

What is the Made in Scotland programme?

Made in Scotland is a curated showcase that promotes high quality music, theatre and dance from Scotland-based artists to international promoters and audiences at the Edinburgh Festival Fringe each year. The focus of Made in Scotland is presenting theatre, dance and music performance that has strong international appeal.

We recognise that there is a wide range of excellent cross-disciplinary work being created in Scotland and we encourage applications from artists making work within one or across a mix of these genres. **The showcase is selected with the aim to best represent the rich and diverse work being created by Scotland's artists.**

Piloted in 2024, Made in Scotland Gigs will return in 2025 – a project that awards smaller-scale grants to music acts and provides them a slot on a professionally managed showcase event at the Fringe. This showcase strand is aimed at attracting music industry professionals to the Fringe to engage with excellent Scottish music and facilitate connections and further opportunities for artists. These grants are run separately to the core Made in Scotland showcase, so guidance on how to apply is not included in this guide. Please note that you can apply to both funding programmes.

For more information, including guidance, you can visit the **Made in Scotland Gigs page on [edfringe.com](https://www.edfringe.com)**



Made in Scotland is a partnership between the Edinburgh Festival Fringe Society, Creative Scotland, the Federation of Scottish Theatre (FST) and the Scottish Music Centre (SMC). It is supported by the Scottish Government's Festivals Expo Fund – awarded to the Edinburgh Festival Fringe Society for this programme.

Made in Scotland aims to raise the international profile of Scotland-based artists through the promotion of their work at the Edinburgh Festival Fringe, with specific focus given to showcasing work to international promoters and programmers and developing onward opportunities.

For more information about Made in Scotland, including details of previous showcases and the acts who have previously been supported visit madeinscotlandshowcase.com.

Made in Scotland also supports the attendance of visiting international promoters at the Fringe. As attendance from international industry tends to be at its highest concentration during the middle week of the Fringe, it is recommended that any show planning a shorter run includes at least two performances during this period.

For 2025, the middle week is 11 – 17 August.

In addition to those attending in person, the Made in Scotland showcase will be promoted digitally to industry members who cannot travel to Edinburgh during August. All companies will be expected to prepare digital assets (trailers, images, etc) to be hosted on the digital [Fringe Marketplace](#).

As well as supporting the showcase of work during the Fringe each year, Made in Scotland has additional funding available to enable any Scotland-based artists to take up new international showcasing opportunities as a direct result of promoter(s) seeing the work live at the Fringe. The Made in Scotland Onward International Touring fund is also available to support artists based in Scotland who have presented work live at the Fringe outwith the Made in Scotland showcase. **For further information please see edfringe.com.**



What will Made in Scotland support?

Three levels of funding are available to help support the presentation at the Fringe of new or existing artistically ambitious work with strong international onward potential as part of the Made in Scotland showcase. All applicants should focus on their international ambitions for the show being presented.

The fund is not intended to fully fund a run at the Fringe. It is intended to elevate the presentation of the work at the Fringe to maximise international opportunities on offer. **The selected Made in Scotland shows will be promoted collectively under the Made in Scotland banner, however they will be expected to be independently produced and promoted by the individual artists or companies.** Each show is responsible for their own venue hire, marketing, PR, industry engagement, etc.

Advice and support on all aspects of bringing a show to the Fringe is available from the Fringe Society team on **artists@edfringe.com**.

Applicants will be asked to demonstrate their projected income (e.g. box office projections) as well as overall expenditure. **A full budget will not be required however applicants must comply with the following:**

- That you will pay at minimum the Real Living Wage to all directly employed staff, 16-17-year-old workers, and contracted and agency staff from the start of the funded period.
- That **effective voice** for workers is in place in the organisation. This can be aspects of 'Individual' voice (for organisations of fewer than 21 workers) and aspects of 'Collective' voice (for those with 21 workers or more).
- That their workforce representative has agreed that all workers employed within that organisation have access to an effective voice channel.



What is the overall budget and how much can I apply for?

The total budget available for the Made in Scotland 2025 programme will be in the region of £300,000. For 2025, three fixed levels of funding have been introduced that applicants can apply for.

These funding levels are:

- £5,000
- £15,000
- £25,000

Applicants should bear in mind that Made in Scotland funding should not be their only source of funding. We have a responsibility to ensure that the limited funds support the presentation of a varied selection of the diverse work being developed and performed from across Scotland.

