

**SCREEN SCOTLAND
SGRÌN ALBA**

Distribution Fund

**Application Guidance
2024/25**



ALBA | CHRUTHACHAIL

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About Screen Scotland

Screen Scotland drives development of Scotland's film and TV industry, through funding, strategic support and advocacy.

We were established in 2018 as part of **Creative Scotland** and deliver these services and support with funding from the Scottish Government and The National Lottery.

Screen Scotland's vision is to cultivate creatively ambitious and economically sustainable film and TV sectors in Scotland, which provide fulfilling jobs and opportunities for people across the country, at all stages of their careers.

We work to develop Scotland's creative potential as a filmmaking nation and as an originator of distinctive films, television programmes and content enjoyed by audiences the world over.

Discover more in our **Strategy to 2030/31**.

Screen Scotland's Audience Development Priorities

- Scotland has a diverse screen culture, showcasing the best contemporary and heritage films from Scotland and around the world, raising up new or unheard voices.
- Communities across Scotland have access to shared spaces with meaningful, relevant, and enjoyable opportunities to engage in screen culture.
- Scotland's venues, festivals and platforms are sustainable - financially and environmentally - and are positive places to visit and to work within.

We work within Creative Scotland's Funding Criteria, which are Quality and Ambition, Engagement, Equalities, Diversity and Inclusion (EDI), Environmental Sustainability, Fair Work and International.

You can read more about these on the Creative Scotland website: **Funding Criteria | Creative Scotland**.

Alternative Formats, Languages and Access Support

Screen Scotland is committed to offering clear and accessible application processes that are open to everyone. We have several ways of supporting you in making an application.

Alternative Formats and Languages

Our published materials, including funding guidance and application forms, are provided in alternative formats and languages. On request, they can be made available in other formats, as required.

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

Access Support

Access support contributes to costs for services to help applicants overcome barriers to applying for our funds.

We offer access support to individuals or the lead applicant of a group who self-identify as d/Deaf, hard of hearing, disabled or living with chronic illness, mental illness or neurodivergence, such as dyslexia, autism or ADHD.

Visit our website to learn more about the types of support you can request, how and when to request assistance and, how to request access costs as part of your funding application:

Access Support | Creative Scotland.

If you are a d/Deaf BSL user, you can access our services with the Contact Scotland-BSL programme.

Visit www.contactscotland-bsl.org for more information.

Contacting our Enquiries Service

If you require technical support, further information or have any other queries, contact our Enquiries Service by email, website or social media.

Email: enquiries@creativescotland.com

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

Social media: Send us a [message on X](#)

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 to you as soon as possible.

The Distribution Fund

What is the aim of the fund?

The Distribution Fund supports the distribution of Scottish feature films to reach a wide and diverse audience in Scotland.

Activity supported by the fund should help to deliver Screen Scotland's Audience Development Priorities as outlined above and contribute to the healthy development of the film sector (production, talent, and exhibition) in line with the Screen Scotland Strategy.

The fund supports UK-based distribution companies to amplify and expand their activity within Scotland.

Scotland-based film production companies planning to self-distribute a film produced by the company are eligible to apply. UK-based film production companies can also apply for funding where the project involves a significant contribution from producing, writing and/or directing talent based in Scotland. In both cases, 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.

The fund prioritises reaching underrepresented and underserved audiences, and you can read more about this on [page 15 and 16](#). We are also keen to ensure that films which have a strong cultural importance for Scotland, and/or have had an impact internationally, reach as wide an audience in Scotland as possible.

All applicants must demonstrate how they will extend the theatrical release of films within Scotland and deepen engagement with Scotland-based audiences.

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

What criteria will we use to assess your application?

Applications to this fund should help to meet Screen Scotland's Audience Development Priorities and will be assessed against the following aims:

- To connect Scotland-based audiences with Scottish films, filmmakers and talent.
- To reach audiences, beyond core cultural cinema attendees, who have barriers to accessing cultural film, are declining or **underrepresented in cultural cinema audiences**.
- To support innovative, effective and targeted marketing plans that will reach specific under-attending or underserved audiences.
- To reduce barriers that target audiences might encounter, for example (but not limited to) disability access, geographic reach, or economic challenges.
- To support activities that are designed in collaboration with target audiences and/or relevant partners who represent audiences' interests and concerns.
- To augment the distribution strategy and outreach activity in Scotland for projects that have UK wide distribution plan.
- To support films that have not been able to find a distributor, but have a strong cultural relevance in Scotland, and can demonstrate they will reach an audience.
- To support demonstratable impact that can be evidenced in reporting through audience evaluation and/or box office income.
- To support the economic sustainability of the film exhibition, distribution and production sector within Scotland.

