

**SCREEN SCOTLAND  
SGRÌN ALBA**

# **Market and Festival Attendance Fund**

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**Application Guidance  
2024/25**



ALBA | CHRUTHACHAIL

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# About Screen Scotland

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**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 2023/31](#)**.

# Alternative Formats, Languages and Access Support

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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](http://www.contactscotland-bsl.org) for more information.

# Contacting our Enquiries Service

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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](mailto: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 Market and Festival Attendance Fund

## What is the aim of the fund?

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This fund supports the progression of film and TV projects through attendance at key UK (outside of Scotland\*) and international markets and festivals. Applications will be considered when the applicant, who must be a Scotland-based producer, writer, director or head of development, can demonstrate that attendance will support the financial or late-stage creative progression of a project.

For market attendance, the fund supports applicants to meet potential partners access global international markets, and progress market-ready feature film and TV work. Eligible market criteria are detailed further on [page 12](#).

With festival attendance, the fund supports filmmakers to promote a completed film, where it is receiving an international premiere or is screening in competition. Eligible festival criteria are detailed further on [page 13](#).

Overall, the fund supports film and show-makers to capitalise on tangible opportunities for international progression or commercial development. It is not designed to support business as usual activity e.g. attendance at a conference or industry event where a producer/company may wish to attend for general business and networking, but where it can be demonstrated that an individual project will make significant and specific progress.

\* Edinburgh TV Festival is not an eligible festival through this fund because bursaries are made available through a separate application process each year. The call for applications is published on Screen Scotland's website and social channels.

# What to consider before applying for this fund

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Film and TV markets take many forms – some markets are formally structured, with attendance invited through application and a programme of meetings, networking and pitch events facilitated; others are less formal but through attendance of key industry stakeholders (such as distributors, financiers, agents, broadcasters, funding agencies), business can be developed and won. Some markets stand alone, others sit alongside a public festival programme.

Festivals in turn can vary from internationally competitive, high-profile events, with programme selection by invitation or programmer screenings, to ones with open submissions and less focus on curation. Your application should demonstrate that you have considered which event is best for your project(s) and how you can most effectively engage with it.

If you are currently in receipt of slate development funding through Screen Scotland's **Broadcast Content Fund**, which can often cover travel and attendance at markets, your application statement needs to address why additional funding through the Market and Festival Attendance Fund is warranted.

You will be asked to consider if your proposed activity addresses the wider Creative Scotland funding priorities, such as **Equalities, Diversity and Inclusion (EDI), International Creative Collaboration** and, **Environmental Sustainability**.

If your project includes travel (domestic and international), or other activities that generate greenhouse gas emissions (such as marketing materials and digital communications), you will need to include how you are considering the impact on the environment with your planning, where applicable.

Overall, the Market and Festival Attendance Fund will prioritise applications where strong projects are being presented at the appropriate stage in their development and financing journey. There will be assessment input from the Screen Scotland Scripted or Unscripted Teams where appropriate.

## Who can apply?

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- For **film market attendance**, you must be the lead Scotland-based producer on the project(s) in active development. Where it can be demonstrated that their attendance will progress the project, we will also consider applications from Scotland-based scriptwriters.
- For **festival attendance**, you must be a Scotland-based writer, director or producer of the completed film screening in competition. Applications from other Scotland-based key talent will only be considered if they have been nominated for an award at an international festival. Please refer to the **assessment criteria section** for further guidance on premiere/competition aspect of film festival screenings.
- For **TV market attendance**, you must hold a senior executive role within a Scotland-based production company (e.g. Managing Director, Creative Director, Head of Development), with a relevant project(s) in active development. Support for attending a market will be prioritised for those key to winning new business or empowered to further new creative and financial partnerships.

**Please note, this fund does not support attendance of on-screen talent to attend.**

If you're applying from a company with more than 30 employees, a strong case for public funding must be made, as well as at least 30% contribution to overall costs from your company.

## What can I apply for?

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You can apply for contribution towards costs associated with attending a film festival, where your completed film is screening (further conditions on [page 13](#)) or market, with viable projects at an appropriate stage of development.

You must supply a budget for attendance with your application, and expenditure should only cover the following:

- Registration at the market or festival
- Economy travel (in line with Creative Scotland's policy on [Environmental Sustainability](#), we strongly encourage applicants to consider rail, public and shared transport where possible, even if just for part of the journey)
- Accommodation (this fund will contribute to a max of four nights where appropriate – any additional accommodation should be covered by other sources)
- Subsistence up to a maximum of £30 per day
- Reasonable ground transportation costs
- Reasonable promotional materials up to a maximum of £150. Materials must be specific to the project and proposed activity (i.e. not general company marketing) and ideally be paper and plastic-free where possible, in line with Creative Scotland's policy on [Environmental Sustainability](#)
- Project Access Costs (including childcare costs) where applicants are unlikely to be able to attend planned development activities without this support, please explain why this support is required and note that childcare costs are classed as a taxable benefit, so whilst Screen Scotland will reimburse these costs, you will be responsible for reporting this benefit to HMRC
- Personal Access Costs (more detail below)



# Personal Access Costs

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If you, or any key collaborators involved in developing and leading your activity, are d/Deaf, disabled or neurodivergent, you may have additional costs relating to your own access needs, in order to deliver the project.