Support for selected artists

Those selected to be part of Made in Scotland will receive support and advice to help them prepare for participation in the programme. This will include:

- advice about performing at the Fringe, finding a venue and registering your show
- advice on marketing your show at the Fringe and taking advantage of the showcase to raise your profile
- support in setting realistic goals and building strategies to achieve them
- guidance on understanding and taking advantage of international opportunities
- support with networking and building relationships with international industry and promoters
- access to the Made in Scotland alumni and opportunities for peer-mentoring.



Who can apply?

Applications can come from individual artists, companies, organisations, promoters, record labels and venues. All applicants must be based in Scotland. Student and non-professional companies are not eligible to apply.

Organisations already in receipt of Creative Scotland Regular Funding, Open Funding or other Targeted Funds are eligible to apply, but need to clearly demonstrate the additional benefits that support from Made in Scotland will present.



What are we looking for in an application?

This programme is focused on raising the international profile of talent based in Scotland and therefore export potential is the key selection criterion. Applicants should therefore describe how they intend to share their work internationally and its suitability for an international marketplace.

Applicants should also have a strong understanding of where their work fits on an international scale, and they should be able to demonstrate consideration towards environmental implications of sharing the work.

Specifically, we want to support the presentation of:

- high-quality, artistically ambitious productions or performances which promote the work of artists based in Scotland and are export-ready for the international market; and/or
- productions or performances which involve Scotland-based artists and companies in international co-productions or in collaboration with international festival directors and promoters. Applications should demonstrate that funding will enhance the quality and ambition of the project in ways that would not be possible without this support.



Timelines for the Made in Scotland showcase fund

It is important to understand the timescales involved in planning for being part of the Made in Scotland showcase. You will hear about the outcome of your application in December 2024 so must be ready to approach your preferred venue. For more information on finding a venue see edfringe.com

While your show might not be fully formed by the time of the programme registration deadline in April, it is important that you have images and footage available for your Fringe listing, the Made in Scotland brochure and promotional videos. More information will be provided for both when successful applicants are informed.

■ Funding guidance launched	10 September 2024
■ Online applications open	10 September 2024
■ Online information session	16 September 2024
■ Online applications close	21 October 2024
■ Selection panel meet	Beginning of December 2024
■ Applicants informed by	End of December 2024
■ Brochure and registration deadline	April 2025
■ Launch date	May 2025
■ Fringe 2025	1-25 August 2025
■ Made in Scotland focus week	11-17 August 2025

How to apply

Application form

All applications are to be submitted via our online application form.

- **The application form will be published on edfringe.com on the 10 September.**
- To help you prepare, there is the option to preview the form in full before you begin completing it.
- **Submit the completed form before the deadline (21 October 2024).** Once submitted it will not be possible to amend the application so ensure you thoroughly review and check before submission.
- Upon receipt, you will receive a confirmation message with your application reference number.

Deadline and submission

Applications for Made in Scotland funding should be submitted by **12:00 BST, 21 October 2024.**



Application requirements

For applications to be eligible:


It is essential that you provide supporting materials for your application. This can include up to one of each of the following:

- **A 5 –10-minute excerpt of the proposed work or of a previous work.** This is to give the panel a sense of the quality and style of your work.
 - Please note you are required to edit your footage to 10 minutes maximum. We cannot accept full recordings with guidance of excerpts to watch.
- **Up to four images of the work or of previous work.**
- **Up to 10 minutes of audio recordings of the proposed work or of a previous work.** This is to give the panel a sense of the quality and style of your work. Submissions of more than 10 minutes will not be included, and we cannot guarantee the opportunity for you to resubmit.
- **Up to three review excerpts of the proposed work or of a previous work.**

In addition to this, you have the option of providing a URL to a full recording of your performance (along with a password if required to access it). This does not form part of the assessment requirement, but links will be shared with the panel as supplementary material for their consideration if they want to refer to them.

All supporting documentation must be uploaded at the time of application.



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- **For organisations:** you must provide a copy of your constitutional documents, Equal Opportunities Policy and, if you have one, your Equalities, Diversity and Inclusion Action Plan.
 - **For sole traders:** you must provide your Unique Tax Reference Number at the time of submission.

All applicants must complete the budget section in the application.