All applicants must be able to demonstrate market interest in their film – this can include notable investment by a distributor, demonstrable interest from cinema exhibitors in screening the film, a successful festival run, and/or commitments from other partners which will ensure that an audience is secured for the film. Positive press or other evidence of audience interest are also valuable to mention. Production companies releasing their own film must be able to evidence interest from cinema exhibitors in Scotland.

Who can apply?

- **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.**
- **Scotland-based film production companies planning to self-distribute a film produced by the company.**
- **UK based film production companies planning to self-distribute a film produced by the company which has had a significant contribution from a Scotland-based producer, director and/or writer.**

Producers applying 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 all cases, applicants must be able to demonstrate market interest in the film.

How much can I apply for?

We expect to make individual awards in the region 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), 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.

Distribution Funding is a recoupable grant that will be recouped in full or in part in the event the project makes a profit. Screen Scotland's recoupment is limited to income generated by the activity proposed in the application such as Box Office income, for a period of four months from the date of the first UK theatrical release. Screen 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.

If you have applied/intend to apply to the **British Film Institute** for support related to this distribution activity, please note this in your application and include the amount you will apply for in the finance plan/budget.

What can I apply for?

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 (please note: 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 and distribution of DCP and cinema booking work (distributors are expected to cover these costs and contribute additionally to the overall budget).

Accessibility

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 £2,000) 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 £2,000 will be met.

Activity in the UK, outside of Scotland

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

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

- key 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-Scotland activity, we expect significant other financing to be included in the budget, proportional to the scale of the distribution plan and the Scotland/rest of UK split of activity.

For UK-wide distribution, funding is available through the **BFI Audience Fund**.

What will the fund not support?

The following list is not exhaustive and if you have any queries about whether what you are looking for is eligible, please contact the Enquiries Service 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-Scotland 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, please refer to Screen Scotland's **Market and Festival Attendance Fund** and/or the options available via the UK **Global Screen Fund**.

When can I apply?

The fund is open all year round. Applications are accepted on a rolling basis and must be made at least 12 weeks before a film's release date.

Applicants are strongly advised to contact Screen Scotland's **Audience Development Team** to discuss your film and distribution plans as early as possible when considering an application to the fund.

If your activity is due to take place within the **12-week** window, please contact us before applying.

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

Decisions will take up to **8 weeks** from the date we receive your completed application form and all the required documents

Please ensure that your planning timescales allow for this to ensure that funding can be used effectively and as described in the application.

Applying to the Distribution Fund

Before applying, all applicants must ensure they have read the fund guidelines and the application form.

Please ensure you have read the information on who can and cannot apply to this fund and that your project is eligible before starting an application.

We strongly advise applicants to contact Screen Scotland's Audience Development Team as early as possible when considering an application to this fund.

Applications to this fund must be made on the Distribution Fund Application Form, available on the Screen Scotland website:

www.screen.scot/distribution-fund

Please ensure you have fully completed your application form have the required supporting materials outlined in **section H** of the form before submitting.

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

If you have any questions, please contact us.

What information should you include in your application?

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

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 box office 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 EDI 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.

- **Environmental Sustainability**

- How your project will minimise carbon emissions and if the project contributes to highlighting or discussing the climate crisis.

- **Budget**

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

- The request to Screen 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.
- The applicant's investment in the distribution (essential for distributors).
- Any other co-financing that is being sought.
- 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 (distributors only)**

- **Risk assessment**

(e.g. travel cancellations, safety of your team, cinema restrictions, climate crisis impacts such as extreme weather).

End of Project Monitoring and Evaluation

All successful applications are required to complete an End of Project Monitoring Form (EOPMF), to be returned no later than 30 working days after the activity completes.

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.
- UK Sales report, ideally with Scotland sites highlighted or separated.

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

Application, assessment and decision-making process

Stage 1 – Submission and initial checks

You submit your application and receive an initial email of receipt.

Your application is then checked for completeness and eligibility by Screen Scotland.

If your application is complete and eligible, it moves forward to assessment and an email is sent confirming this and providing your reference number.

If your application is missing required information, you will have a time-limited opportunity to supply this. If you do not supply this information within the required timeframe, it will be considered incomplete.

If your application is ineligible or considered incomplete, it will not move forward to assessment, and an email will be sent confirming this and providing the reason why.

Stage 2 – Assessment

The Screen Scotland Audience Development team will assess your application and any supporting materials, with input from other Screen Scotland Officers, where appropriate.

If required, Screen Scotland will contact you to seek further information about the project, or for clarification on the information provided.

Applications are assessed against the criteria and priorities set out in the fund guidelines. Assessments will be made based on the information provided in your application and supporting materials.

Stage 3 – Recommendation

Following the assessment, your application is either recommended for funding or not recommended for funding, based on the fund guidelines and criteria.

The Audience Development Team, members of the wider Screen Team, and the Director of Screen will discuss this recommendation. All recommendations are reviewed by the Director of Screen before a final decision is communicated to you.