Some examples are:

- a BSL interpreter
- specialist equipment or software
- additional travel costs
- a Personal Assistant for a disabled person

This list is not exhaustive, and you should tell us what you require in order to deliver the activity.

Personal Access Costs are treated separately to your main project budget, they do not count towards your total funding request. This is to ensure that your requests under Personal Access Costs do not push you into a higher funding band or take your total budget over the maximum funding level for the fund.

## Access to Work

You may also be eligible to apply for support from the UK [Government's Access to Work Fund](#), which can help cover some of the extra costs of carrying out your job, or travelling to, from and during work if you are disabled.

More information on Access to Work is available on the [UK Government website](#) and for more information, please refer to the Access Support section on [Creative Scotland's website](#).

## How much can I apply for?

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You can apply for any amount between **£150** and **£3,000** (not including Personal Access Costs).

You should consider the rationale explaining why you require this level of support to undertake the proposed activity.

- For **UK-based markets and festivals**, you can apply for up to £1,000
- For **European markets and festivals**, you can apply for up to £2,000
- For **markets and festivals outside of Europe**, you can apply for up to £3,000

Awards will vary depending on the festival/market and the estimated cost of accreditation and attendance. If you are based in and travelling from a location in the Scottish Highlands and Islands, your total funding request may be higher than the given band to account for additional travel costs involved. Please provide details of each travel cost and these will be taken into consideration during assessment.

We will only consider awarding above the maximum in exceptional circumstances. Your application must clearly demonstrate why there is a need to make such an award.

Support is in the form of a non-recoupable grant. Your budget must include a minimum of 10% match funding of cash or in-kind contribution (or 30%, if applying from a company with more than 30 employees).

You should demonstrate that you have considered and, if applicable, applied for other appropriate support funds in addition to Screen Scotland (e.g. British Council Short Film Festival Travel Grant, or a contribution from the festival at which you have been invited to screen your film) and included these in your budget. If you have a sales agent, we will not contribute to contractual commitments to cover the costs of attending festivals.

## When can I apply?

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The fund is open all year round. You can apply up to **four weeks** before the activity is scheduled to begin.

It will take up to **four weeks** from the date we receive a complete, eligible application to assess, approve a decision, issue a funding notification and, if successful, trigger legal and finance steps. Therefore, you should apply no later than four weeks before the festival or market. If you apply later than four weeks before the festival or market, your application will be ineligible.

If you are awaiting acceptance on participation in market/festival activity, you are encouraged to apply before the **four-week** cut-off, noting pending confirmation in your application. If the assessment is successful, confirmation of your place will be a condition of funding.

## Are there limits to what I can be awarded?

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For **film festivals**, up to two awards may be made per film. If an earlier application is rejected, you can apply again for a different festival, as long as the reasons for rejection have been addressed/are no longer applicable with a subsequent application.

These awards may comprise applications for separate festivals e.g. North American premiere and European premiere, or two applications for the one festival e.g. for two producers, or a writer and producer, to attend the same festival.

Please note that we require one application per person, per festival. One application cannot cover two people or two separate events.

For **market attendance**, up to three awards per project or, three awards per company per financial year (based on activity start date).

We recognise that some projects may take a number of years to be realised, but also wish to ensure that our support is applied strategically. If you are applying for market attendance support for a project more than once, we expect subsequent application forms to detail what progress the project has made, particularly if Screen Scotland's previous support has helped unlock further finance/partners. It is recommended that you consider your priority market events across a given year.

# Assessment criteria

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## Market Attendance

In establishing suitability for funding support, your application will be assessed using the following criteria:

- **Quality of the project(s)** - what stage is it at, what are the creative strengths, how long has it been in development, what talent is currently involved, what is the credible market viability, do you have a slate of strong projects? The Screen Scotland Scripted or Unscripted Teams will add assessment comment on the project(s) where appropriate too. (You may add any treatment/visuals as supporting documentation).
- **Why this market is right for your project(s)** - you should be able to demonstrate that your project is at an appropriate stage of development and is ready to be presented to potential financiers, sales agents, distributors, co-producers etc, that the right kind of industry will be present, and what you aim to achieve through attending.
- **Detail of who you intend to meet, how they would impact your project, and how you will ensure appropriate and useful meetings can be arranged** - email exchanges/letters of interest may be provided as supporting documentation. Please note, if successful, you will need to provide an overview of meetings in your End of Project Monitoring Form.
- **Track record** - do you have experience in delivering a project of similar scale or market position, have they been widely screened/distributed, have you raised money/secured partners before? Applicants from TV companies should have a track record of broadcast productions or be a start-up with an experienced management team who have previously held senior positions within an established production company or broadcaster.
- **Projects which are already in receipt of development funding will be prioritised** - this can be from Screen Scotland, the BFI, a national broadcaster, streamer, distributor, etc. This does not include self-funded or crowd-funded projects, or those which have not had industry-standard editorial review.