Further advice and information

The Edinburgh Festival Fringe Society will run an [online information session](#) for potential applicants at 15:00 BST on 16 September 2024. If you have any general enquiries about the application process, guidance or application form, including any technical enquiries about our online application process, please contact: madeinscotland@edfringe.com.

Alternative formats

The Edinburgh Festival Fringe Society 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. The Edinburgh Festival Fringe Society team can offer additional one-to-one support to applicants with access requirements.



Budget

The Edinburgh Festival Fringe Society provides some guidance on how to present your budget and finances as part of its Take Part guides. For more information go to edfringe.com.

In the application you will be asked to outline which level of funding you are applying for. You will therefore need to supply a budget which outlines your projected income and overall expenditure. When completing your budget please include all Fringe-related income (including from other sources), projected sales and projected expenditure. We would strongly encourage artists and venues who plan to present work together at Made in Scotland to discuss their plans with one another in advance of making an application, particularly with regard to projected audience figures and financial arrangements.

You are not expected to have a venue locked in by the time you apply, however you should demonstrate an understanding of Fringe venues and thus where you see your show working. This will also support your expenditure projections.

Please pay particularly close attention to the costs you allocate for paying the people involved in delivering your project. **Made in Scotland is committed, through any activities we support, to ensure that artists, staff and other creative professionals are paid appropriately for their time and effort. We therefore expect applications to reference relevant industry standards on rates of remuneration where they exist.** Guidance on rates of pay is available on the Creative Scotland [website](#).



■ Inclusion and accessibility

Made in Scotland is committed to ensuring that activities we fund are actively inclusive and accessible. We expect that your project will be accessible to as broad a range of artists, participants and audiences as possible. This could include captioning, audio description, touch tours, BSL signed performances or relaxed performances, plus making sure audiences are aware of these through marketing.

Our Made in Scotland brochure also highlights accessibility features of performances. You can refer to the Fringe Society's guidance on [how to make your show accessible](#).

■ Supporting materials checklist:

All applicants must provide the following materials:

- Constitutional Documents (organisations only)
- Equal Opportunities Policy (organisations only)
- Equality, Diversity and Inclusion Action Plan, if available
- Visual assets (as per the guidance above)

Please ensure that your viewing settings allow the panel to access and view the work in November/December.



Once you've submitted your form, what happens next?

Immediately

Upon submission of your application you will be sent a confirmation email containing your application reference number. Please keep this safe and quote it if making any enquiries about your submission.

Within the first two weeks

Your application will be checked for basic eligibility and completeness and to ensure that you've supplied all the required supporting materials. If at this stage your application is considered to be ineligible we will email you giving you the reasons. If your application is considered incomplete, we will come back to you to explain this and seek any missing information from you; you will have two working days in which to respond.

Failure to come back to us with the missing information within this time will mean your application is incomplete and therefore ineligible. We'll advise you of this by email.



Frequently asked questions

■ How is the showcase selected?

The Fringe Society collects and administers applications. The final decision is in the hands of an independent selection panel who curate that year's programme. The panel is made up of independent expert advisors from the UK and abroad (programmers, critics etc).

■ Does my show have to fall into a specific genre?

The focus of Made in Scotland is presenting theatre, dance and music performance. We recognise that there is a wide range of excellent cross-disciplinary work being created in Scotland and encourage applications from artists making work within one or across a mix of these genres. The showcase is selected with the aim to best represent the rich and diverse work being created by Scotland's artists. If you are a music act you may be interested in the Made in Scotland Gigs project, with smaller-scale grants available to play within a showcase specifically targeted at music industry professionals during the Fringe. You can find out more on the Fringe's Society's website.



Frequently asked questions

■ I have applied for Made in Scotland previously. Can I apply again?

A company can apply for inclusion in the Made in Scotland showcase with a different show, or the same show if it was not previously selected. We do not accept applications for work which has previously been presented as part of the showcase.

■ What level of funding should I apply for?

It is the applicants' choice whether they apply for the £5,000, £15,000 or £25,000 level of funding. The panel will select a range of work across these levels, and we recommend shows consider their scale and funding need when selecting the level.

■ What level of ticket sales should I budget for?

For detailed advice on budgeting for a Fringe run please contact artists@edfringe.com. However, we recommend that you assume no more than 30% of your (likely) venue capacity when estimating Fringe ticket sales, and remember that these may be a mix of full and concession price.



