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# GO SEE SHARE

APPLICATION GUIDANCE 2025



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AWARDING FUNDS FROM

**THE NATIONAL LOTTERY®**

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# What is the Go See Share Fund?

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Go See Share is a small fund for individuals, organisations and creative businesses to explore and share new ways to expand their business activity and make them more financially sustainable.

The aim of this fund is to help recipients undertake trips or remote meetings, allowing them to gain knowledge and insight, build relationships, and to share this knowledge back in Scotland.

# What do we mean by financially sustainable?

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We want to help creative and cultural organisations to become more sustainable by ensuring they can trade effectively. For this fund, the focus is on activity that will help organisations learn how to strengthen their financial base, but we also recognise that this needs to be done in ways that do not undermine our national commitment to achieving net zero. We are therefore interested in supporting people to engage and potentially travel beyond Scotland, but to ensure the value of this is maximised through effective sharing of any learning.

Previous projects have looked at business models, income streams, copyright, monetisation, membership models for artists from marginalised communities, community enterprise, sustainable tourism in film festivals, and alternative routes to commercial markets for visual artists, but we are open to new ideas that will help you and others like you to be more financially sustainable.

# What types of activity will the fund support?

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We are looking to support trips and meetings that will help you consider the ways you could expand your business activity and increase your financial sustainability. We recognise that there can be no economic sustainability without environmental sustainability, and so we are also interested in projects that consider any potential impact on the environment as part of your plans to become more financially sustainable. This learning should help the creative communities you will share with to do the same.

Examples of the types of activity we are looking to support include:

- **Local, national and international trips** to see examples of best practice or new business models in operation.
- **Remote meetings** which help you to research best practice or alternative business models.
- **Relevant event, festival, and professional development opportunities** that will support your business development, business practices or business sustainability.
- **Visits to a person, organisation or business**, to explore new ways of working.

**Examples from our most recent cohort include:**

- Joe Bain of Hairy Heart Games visited Gamescom in Cologne, Germany to develop potential partnerships with platform holders and distributors and learn about how to better connect to creative games programmes in Europe and present their work to European audiences.
- Rhona Warwick Paterson of First Hand Studio visited Handful in Berlin to learn about their business, exploring different membership models as the demand for her business grew, copyrighting her method and the potential to eventually train other artists, allowing time to build research networks.
- The team behind Art Night Dundee 2023 conducted online meetings and in person visits with SPILL/Think Tank in Ipswich, Berwick Film and Media Arts Festival in Berwick-upon-Tweed, Household in Belfast, Fierce Festival in Birmingham, and ANTI Festival in Kuipo, Finland with a view to establishing a financially secure and lasting art festival for Dundee. They were interested in festivals that operate outwith traditional centers, deliver live and temporary commissions and make a permanent contribution to their local communities.

# How will the ‘Share’ element of the project work?

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An essential part of any Go See Share project is that recipients share back the learning after any trip or meeting. Recipients of this fund are expected to demonstrate how they will share their learning on their own channels and networks and will also be required to take part in a Creative Scotland Sharing Event, where they will talk about their experiences. The event may be filmed, and video of your presentation may be shared on Creative Scotland’s communication channels. The event will be delivered remotely online.

Previous recipients have shared their work in several ways, including:

- Making podcasts
- Holding and/or speaking at events
- Blog posts
- Social media activity including posts, lives, vlogs and stories

Successful applications will have a strong approach to sharing their projects and a good understanding of who they want to reach and how. They need to be able to articulate why their trip is important to them, and why they are the best person to be making this trip in terms their ability to share with their peers and sector. In addition to your own sharing, in the lead up to the event we will promote this across social media. We’ll be tagging you in our social posts about it, bringing you new audiences and encouraging the people who are interested in your work already to come along. We can help you share this with your audiences or contacts, and we’ll be in touch to let you know how best to do this if you’re funded.

## Who can apply?

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**Individual artists, creative practitioners, representatives of arts organisations and creative businesses, who work in the creative industries and are based in Scotland.** These industries include visual and performing arts, crafts, textiles, fashion, photography, music, writing and publishing, design, film, TV, video, radio and computer games.

All applicants must be proposing ideas which are aimed at expanding their business activity and increasing financial sustainability.

All applicants must have a UK bank account in their legal name, which must be the same name you apply under, as we cannot pay into an account with a different name. Please [visit our website for more details on this](#).