Overall, we expect applicants to have a sound market and financial strategy for their project(s), that is not overly speculative, supported by track record, marketable talent, international appeal and strong creative vision.

## Film Festival Attendance

In establishing suitability for funding support, your application will be assessed using the following criteria:

- **Quality of the film** - it is expected that your work will be of a high standard and have undergone editorial rigour. Projects which received Screen Scotland support through our Film Development and Production Fund or through one of our funded development programmes will be prioritised.
- **Quality of the festival** - this fund prioritises applications for films screening at Oscar-and-BAFTA-qualifying festival. Attendance at top-tier festivals is generally considered more advantageous to the progression of a film and the filmmaker's prospects. These festivals receive more industry and press focus, with greater opportunities to meet high quality potential creative partners and to make sales.
- Any exceptions to the above need to demonstrate high quality curation, potential for international exposure, opportunities for professional development and progression of projects, and programming that is particular to your project.
- Strong consideration will also be given to festivals that offer filmmakers **from underrepresented groups** a safe and supportive showcase for their work, with access and inclusivity being core to their programming and delivery. Read more about what this fund considers to be underrepresented groups on [page 17](#).
- **Professional development opportunities** – your application will be strengthened if you can demonstrate that you will be able to use the opportunity of attending your film's premiere to progress other projects, raise your profile (e.g. invited to speak on industry panel) or engage with key industry stakeholders strategically.

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

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Decisions will take up to **four weeks** from the date we receive your completed application form.

# End of Project Monitoring and Evaluation

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The grant awarded through this fund does not have to be repaid, but all successful applicants will be required to complete an **End of Project Monitoring Form (EOPMF), to be returned no later than 30 working days after the funded activity completes.** This is a very useful piece of work, both for an applicant's own reflection and tracking, and for Screen Scotland to identify opportunities for further support or ways to improve the fund.

The EOPMF should provide detail on the meetings you secured and their outcomes. This final report may also be accompanied by a call with Screen Scotland, if further detail is required or if any areas for follow-up support have been identified.

**Important note:** if you have been successful with your application, no further application to this fund will be allowed until the EOPMF has been completed, returned and approved by Screen Scotland for your previous award.

## How to apply

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### Do you need help or access support before making an application?

Access support is available to applicants to overcome any barriers when applying to our funds.

For more information, please refer to the [access cost section](#) or visit [Creative Scotland's website](#).

# Making an application

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All applications to the Market and Festival Attendance Fund must be made through Screen Scotland's [online application portal](#).

For information on how to register, access and complete the application form, visit: [my.creativescotland.com/user-guide](https://my.creativescotland.com/user-guide).

To register an account, visit: [my.creativescotland.com/signup](https://my.creativescotland.com/signup)

If you are already registered, log in to the portal at [my.creativescotland.com/login](https://my.creativescotland.com/login)

To access the application portal, visit: [my.creativescotland.com](https://my.creativescotland.com)

1. Once logged in, select the **Market and Festival Attendance Fund** application form.
2. Click on '**Apply Now**' to begin your application and complete the form as instructed.
3. You can **save your application** and return to it at any time.
4. If you need access support during the application, click on the '**Access Support**' button. This will inform the support team of your requirements and you will be contacted as soon as possible.
5. **Once you have completed and submitted your application**, you will receive a confirmation message with a reference number. If you do not receive this email, check that you have submitted the application, and then contact the Enquiries Service.

Please note, it is not possible to amend the application once it is being assessed, so ensure that you thoroughly review and check before submission.

# Application, assessment and decision-making process

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## Stage 1 – Submission and initial checks

You submit your application, and you receive an email confirmation with your reference number.

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.

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

## Stage 2 – Assessment

The Business and Market Development Team will assess your application and any supporting materials, with input from the Scripted and Unscripted Teams 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.

## Stage 3 – Recommendation

Your application is either recommended for funding or rejected based on the fund guidelines and criteria.

This recommendation is 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 confirming the award amount approved and noting any conditions of funding.

If you are successful, a funding agreement will be issued. Once you have returned the agreement and all conditions have been met, you'll be asked to provide your banking details, the payment schedule will be confirmed, and the first payment will then be made. Please note that this may not be completed before your funded activity takes place.

If you are unsuccessful, feedback on why and, if appropriate, how to strengthen your future applications will be sent.

## Stage 5 – End of project

At the end of your funded 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

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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.

## Freedom of Information

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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. 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](http://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

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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

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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

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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](https://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.



ALBA | CHRUTHACHAIL

Waverley Gate  
2-4 Waterloo Place  
Edinburgh EH1 3EG  
Scotland UK

[www.screen.scot](http://www.screen.scot)  
[enquiries@creativescotland.com](mailto:enquiries@creativescotland.com)



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