Frequently asked questions

■ Can I invite the selection panel to my show?

The selection panel changes each year. Therefore, we are unable to share details on who they will be until after the application deadline date.

■ Must my venue be secured before the application deadline?

No, we understand that you are unlikely to have your Fringe venue confirmed by October. The panel will however be looking for you to demonstrate a level of understanding on where your work would fit in the Fringe. Venues tend to start programming in November for the following year so it is always good to get discussions underway as early as possible if you would like to secure a programmed slot.

■ Can I apply as a venue or promoter hosting a variety of shows?

Some music promoters or venues have previously presented work in a session format. This generally features multiple musicians hosting performances across the festival and one session show featuring all artists. This can work for many genres and we welcome applications for this style of work. If you are applying as a session, performances from each act involved must take place within the middle week to ensure that it is most likely to be seen by promoters supported by Made in Scotland.



Frequently asked questions

■ Do I need to do the full run of the Fringe?

Activity can take place across the whole of the Fringe, but for any shows being presented for a limited run (fewer than six performances) we strongly advise that at least two performances take place during the middle week.

■ Is touring a prerequisite?

In line with increased environmental sustainability efforts, working and collaborating internationally no longer just means touring your work. There are alternative ways for sharing Made in Scotland work internationally. You need to have considered what international ambitions you have, be they touring, sharing digitally, licensing or other methods. You do not need to have toured internationally previously or have an international tour already booked. If working internationally is not an ambition, then this programme is not for you.

■ Can I apply for a show which is produced in collaboration with an international company/organisation?

Yes, Made in Scotland encourages Scotland-based artists to work in international collaborations.



Frequently asked questions

■ Do the Republic of Ireland, Northern Ireland, England and Wales count as 'international' touring markets?

As Northern Ireland, England and Wales are part of the UK, they are not eligible as international markets. The Republic of Ireland is deemed international.

■ The show hasn't been created yet. Is that a problem?

Made in Scotland will not fully fund the creation of new work – it is intended to add to your existing funding to help create the best presentation of your show possible to potential international bookers. It is possible to apply for funding for a show which, at the point of application/decision, is still being developed and has not yet been fully created. In such cases, the panel will be looking for evidence that the project proposal holds merit and that the creative team behind the show could deliver a high-quality piece of work.



Frequently asked questions

■ I don't have any supporting material for this show, can I provide support material from my previous work?

Yes, but only if it will provide the panel with an insight into certain aspects of the proposed piece. Based on feedback from previous panels, relevant digital assets are incredibly useful when panel members consider a proposal, and therefore strongly encouraged. Providing material which does not, in any way, relate to or offer an understanding of your work will, however, hinder your application. Please note that you will be required to provide high-quality video material of your show by April as the Made in Scotland team will put together promotional material for the showcase. More information on this will be provided to successful applicants.

■ What digital assets should I prepare for the Fringe Marketplace?

The digital Fringe Marketplace was created to connect international programmers, presenters and commissioners with professional artists and tour-ready work at the Fringe without the need to be physically present in Edinburgh. Made in Scotland companies will be expected to prepare material to host on Marketplace. These can include images, trailers, interviews, "making of" footage and rehearsal recordings, reviews, tourpacks and more.



Frequently asked questions

■ **What information do you need on my international touring ambitions?**

You should demonstrate that you have considered the practicalities of sharing the work internationally, including plans for alternative models to physical touring. Research into specific international markets for your work is expected. In particular you should be able to demonstrate the appeal of your show on an international level and demonstrate why your show stands out and would be of interest above a local company doing similar work. It would further benefit your application to identify specific international venues, festivals or programmers who you think would be interested in the work. You may also wish to include the details of existing international links you have.

■ **Will Made in Scotland market my show?**

Made in Scotland will market the programme as a whole but not individual work within it. Every company performing at the Edinburgh Festival Fringe is ultimately responsible for their own promotion. It is important to understand how highly competitive it is to attract audience, media and promoter attention. Made in Scotland encourages international promoters to attend the Fringe and to programme high-quality work produced in Scotland in their venue and festival programmes. As such, it is recommended that a great deal of planning and potentially professional support goes into your marketing campaign. Visit edfringe.com for guidance on how to market your show.