Stage 4 – Decision

Screen Scotland will email you the outcome of your application.

If you are successful, a funding agreement will be issued confirming the award amount approved and noting any conditions of funding, you'll also be asked to provide your banking details and a payment schedule will be confirmed

Once you have returned the agreement and all conditions are met, the first payment will be made.

If you are unsuccessful, you will be offered an opportunity to meet with the Screen Scotland's Audience Development team for feedback and to discuss the decision.

Stage 5 – End of project

At the end of your funding activity, you must complete the End of Project Monitoring Form to complete the application process and to release any final payments.

Please refer to the [End of Project Monitoring Section](#) for more information.

Underrepresented groups

The term underrepresented groups relate to those that are discriminated against due to one or more protected characteristic as defined in the Equality Act 2010.

The nine protected characteristics within the Equalities Act 2010 are:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation.

In addition, we recognise that there are also specific barriers faced by underrepresented groups within Scotland's screen sector (both on and off screen) that are not part of the protected characteristics listed in the Equalities Act 2010. So, we also seek to address underrepresentation of these those who identify as:

- d/Deaf
- being from a lower socio-economic background
- experience of being in the care system
- experience of being Carers
- are Gaelic speakers
- do not speak English as a main language
- are of Refugee and Migrant background
- are resident in Scotland within an underrepresented geographical area whether a region, location or community.

We have adopted a specific definition for regional participation for the population and geographical make up of Scotland to include locations that are areas in Scotland which have:

Relatively high levels of deprivation and/or multiple deprivation as defined by the Scottish Index of Multiple Deprivation (SIMD).

Are defined by the Scottish Government's eight-fold Urban Rural Classification of population and accessibility of distance to urban areas consisting of: Large Urban Areas, Other Urban Areas, Accessible Small Towns, Remote Small Towns, Very Remote Small Towns, Accessible Rural Areas, Remote Rural Areas, and Very Remote Rural Areas.

In addition, children and young people, although still a key demographic in cinema attenders are an audience group that are declining. Therefore, they are also a priority for the fund.

To ensure that staff and audiences with protected characteristics are not disproportionately impacted by the significant changes to your operation, please ensure that you are considering the impact of your activity.

We expect all applicants to work with accessible and inclusive venues.

Freedom of Information

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. For more information, visit the Freedom of Information section of our website:

[Freedom of Information | Creative Scotland](#)

We are listed as a public authority under the Freedom of Information Act (Scotland) 2002. 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 (Scotland) Act 2002. 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** for information about the Act generally and the exemptions. We will not release any information about applications during the assessment period, as this may interfere with the decision-making process.

Complaints

As an organisation, we will always listen to and respond to any concerns that you may have. If you would like to make a complaint about either the service you have received from Creative Scotland or the way we have handled your application, we have a process that you can use.

Please note that Creative Scotland does not have an appeals process and for this reason, we are unable to accept complaints that relate solely to the decision we have made rather than how we have made it. For more information, please visit the Complaints section of our website: [Complaints Handling | Creative Scotland](#)

Data Protection

Creative Scotland requires some personal information about you/your organisation to consider your application for funding. Without this information we will be unable to process your application.

If you would like to see a breakdown of the personal information we require, why it is required, what we do with that information and how long we keep it, please refer to our Privacy Notice on our website: [Privacy Notice | Creative Scotland](#).

Creative Scotland may share your personal information with third parties to comply with the law and/or for our legitimate interests and/or the third parties concerned.

Where the personal information you have provided to Creative Scotland belongs to other individual(s), please refer to our Privacy Notice. Please ensure you share this Privacy Statement and Creative Scotland's Privacy Notice with the respective individual(s).

You have some rights in relation to the personal information that Creative Scotland holds about you under data protection law. Our Privacy Notice contains information on how to exercise these rights, or you can contact our [Data Protection Officer](#).

If you have any concerns with how we have processed your personal information, you should contact our Data Protection Officer in the first instance, as we 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](#).

Subsidy Control

As a public body Creative Scotland must comply with the subsidy control rules in the Subsidy Control Act 2022 and Trade and Cooperation Agreement between the UK Government and the European Union. More information can be found at:

www.gov.uk/government/collections/subsidy-control-regime

Any award made through this fund will require the recipient to acknowledge that the grant comes from public funds and confirm that the support provided is compliant with the Subsidy Control rules.

Where applicable, the recipient must agree that Creative Scotland will publish information relating to the grant and that the recipient will keep reasonably detailed records to demonstrate compliance with the Subsidy Control rules and shall provide a copy of such records to Creative Scotland upon reasonable request. If it is deemed to be non-compliant with the Subsidy Control rules, the recipient may be required to repay the entire grant (and any other sums due) immediately.



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April 2024