Supporting activities that are designed in collaboration with target audiences and/or relevant partners who represent audiences' interests and concerns.
- Projects that have a distributor and financing in place for a UK wide distribution plan and funding is being sought to augment the distribution strategy and outreach activity in Scotland.

## Who can apply?

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- Existing UK distributors with a track record of releasing films theatrically within the UK. It is a requirement to submit the distribution agreement for the film for approval as part of your application.
- Film production companies based in Scotland planning to self-distribute a film produced by the company. Producers should be able to demonstrate attempts to secure UK distribution with a distributor and give insights as to why this has not been successful.

In both cases, you must be able to demonstrate market interest in the film, ideally through a successful festival release and/or letters of intent from exhibitors for booking the film.

## How much can I apply for?

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Awards are likely to be in the range of £5,000 – £15,000.

We expect applications to include other financing, for example (but not limited to): other public funding, private funders/sponsorship, partnership support (this can include in-kind support), box office income and/or distributors own funds.

In exceptional circumstances we will consider awards in excess of £15,000. This should be discussed with us prior to making an application.

Creative Scotland's Film Distribution Funding is a recoupable grant that will be recouped in full or in part in the event the project makes a profit. Creative Scotland's recoupment is limited to income generated by the proposed activity, such as Box Office income, for a period of four months from the date of the first UK theatrical release. Creative Scotland's recoupment only commences once the applicant's own investment in the project, as specified in the application budget, has been re-couped by the applicant.

## What can I apply for?

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We can fund all or a proportion of the following eligible costs in relation to distribution and exhibition activity within Scotland, depending on the scope of the project:

- certification costs
- media and advertising
- publicity and PR
- marketing, including print and digital
- staff or consultant costs for outreach and engagement work (ideally with lived experience from the target audience demographic)
- additional costs to support access and engagement work and removal of barriers to participation
- digital VOD platform costs, following the theatrical release\*  
(\* VOD-only releases will only be considered if you are able to successfully demonstrate that it would be the only viable way to reach the target audience)
- If you are a production company distributing your own film, you can also apply for production of DCP, distribution and cinema booking co-ordination (distributors are expected to cover these costs and contribute to the overall budget).

## Accessibility

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**All films applying for support from the Distribution Fund must already have Captions and Audio Description to be eligible for fund. We consider this to be a production cost.**

However, if your film has not received Screen Scotland production funding (or production funding from a similar agency), we can consider a contribution to the costs (up to a maximum of £2000) within your Distribution Fund application budget to enable you to produce Captions and Audio Description for your film. These costs can be considered additional to your budget, and we recognise this might take your budget over the £15,000 upper limit for the fund. Any request for these costs must be supported with quotes from suppliers along with details on how any additional costs above £2000 will be met.

## Activity in the UK, outside of Scotland

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Our support should be used to cover costs related to Scottish films reaching Scottish audiences.

However, in the context of a UK distribution plan that involves significant Scottish activity, we can also offer some support towards the following costs related to promoting Scottish film and talent elsewhere in the UK:

- Key Scottish/Scotland-based crew and actors travel and accommodation costs.
- Publicity costs that relate to the promotion of a Scottish film, crew and talent.

Up to a maximum of 10% of the award can be used as a contribution towards these costs.

For distribution plans that include non-Scottish activity, we expect significant other financing to be included in the budget, proportional to the scale of the distribution plan.

For UK-wide distribution, funding is available through the BFI Audience Fund: <https://www.bfi.org.uk/get-funding-support/bring-film-wider-audience/audience-fund>

## What will the fund not support?

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The following list is not exhaustive and if you have any queries about whether what you are looking for is eligible, please contact us before applying:

- Costs that are accrued before the decision due date, including distribution strategy development.
- Filmed live events such as theatre productions, sporting or music events.
- Distribution plans that include non-Scottish activity that do not have other financing to support that activity.
- International distribution – if you are looking for support to take your film to a significant market or festival, you can email [enquiries@creativescotland.com](mailto:enquiries@creativescotland.com) and your request will be forward to the relevant person to consider your request. You can also discuss international plans with our Business and Markets team.

## When can I apply?

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Applications are accepted on a rolling basis. There are no deadlines, however applicants are strongly advised to contact us at [screen@creativescotland.com](mailto:screen@creativescotland.com) as early as possible when considering an application to the fund.

Applications must be made at least **12 weeks** before a film's intended release date.

If your activity is due to take place within the 12 week window, please contact us at [screen@creativescotland.com](mailto:screen@creativescotland.com) before applying.

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

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Decisions will take up to **8 weeks** from the date we receive your completed application form. Please ensure that your planning timescales allow for this.

## What information should you include in your application?

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Applications will be assessed on how well the distribution plans meet the priorities of Screen Scotland and the Distribution Fund detailed above.

The application should include details of:

- *The film you intend to release and how it meets the criteria of the fund.*
- *Your company in relation to the project:*
  - Who is involved in the distribution activity and relevant expertise, including staff, companies and partners.
  - Why a theatrical release for this film is important and necessary for your company and how it relates to your distribution slate and overall organisational aims including any economic, cultural, branding or ethical consideration.
  - Involvement of and intended outcomes for Scottish talent, creatives, partners and crew.