**We encourage applicants from a diverse range of practices and backgrounds within the creative industries.**

## Who cannot apply?

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- **Individuals and organisations who do not work in the creative industries outlined above.** This includes those working in tourism, hospitality, the events sector, hair and beauty sector, the wedding industry and history/heritage sectors.
- **Applicants who are seeking funding for general research or creative development activity.** This activity may be eligible through our [Open Funding](#).
- **Full-time students.** Part-time students can apply but will need to prove their part-time status and that the activity they are applying for does not contribute toward their academic studies.
- **Regularly Funded Organisations (RFOs).**
- **Multi-Year Funded Organisations** (to be announced in January 2025, with funding awarded from 1 April 2025). If an organisation applies to this fund before receiving their Multi-Year Funding decision and they are subsequently awarded Multi-Year Funding, we will contact them to arrange for the Go See Share application to be withdrawn.

## How much can I apply for?

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You can apply for between **£3,000 – £10,000** and this can cover all, or a proportion of, the total costs of the project.

### **How many awards will be made?**

The overall budget for the fund is **£80,000** and we hope to support between **10-15** recipients in 2025.

## What can the funding be used for?

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Funding can be used to support business sustainability, such as:

- Travel and accommodation costs.
- Relevant event or conference tickets.
- Time to attend meetings with other businesses or individuals you feel you can learn from.
- Time to prepare presentations and materials for sharing.

As this support is intended to help you to grow your business, we can only cover time to attend meetings/events and time to prepare presentations and materials for sharing. Any time that goes into supporting your business in addition to this will need to be covered by yourself.

Where applicable, if for example part of the costs are to cover the time of the person you want to connect with or to cover your time to prepare materials, you should demonstrate that **Industry Standard Rates of Pay** have been applied or considered and an appropriate rationale for this approach has been supplied.

**We will be looking to support a spread of business types and/or creative disciplines from across Scotland.**

# Access Costs

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We are committed to ensuring our funding is accessible to all. Access Costs are essential, non-artistic expenses that directly remove or reduce barriers to participation. There are two types of access costs that can be included within your project:

## Personal Access Costs

Costs related to removing barriers for you and/or your team due to disability. Personal Access Costs are treated separately to your main project budget, and they do not count towards your total funding request.

## Project Access Costs

Costs related to disability of others working on or participating in the project, and any further access costs such as childcare, travel for safety reasons and translation for you and/or your team or those you are working/participating in the project. These costs should be included within your main project budget.

Please note that childcare costs are considered a taxable benefit. While Creative Scotland will reimburse these costs where eligible, you are responsible for reporting them to HMRC.

Only eligible access costs will be covered. For more information on eligible personal and project access costs, please [visit our website](#).

If you need further assistance, please email:  
[accesssupportrequests@creativescotland.com](mailto:accesssupportrequests@creativescotland.com)

# What this fund does not support

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- **Activity not focused on business sustainability**, including general creative and professional development projects and academic research.
- **Trips, residencies or meetings focused on creative development**, or any activity better suited to the [Open Fund for Individuals](#).
- Attendance and costs for **taking part in trade shows or online selling events**.
- Attendance and costs for **courses or training opportunities**.
- Costs for taking part in **touring or performance opportunities**.
- Payment of business **consultation fees to third parties**.
- **Product development costs**.



# Demands on funding

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The Go See Share Fund is highly competitive. Last year 11% of applicants received funding. It is important to understand this context before applying.

If once you have read this guidance, you are still unsure on your eligibility, contact our Enquiries Service by emailing:

[enquiries@creativescotland.com](mailto:enquiries@creativescotland.com)

## What criteria will we judge an application against?

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Applicants will be assessed against the following criteria:

- The strength or uniqueness of the opportunity and its likelihood to support you to develop your business sustainability.
- The likelihood of your research idea helping to support the financial sustainability of other individuals, organisations and creative businesses in Scotland through your sharing of knowledge.
- The suitability of the person undertaking the research activity and their ability to share their experience with the sector.
- The effectiveness of any proposed sharing activity.
- If meeting an organisation or individual, confirmation that they (i.e. the person or organisation in question) are willing and able to spend time with the applicant and share their experiences.
- If going to an event, confirmation that the event is taking place and that tickets are available.
- If your project includes international working and travel, or other activities that generate greenhouse gas emissions, a strong rationale on how you are considering the impact on the environment within your planning.

# Timeline

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In 2025 there will be **one deadline** for Go See Share.

