**Scots Language Publication Grant Application Form**

This application can be made available in other formats on request. If you need assistance with making your application or have other access needs, please get in touch. For all enquiries, please email: [applications@scottishbooktrust.com](mailto:applications@scottishbooktrust.com).

**How to format your application:**

* **Font:** All text outwith your budget sheet should be font Arial, size 12
* **Links to websites:** Please do not include links in your application, we cannot guarantee the panel will be able to visit them.

**How to submit your application:**

* **Email** your application to [applications@scottishbooktrust.com](mailto:applications@scottishbooktrust.com).
* **Subject line**: Scots Language Publication Grant
* **Deadline:** Applications received after the deadline will not be considered.
* **You may make four applications per annum, with a maximum total value of £8,000.**
* Please send **one email per application** and only include the information requested in this form ). You may attach **a maximum of three files for each application, one of which must be this form**.
  + We can accept file names ending in .doc, .docx, .rtf, .txt for word processing documents, .xls or .xlsx for spreadsheets and .pdf files
  + We cannot accept .odt files or more than three files per application.
  + Please include your name in the filename(s) of your attachment.
  + Every application we receive will be sent an acknowledgement email. If you do not receive one of these within ten working days of the deadline date, please contact Scottish Book Trust.
  + Applicants who submit an ineligible application will be contacted within 28 days of the deadline.

If you are not able to apply via email, you can send your application to:

Scots Language Publication Grant, Scottish Book Trust, Sandeman House, Trunk’s Close, 55 High Street, Edinburgh, EH1 1SR.

If you are applying by post, please email us at [applications@scottishbooktrust.com](mailto:applications@scottishbooktrust.com) to say you have posted an application. This will allow us to keep an eye out for your application after the deadline.

This application can be made available in other formats on request. If you need assistance with making your application or have other access needs, please do not hesitate to get in touch.

For all enquiries please email: [applications@scottishbooktrust.com](mailto:applications@scottishbooktrust.com)

**Section 1. Publisher details**

|  |  |
| --- | --- |
| **Name** |  |
| **Address** |  |
| **Postcode** |  |
| **Main phone number** |  |
| **Email** |  |
| **Year publisher founded** |  |
| **Number of titles in the last 12 months** |  |
| **Number of permanent staff** | Full time:  Part time: |
| **Please provide a short personal statement (*250 words maximum*)** | |
|  | |

**Section 2. Publication details**

|  |  |
| --- | --- |
| **Author(s) of work** |  |
| **Editor(s)** |  |
| **Illustrator(s)** |  |
| **Any other relevant contributor(s)** |  |
| **Title of work (can be a working title)** |  |
| **Format of publication** | Audiobook  Book  Magazine  Digital |
| **Approximate pagination (if relevant). If the proposed work is a poetry collection, please note the approximate number of poems.** |  |
| **How much funding are you applying for (maximum of £5,500)?** | £ |
| **Please describe the publication/work and explain why you think it is important, including information on those involved.**  (*no more than 500 words*) | |
|  | |
| **Please provide a short biography for each contributor** *(no more than 200 words per author/editor/illustrator)* | |
|  | |
| **Please provide a brief publication plan** *(no more than 500 words detailing achievable timescales, milestones and anticipated publication date)* | |
|  | |
| **Scots language content** (please indicate if this work is entirely in Scots. If not, provide approximate % of Scots text) |  |
| **Print run** |  |
| **Recommended Retail Price (RRP)** |  |
| **Other funding (please provide details of any other funding secured towards the publication costs)** |  |

**Section 3. Marketing**

|  |  |
| --- | --- |
| **Describe the target audience for his book** | |
|  | |
| **Explain how you know there is a demand for this book** | |
|  | |
| **Briefly explain your marketing plan including advertising, events and social media** *(if you are applying primarily for marketing costs you will need to provide a more detailed plan as an appendix to this application)* | |
|  | |
| **Publication sales**  Provide estimate of sales anticipated in first 2 years. | Year 1:  Year 2: |
| **Other audiences (e.g. schools/festivals/other events)** Please detail any other ways your publication may reach an audience. Please include projected audience figures | |
|  | |
| **Please share your thoughts on the impact this publication will have on existing and new audiences.** | |
|  | |

