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# GO SEE SHARE FUND

APPLICATION GUIDANCE 2024

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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 support is to help recipients undertake trips or remote meetings, allowing them to gain knowledge and insight, build relationships at events or other types of visits, 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 through ensuring that they can trade effectively. Our focus for this fund 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 you feel 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're looking to support visits that will help you to consider the ways you could expand your business activity and increase your economic 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 visits that we are looking to support include:

- Local, national and international visits to see examples of best practice or new business models in operation.
- Remote meetings or visits which help you to research best practice or new business models.
- Interesting event, festival, and professional development opportunities focused on business development, business practices or business sustainability.
- Visits to a person, organisation or business to explore interesting new ways of working.

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

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An essential part of any Go See Share award we make is that all recipients are required to share the learning after any trip. Recipients of the funding are expected to demonstrate how they will share their learning via their own channels and networks and will also be required to take part in a future Creative Scotland event, at which they can talk about their experiences. The event may be filmed and video of your presentation may be shared via Creative Scotland’s communication channels. This year it is likely 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 also 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. You can help us 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. This includes those working in 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 be based in Scotland and have a UK bank account in their name.**

## Who cannot apply?

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**Individuals and organisations who do not work in the creative industries as 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 support for more general research or creative development activity should apply to our Open Funds.**

**We cannot accept applications** from National Companies, Creative Scotland Regularly Funded Organisations, and 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.

## 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.

### **Does this include accessibility support?**

Please note that if you need additional costs for access requirements or childcare costs (that push your application over the £10,000 upper limit) then this is fine and you should outline what these costs are in addition to the basic costs associated with the activity.

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

The overall budget for the fund is **£80,000** and the total number of awards made will be dependent on available budget – but we would hope to support between 12 – 20 recipients in 2024.

# What can the funding be used for?

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The fund can be used to support business sustainability and can include:

- Travel and accommodation costs.
- Relevant event/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, demonstrate that **Industry Standard Rates of Pay** have been applied or considered.

There have been several previous rounds of this fund. For examples of successful projects, [visit our website](#).

# What this fund does not support

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- Fees for participants to undertake any other activity which is not focused on business sustainability including general creative or professional development, or academic research.
- Costs associated with taking part in a trade show or online selling event.
- Taking part in a course or training.
- Taking up a touring or performance opportunity.
- Payment of business consultation fees to third parties.

# 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 economic 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 (ie the person or organisation in question) are willing and able to spend time remotely with the applicant and share their experiences is essential.
- If going to an event, confirmation that the event is taking place and that tickets are available will be required.
- 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?

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

## Timeline for Go See Share in 2024

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In 2024 there will be **one deadline**.

Funding guidance published and online application portal opens:  
**2pm on Thursday 11 January 2024**

Closing date for applications: **2pm on Thursday 1 February 2024**

Decisions: **March 2024**

Your proposed activity should take place:  
between **May – October 2024**

Creative Scotland Sharing event: **End November/December 2024**

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 and programmes that are open to everyone. Information is available in alternative formats and on request, translations.

We offer access support to disabled applicants, tailored to individual requests. Support includes Sign Language Interpreters for meetings and scribing support for dyslexic applicants. Officers can offer advice to new applicants and support them to make an application. The Equalities, Diversity and Inclusion team can organise additional one-to-one support to applicants with access requirements.

**Please note we will accept applications and supporting materials which are written in English, Gaelic or Scots.**

If you require support, further information or have any general enquiries about the fund and how to apply please contact our enquiries service.

## Help, further advice or feedback

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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 our enquiries Service.

You can do this by email, through our website or social media.

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

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

Twitter: Send us a tweet [@creativescots](#)

If you are a D/deaf BSL user, you can access our services with the Contact Scotland-BSL programme. Go to: [www.contactscotland-bsl.org](http://www.contactscotland-bsl.org) for more information.

# How to apply

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All applications must be made through Creative Scotland's online **Funding Management System**.

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

At **2pm on Thursday 11 January 2024** the online application form will open for submissions.

To register an account visit [my.creativescotland.com/signup](https://my.creativescotland.com/signup). If already registered, log in at [my.creativescotland.com](https://my.creativescotland.com).

Once logged in, select the **Go See Share** application form.

Click on '**Apply now**' to begin your application. Complete the form as instructed.

You can save your application and return to it at any time before the deadline at **2pm, Thursday 1 February 2024**.

Submit the completed form before the deadline. Once submitted, you will receive a confirmation message with a reference number. Please note, it will not be possible to amend the application so ensure you thoroughly review and check before admission.

# What information do you 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).

# Our assessment and decision-making process

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## What happens when we receive your application?

### 1. Eligibility Check

Once you have submitted your application we will review it for completeness and eligibility. If you have not provided all of the information required you will be contacted and given a short period of time to provide any 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.

### 2. Assessment

Complete and eligible applications will be assessed by an officer from our Creative Industries Team, with comments invited from other 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 on the basis of the information you provide in your application form and any supporting materials submitted. We may look online for additional information or contact you during the assessment process to seek further information about your project or clarification on aspects of the information you provide.

### 3. Decision-making panel

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

### 4. Decision outcome

Once we have reached a decision, we will email you to let you know the outcome of your application. If your application is unsuccessful, we will email to let you know why, and advise you of any next steps if applicable.

## 5. 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.

## 6. Payment

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

# Data Protection

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Creative Scotland requires some personal information about you/your organisation to consider your application for funding. Without this, we will not be able to fund your project.

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 available online at: [www.creativescotland.com/privacy-policy](http://www.creativescotland.com/privacy-policy).

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

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

You have some rights in relation to the personal information that we hold about you under data protection legislation. Information on how to exercise these rights is contained in our Privacy Notice or you can contact our Data Protection Officer at: [dataprotection@creativescotland.com](mailto:dataprotection@creativescotland.com).

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](#).

# Complaints Procedure

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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](#)

# 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. You can see details of our FOI (Freedom of Information) handling on our website here:

[Freedom of Information \(FOI\) | 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 Act (Scotland) 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 freedom of information 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.

# 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 [UK Government's Summary Guide to Awarding Subsidies](#).

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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