# Live Literature application form guidance

## Extra information to help with your Live Literature funding application

You’ll find context for each question on the application form as well as an idea of what the panel might like to see in a strong answer. You won’t find specific wording, because we want to hear what you have to say. Instead, we’ll focus on how each question might apply to your plans and setting.

Don’t worry if some questions include information not relevant to your setting – for example, you don’t work with children or vulnerable adults – we don’t expect you to address these in your answer.

## Get in touch

We can’t offer tailored support for your application, but are happy to answer questions about the process and the general advice given below.

If you have any questions or comments please email live.literature@scottishbooktrust.com.

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## Tell us a few basic details about your organisation and what you do. Please be brief and use your own words.\*

*(max. 500 characters)*

This should give the panel a basic understanding of your wider work, beyond the author sessions you need support for.

For non-profit organisations, you could explain something about the audiences you typically work with or any partners who benefit from your offer. Schools can use this as an opportunity to mention any specific priorities at time of writing, beyond ongoing objectives around literacy.

It's not necessary to connect this section directly with your planned author events, however this is a space to lay some groundwork by mentioning challenges that you hope funding will address. Things to consider may include:

* Do you have a lack of dedicated funds for author visits?
* Have you identified a gap in your provision that an author event could help close?
* Are you prioritising new ways of reaching your community?

## What would you like to do?\*

*Please give us a list of the activity you want us to fund. For each session you are applying for, tell us: (1) what the session is, (2) who it will reach/who will be in the audience, (3) which form it will take. Example 1: Remote workshop, reading by author on Skype, P4 pupils. Example 2: Podcast discussion about author’s work, adults in the community. If a session repeats, put x2 or (2) etc. so this is clear. The total should match the number of sessions you are applying for (max. 1000 characters).*

Responses will vary depending on how many sessions you’re applying for.

For a smaller number, the panel would hope to understand what your events will look like. You might consider:

* Any themes, formats or outcomes you’ve identified and the type of author you think your audience will respond to
* If you have some authors in mind, tell us who they are or why you think they’ll be right for this audience. Even if you eventually work with another author this helps the panel understand what sort of event you’d like to deliver.
* Try to include something about the audience – why have you chosen this event for them?

With larger numbers we understand that you can’t outline every session so instead the panel need to know more broadly how you will approach a series of author events. For instance:

* Will the sessions be connected, or are they each offering something different?
* How did you decide on this number of sessions?
* You should include some detail on why you’re planning these events, such as following up on a previous project in your area or working alongside partners to meet shared objectives.

In all cases, if any sessions are being repeated the panel need to understand why. This could include:

* Dividing a large audience so they both get the same experience.
* Authors working across different venues to ensure accessibility.
* Sessions which focus on a different theme / area of an author’s work.
* If you do list specific sessions, make sure they match the number given at the start of your application.

## Why do you need Live Literature funding for this project to go ahead?\*

*e.g. financial need; high level of SIMD; piloting a new way of working; targeting a vulnerable group etc. (max. 850 characters)*

This should link to your previous answer, and explain to the panel why your planned events couldn’t happen without Live Literature support.

Try to expand on the main reasons to provide extra context, even if it might seem obvious to you. For example:

* If financial need is why you’re applying you could explain you work in a level of high SIMD where fundraising is difficult, or your core budget might not allow you to pilot work with a new group.
* If you’re applying because a target group would benefit from specialised support, tell us how an author can offer something not available otherwise.
* If you’re based in a remote location, you couldn’t otherwise arrange for an author to travel for in-person events.

Whatever reasons you give here, you should keep the focus on the Live Literature events listed above.

* If you do need to refer to any wider activity (school exams, other festival events etc.) always make sure it’s relevant to the events you need us to fund
* Anything to add context would be better placed in the first question where you explain your organisation’s work.
* Make the links between your need for support and the plans you’ve made explicit so that a panel, which might be unfamiliar with the challenges you face, can understand.

## How will your session engage people who might not otherwise be able to access author events?\*

*e.g. responding to demand; free to attend; targeted invites; working with partners etc. (max. 850 characters)*

This section should focus on your audience. The love of reading and writing is at the heart of Live Literature, so consider how your event will encourage that from your audience as you answer this question.

* Tell the panel who your audience is and why the events planned will have an impact on them.
* If your author events will take a particular format then explain why this is the right way to bring your audience closer to an author.
* If you have an author in mind because your target audience is interested in their work, tell the panel that.

## How will the audience attend your event?\*

*Tell us how your planned sessions – live events, recorded discussions, online resources etc. – will be shared with your audience. Is it through a newsletter? Part of a festival? Through your website? If your events include or intend to reach vulnerable people, including young people, how will you ensure their safety and wellbeing? Refer to any child and vulnerable adult protection policies you may have in place. (max. 850 characters)*

The panel want to understand how well you know your audience. Explain how you will reach the targeted audience, and how you will ensure the events are accessible for them.

In terms of reaching the audience you could consider:

* How you plan to market the event.
* Using connections with partner organisations to contact potential audience members.
* Approaching participants you engage with as part of your existing projects.
* For groups where these events are aimed at groups you see regularly – in schools, prisons or hospitals for instance – you should tell the panel how these events will engage the targeted individuals beyond what you offer already.

Accessibility will vary, so you need to explain how these author events are appropriate for your audience.

* You could mention the venue and whether it can be easily accessed.
* Mention if there will be online / hybrid options for those who can’t attend an in-person event.
* Explain how any additional support needs have been addressed.

Safeguarding must be mentioned for any events involving children or vulnerable adults. You don’t have to quote your existing policies, but make sure to explain that they’re in place and how you will support authors where relevant.