- *The audience focused sales and marketing strategy:*

Applicants should be able to demonstrate the film's potential to reach an audience. This strategy should clearly detail:

- evidence of market interest in the film e.g. strong festival run, press attention, audience demand, cinema demand, comparable titles.
- who your target audience(s) is/are.
- how you will reach your target audience(s) – including marketing, partnerships, chosen venues, press strategy.
- any audience outreach or engagement activity you are planning.
- any barriers your intended audience may have and how you will address these, particularly regarding accessibility and inclusion.
- release dates and cinema list.
- projected sales and admissions.

- *Outcomes and evaluation:*

- what your outcomes are related to the above, including projected site bookings, audience admissions and engagement metrics.
- how you will collect quantitative and qualitative data for your evaluation.

- *Equalities, Diversity and Inclusion (EDI):*

- how will you ensure the principles and practice of Equalities, Diversity and Inclusion are embedded within your distribution plans? Please consider aspects such as accessibility, addressing barriers to participation, representation, diversity of contributors and staff, partnerships with representative groups and communities of interest.
- confirm that you have already produced, or are in the process of producing, screening materials that have Captions and Audio Description.

- *Budget:*

A budget and financing plan. This should include, alongside all financing and costs:

- the request to Creative Scotland as unconfirmed income in the financing plan.
- whether income is cash or in kind (including partners contributions, pro-bono hourly contributions, etc.) and whether income is confirmed or not.
- projected box office or sales income if they will be used to meet costs in the budget.
- accessibility and inclusion costs.
- hourly or daily rates for all staff and freelancers.



- if you are working with a small community, voluntary or charity partner, please consider payment or donation for their work on the project. (Screen Scotland funding cannot be used for donations although these are acceptable in an overall budget.)
- *The distribution agreement.*
- *Risk assessment including COVID considerations (e.g. travel cancellations, safety of your team, cinema restrictions).*

## End of Project Monitoring

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Please note that if you are awarded funding, we will request the following information on completion of the project:

- A narrative report highlighting successes, challenges and learnings from the release strategy and whether you met your intended outcomes
- Qualitative and quantitative analysis of the release strategy – particularly the final site list, detailed admissions/sales by site/platform, audience demographics, press coverage and audience reception.

We would encourage you to review the **End of Project Monitoring Form** early in your project to ensure you know the information that we will require..

## Making an application

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Applicants are strongly advised to contact us at **screen@creativescotland.com** as early as possible when considering an application to the fund.

Applications must be made on the Distribution Fund Application Form, which can be found on the Screen Scotland website:  
**<https://www.screen.scot/distribution-fund>**

Please ensure you have all the Supporting Materials as outlined in Section H of the Application Form.

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

# Alternative Formats, Languages and Access Support

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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.

If you require support, further information or have any general enquiries about the fund and how to apply please contact our Enquiries Service who will be able to advise you or will put you in contact with one of our officers.

## Help, further advice or feedback

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If you have any general enquiries about the application process, guidance or application form, please contact our Enquiries Service. 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 [@screencots](#)

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.

# Our Decision-Making Process

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## **Assessment process:**

Once you have submitted your application, we will review it for completeness. If you have not provided all the information specified in the Application Form we will come back to you and give you a time-limited opportunity to supply any missing information. Your application will not begin to be assessed until it is considered complete.

If you do not supply this information when requested, and your application is considered incomplete – or if during our initial review, your application does not meet the criteria for the Distribution Fund, then 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. Assessments will be made based on 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 to seek clarification on aspects of the information you provided.

## **How we will make our decisions:**

Following initial assessment and assessing officer recommendations, the Screen Scotland Team and the Director of Screen will discuss and then make final recommendations.

## **Once a decision is made:**

Once we have made a decision, we will send an email 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 must 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. You will need to return a signed copy of our Funding Agreement, and once all conditions are met, we will release the first instalment of your award.

If your application is unsuccessful, we will send you an email to let you know why and inform you of any options for addressing the reasons why it was unsuccessful.

# Data Protection

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Creative Scotland (CS) requires some personal information about you/ your organisation to consider your application for funding. Without this, 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 available online at: <http://www.creativescotland.com/privacy-policy>

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 and ensure you 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 data protection legislation. Information on how to exercise these rights is contained in CS's Privacy Notice or you can contact CS's Data Protection Officer at [dataprotection@creativescotland.com](mailto:dataprotection@creativescotland.com)

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 Commissioner's Office**.

# 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.

# Freedom of Information (FOI)

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Creative Scotland is committed to being as open as possible. We believe that the public has a right to know how we spend public funds and how we make our funding decisions. You can see details of our FOI (Freedom of Information) handling on our website here: <https://www.creativescotland.com/foi>

We are listed as a public authority under the Freedom of Information Act 2000. By law, we may have to provide your application documents and information about our assessment to any member of the public who asks to see them under the Freedom of Information Act 2000.

We may not release those parts of the documents which are covered by one or more of the exemptions under the Act. Please see the Freedom of Information website at [www.itspublicknowledge.info](http://www.itspublicknowledge.info) for information about freedom of information generally and the exemptions.

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