

Made in Scotland: Fringe Expo Fund Guidelines

Background:

The Scottish Government has made a commitment to do more to support Scottish artists by creating a new '**Edinburgh Festival Expo Fund**' to promote Scottish work at the Edinburgh Festivals. The fund was established in 2008 and is managed by the Scottish Arts Council on behalf of the Scottish Government. The fund is specifically targeted at the 12 festivals who are members of Festivals Edinburgh.

However, it was recognised that a different approach would need to be developed with the Edinburgh Festival Fringe which recognises that it is an un-programmed, open access festival. The Fringe is a major international showcase for artists and as such, provides a significant platform for Scottish artists within the performing arts.

Made in Scotland:

The Edinburgh Festival Expo fund is supporting the development of **Made in Scotland** at the Fringe. Made in Scotland is a partnership between the Scottish Arts Council, the Federation of Scottish Theatre (FST) and the Edinburgh Festival Fringe Society. It will be a curated showcase of high quality performances to promote Scottish dance and theatre artists to international promoters at Fringe in 2009. As part of this, the Fringe Expo fund has been established to support Scottish dance and theatre companies to present artistically ambitious work at the Fringe in the Made in Scotland showcase.

In addition, the Fringe and FST are developing a year round programme of training, support and advice to enable companies to prepare for participation in Made in Scotland, supporting them to achieve their goals for participation, including profile and touring opportunities.

In 2009, it will also be possible to apply for funding to support Scottish dance and theatre companies to take up international touring as a direct result of performances at the Fringe.

Purpose of the Fringe Expo Fund

The Fringe Expo Fund is intended to support the costs of presenting work at Fringe (as opposed to the costs of commissioning and creating new work). It will provide support towards the costs involved in presenting a production at the Fringe and mitigate against the financial risks this involves.

Through the fund we wish to support the presentation of:

- high quality and artistically ambitious productions which promote the work of Scottish artists/ companies and are "export-ready" for the international market
- productions which involve Scottish artists/ companies in international co-productions or in collaboration with international artists/ companies

Specific Priorities:

The purpose of the Fringe Expo fund is to raise the international profile of Scottish artists through promoting of Scottish work at the Edinburgh Festivals. Consideration will be given to the export readiness of the work and applications should demonstrate awareness of the appropriate market place for the work.

Who can apply

The Fringe Expo fund is open to applications from dance and theatre artists, companies or organisations based in Scotland for the presentation of productions as part of Made in

Scotland at the Fringe in 2009. Applications can come from individual artists or from companies/organisations.

Funds available

The total amount available through the Fringe Expo Fund for 2009 will be in the region of £200, 000. Other than the limitation of the available budget for the year, there is no minimum or maximum level of grant that you can apply for.

We normally expect there to be an element of partnership funding for all applications, but in this instance we have not set a required percentage level. However, your application must demonstrate that any partnership funding or earned income that you do include must be achievable and is reasonable for the scale of the application. Partnership funding may be cash or in kind and both should be clearly indicated within your application budget.

Fringe Expo Fund Criteria:

As with all funds distributed by the Scottish Arts Council, we require applications to demonstrate:

- artistic quality
- public benefit and demand
- how the project will be managed and delivered
- financial strength and value for money

In addition, the Fringe Expo Funds has a range of specific criteria which must be met:

- applications must demonstrate that the funding will enhance the quality and ambition in ways that would not be possible without this support.
- you must be able to provide supporting evidence of the projects being proposed (e.g. artistic statements from the artists/ arts organisations, letters of support from co-producers)
- you should also provide information on proposed the venue/s for the work and provide details of what stage of negotiation you are at
- Organisations already in receipt of Scottish Arts Council Foundation, Flexible or project funds are eligible to apply, but will need to clearly demonstrate the additional benefits that support from the Fringe Expo Fund will enable them to deliver. The benefits could include, for example:
 - the scale of production – involving a larger cast, or presenting work at a more unusual venue than would otherwise be possible
 - the artistic collaborations – utilising live music or a more ambitious set-design
 - enhance technical provision – being able to ‘buy’ additional time at the venue to ensure the technical delivery of the production is of high quality
 - resources to enable you to fully exploit performances at the Fringe

Specific Exclusions:

- funding is not available through the Fringe Expo fund for the commissioning or creation of new work
- student and non-professional companies are not eligible to apply

Application Process:

Before completing the application form, please *read these guidelines* in conjunction with the attached *Guidelines for all Scottish Arts Council Managed Funds*. Applications should be made using the *Made in Scotland: Fringe Expo 2009* application form and must be received by us no later than **5.00 pm on Monday 17 November 2008**

There will be an opportunity for interested companies and artists to book a surgery to discuss potential project ideas on Friday 12 September. To book a surgery please contact Sarah Bryant (sarah.bryant@scottisharts.org.uk or 0131 240 2469).

How decisions will be made

The initial assessment process will be undertaken by Scottish Arts Council officers. All eligible applications will then be considered by an independent panel of advisors who will make the final decisions.

You will be notified of the funding decisions within 10 weeks from the deadline date.