**Section 4. Budget**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Budget Template** | | | | | | |
|  | **Expenditure** |  |  | **Income** |  |  |
| **Author Fees** |  |  |  |  |  |  |
| Advance |  |  |  |  |  |  |
| Events |  |  |  |  |  |  |
| **SUBTOTAL** | £0.00 |  |  | £0.00 |  |  |
| **Book Design** |  |  |  |  |  |  |
| Cover Design |  |  |  |  |  |  |
| Interior Design |  |  |  |  |  |  |
| Typesetting |  |  |  |  |  |  |
| Reprographics |  |  |  |  |  |  |
| SUBTOTAL | £0.00 |  |  | £0.00 |  |  |
| **Editing** |  |  |  |  |  |  |
| Copywriting |  |  |  |  |  |  |
| Proofreading |  |  |  |  |  |  |
| SUBTOTAL | £0.00 |  |  | £0.00 |  |  |
| **Printing Costs** |  |  |  |  |  |  |
| Proof copies |  |  |  |  |  |  |
| Printing Estimate |  |  |  |  |  |  |
| SUBTOTAL | £0.00 |  |  | £0.00 |  |  |
| **Marketing** |  |  |  |  |  |  |
| Launch events |  |  |  |  |  |  |
| Social media |  |  |  |  |  |  |
| Advertising |  |  |  |  |  |  |
| Press packs |  |  |  |  |  |  |
| Freelancer PR/marketer |  |  |  |  |  |  |
| SUBTOTAL | £0.00 |  |  | £0.00 |  |  |
| **Overheads** |  |  |  |  |  |  |
| Travel expenses |  |  |  |  |  |  |
| Postage |  |  |  |  |  |  |
| Storage |  |  |  |  |  |  |
| SUBTOTAL | £0.00 |  |  | £0.00 |  |  |
| **Administration** |  |  |  |  |  |  |
| SUBTOTAL |  |  |  |  |  |  |
| **Total Expenditure** | £0.00 |  |  |  |  |  |
| **Total Income** | £0.00 |  |  |  |  |  |
| **Grant Requested** | £0.00 |  |  |  |  |  |

**Before submitting your application, please check you have done the following:**

**All applicants must:**

* Provide a **detailed budget** (template in Section 4 of the application form). The budget should include all production costs, printing costs, marketing costs and details of author remuneration and translation fees, if appropriate. The budget should also include any additional income and provide details of your own contribution. Publishers must commit to the principles of Fair Work First; appropriate payment for authors and illustrators must be reflected in the budget. The budget template provided can be adapted as necessary.
* Provide a **publication plan** (in Section 2 of the application form) with a detailed timeline, including achievable timescales, defined milestones and expected publication date.
* Provide a **marketing plan** (in Section 3 of the application form) detailing advertising and promotion plans, events and planned online and social media activities. See below for advice on applications solely for marketing costs.
* Provide **a sample** of the work that the funding application relates to. See below for more detailed advice on writing samples.

**Publishing new work, including translation**

* A synopsis of the work where appropriate
* A sample of the work (Length limit: 2,500 words of prose *or* 10 pages of poetry *or* 15 pages of script). If it is not possible to provide a sample of the work itself, please provide an example of similar work which the author or translator has produced.
  + In cases where you are seeking to publish a combination of the above, please send a representative sample of no more than 2,500 words.

**Audio production**

* A synopsis of the work where appropriate
* A sample of the work (Length limit: 2,500 words of prose *or* 10 pages of poetry *or* 15 pages of script). If it is not possible to provide a sample of the work itself, please provide an example of similar work which the author or translator has produced.
  + In cases where you are seeking to publish a combination of the above, please send a representative sample of no more than 2,500 words.

**Reprinting existing work where there is demonstrable need or where it is culturally and historically relevant**

* Please include up to one A4 page (a maximum of 500 words) to evidence need or explain why the work is culturally and historically relevant

**Effective marketing and promotion of existing and new work**

If you are applying for funding solely for marketing costs, please provide a detailed marketing plan in addition to the information already covered in section 3 (up to 2 A4 pages, a maximum of 1000 words) explaining any activities you will undertake and how these will help you to reach your target audience. Please note we do not fund drinks receptions.