- Applications open: **2pm, Thursday 9 January 2025**
- Applications close: **2pm, Thursday 6 February 2025**
- Decisions: **March 2025**
- Proposed activity should take place between: **May to October 2025**
- Creative Scotland Sharing Event: **November/December 2025**

These dates are correct at time of launch. If for any reasons these dates change, we will inform all applicants by email.

## Alternative Formats, Languages and Access Support

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Creative Scotland is committed to offering clear and accessible application processes that are open to everyone. We have several ways of supporting you to make your application.

### Alternative Formats and Languages

Our published materials, including funding guidance and application forms, 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 in 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.

For information on the types of support available, how to request assistance, and how to include access costs in your funding application, please [visit our website](#).

If you need further assistance, please contact us at:  
[accesssupportrequests@creativescotland.com](mailto:accesssupportrequests@creativescotland.com)

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 emailing:  
[enquiries@creativescotland.com](mailto:enquiries@creativescotland.com)

## How to apply

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Applications for Go See Share must be made through Creative Scotland's **Online Funding 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/sign-up](https://my.creativescotland.com/sign-up)

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

Applications will open at **2pm on Thursday 9 January 2025**.

1. Once logged in, select the **Go See Share** application form.
2. Click on '**Apply now**' to begin your application. Complete the form as instructed.
3. You can save your application and return to it at any time before the deadline at **2pm on Thursday 6 February 2025**.
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. **Submit the completed form before the deadline**. Once submitted, 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 by emailing:  
[enquiries@creativescotland.com](mailto:enquiries@creativescotland.com)

**Please note**, it will not be possible to amend the application so ensure you thoroughly review and check before admission.

If you cannot access the internet to make an application, or need additional support, please contact please contact our Enquiries Service by emailing: [enquiries@creativescotland.com](mailto:enquiries@creativescotland.com)

# What information do I need to supply?

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- A summary of the Go See Share activity you're applying for. Specifically:
  - a. What do you want to research and explore?
  - b. How will it benefit you and your sector? (500 words)
- A short biography of yourself (as the applicant individual, organisation or business) (250 words)
- Sharing: as part of this fund, you will be expected to share your experience at a Creative Scotland sharing event. In what other ways will you share any learning? (250 words)
- Consideration of Environmental Impact: If your project includes international working and travel, or other activities that generate greenhouse gas emissions, how are you considering the impact on the environment within your planning?
- You will be asked to upload a one-page budget (preferably using Excel or equivalent budgeting/spreadsheet software).

## Assessment and decision-making process

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### What happens after I've submitted the application?

#### Immediately after submission

You will receive a confirmation email with a reference number (CS-GSS-XXXXX-XXXX).

If not, please check your junk/spam folders or contact our Enquiries Service by emailing: [enquiries@creativescotland.com](mailto:enquiries@creativescotland.com)

#### Eligibility and Completeness Checks

Your application is checked for eligibility and completeness. If you have not provided all the required information, you will be notified and given a short period to provide this missing information. If you do not do this, or if you do not meet the eligibility criteria for the fund, your application will not be assessed. You will be notified of this, and of the reasons why, by email.

## **Assessment**

Complete and eligible applications will be assessed by an officer, with comments invited from art form or specialism teams as required.

Applications will be assessed against the criteria and priorities set out in this guidance. Assessments will be made off the information you provide in your application form and any supporting materials submitted. We may look online for additional information (for due diligence purposes, e.g. to confirm an event is going ahead) or contact you during the assessment process to seek further information about your project or clarification on aspects of the information you provide.

## **Decision-making panel**

All assessments go to a decision-making panel, made up of members of Creative Industries Team, and officers from other art form teams as required.

## **Decision outcome**

Once we have reached a decision, we will email you to let you know the outcome of your application.

## **Funding Agreement**

If you are successful, we will send you your Funding Agreement, detailing any specific conditions of award, which are required to be fulfilled before funding is issued. You must note and adhere to all the terms and conditions of the Funding Agreement. On receipt of the Funding Agreement, we will also ask you to supply us with your banking details.

At this point we will also agree a payment schedule and cash-flow with you, which will normally be set against agreed milestones. You will need to return a signed copy of our Funding Agreement.

## **Payment**

Once all conditions have been met, we will release the first instalment of your funding award.

# 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](#).

# 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. For more information, visit the [Freedom of Information section of our website](#).

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.foi.scot](http://www.foi.scot) 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.

# 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](#).

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 <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. In the event that it is deemed to be non-compliant with the Subsidy Control rules, the recipient may be required repay the entire grant (and any other sums due) immediately.



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