

Scots Language Publication Grant Guidelines

The Scots Language Publication grant exists to support Scottish publishers to publish and promote work written in Scots.

The Scots Language Publication grant was set up by The Scots Language Resource Network which meets twice a year to discuss the coordination and publication of new and existing resources (online and in print) that support the learning and teaching of Scots. It currently includes representatives from the following organisations:

- ASLS
- Creative Scotland
- Education Scotland
- Glasgow Women's Library
- Literature Alliance Scotland
- National Library of Scotland
- Publishing Scotland
- Scots Language Centre
- Scots Language Dictionaries
- Scottish Book Trust
- Scottish Poetry Library
- SQA
- Wigtown Book Festival

The publication grant is funded by the Scottish Government and administered by Scottish Book Trust

Applications are welcome from publishers seeking assistance with:

- Publishing new work, including translated texts
- Reprinting existing historical or culturally significant work
- Effective marketing and promotion of existing and new work

We will cover some or all of the costs relating to the following:

- Copy editing and proofing
- Advances
- Illustrations and cover design
- Typesetting
- Indexing
- Printing
- Audio production (CD/DVD/MP3/other appropriate format)
- Digital production (text only)
- Marketing and promotion costs of new or existing work



Ineligible applications

There are a number of formats which the publication grant fund will not support. These include:

- Stationery
- Promotional material such as cards and calendars, websites and blogs
- Games, apps, maps and guidebooks
- Textbooks or other educational material
- Technical guides or handbooks

Levels of support

Successful applications for individual publication grants can receive up to £5,500 per publication. Publications must be entirely or mostly written in Scots (i.e. more than half). For publications not written entirely in Scots the panel will take into account any impact the publication would have in terms of promoting Scots to a wider audience. If you have any questions about the eligibility of your proposed project, please email applications@scottishbooktrust.com

Assessment

All funding decisions are based upon the panel's evaluation of the information provided by the publisher assessed against the eligibility criteria

Advance payment

In order to assist with the pre-publication costs of approved individual titles, Scottish Book Trust will pay an initial instalment of up to 75% of the publication grant. This will only be paid after a contract has been agreed by both parties. The balance of the grant will be paid on publication of the work and once verification of actual expenditure has been received.



Eligibility Criteria for Publishers

Any publisher based in Scotland may apply.

As this publication grant supports creative work written in Scots, the assessment panel will consider publications in any form of Scots, but the majority of the work should be written in Scots (not just dialogue). ASLS has created some guidelines for reference

Applications will be assessed by a panel on the following criteria:

Artistic quality

How strong is the writing? Is the text correct / accurate and written in an accessible style?

Will the publication be an attractive and marketable product?

How unique or ground-breaking is the work?

Demand and Marketability

Is the publication anticipated to be popular? Will the publication increase an existing audience? Will it grow a new audience?

The audience does not need to be large as long as the application makes clear how you will reach them and what the benefit will be.

You must provide a marketing plan that details how you intend to promote and market the title. The panel will assess whether your marketing plan is realistic and likely to be effective.

Management

You must provide a publication plan with realistic, achievable timescales. Your plan should include a publication timeline with clearly defined milestones

Finance

Does the application demonstrate value for money?

Are your costs reasonable and do they compare well with current industry standards?

