

# Scots Language Publication Grant guidelines for publishers

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

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

- Association for Scottish Literature
- Creative Scotland
- Dictionaries of the Scottish Language
- Education Scotland
- Glasgow Women's Library
- Hands up for Trad
- Historic Environment Scotland
- Kist o Riches
- Literature Alliance Scotland
- National Library of Scotland
- Oor Vyce
- Publishing Scotland
- SCILT
- Scots Hoose
- Scots Language Centre

- Scots Language Society/Scots Leid Associe
- Scots Radio
- Scottish Book Trust
- Scottish Government
- Scottish Poetry Library
- SQA
- Ulster Scots Agency
- University of Glasgow
- Wigtown Book Festival

The Scots Language 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 out-of-print historical or culturally significant work;
- Effective marketing and promotion of new Scots Language publications

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

- Copy editing and proofing
- Advances/commissions
- Illustrations and cover design
- Typesetting
- Indexing
- Print costs
- Ebook production costs
- Audiobook production (CD/DVD/MP3/other appropriate format)

- Marketing and promotion costs for new Scots Language publications, including event fees for authors and freelance support, such as the hiring of a temporary professional publicist or marketer to help promote the book.

## Work ineligible for funding

There are a number of formats that 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 may receive up to £5,500 per publication. Publications must be entirely or predominantly written in Scots (i.e..more than half). For publications not written entirely in Scots, the independent 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](mailto:applications@scottishbooktrust.com).

## Assessment

All funding decisions are based upon the independent 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 agreed publication grant. This will only be paid after a contract has been agreed and signed by both parties. The balance of

the grant will be paid on the publication of the work, the submission of two copies to Scottish Book Trust, and once verification of actual expenditure has been received.

## **Eligibility criteria for publishers per annum**

Any publisher based in Scotland may apply. Applications received from publishers not based in Scotland, interested in publishing Scots Language publications will be given due consideration. If you are looking to self-publish a new work you are also eligible to apply. Each publisher can submit up to four applications per annum, with a maximum combined value of £8,000.

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 must be written in Scots (not just dialogue). The Association for Scottish Literature has created [Scots Language guidelines](#) for reference, which can be downloaded from the Scottish Book Trust website.

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?

You **must provide a sample of the work to be published** with your completed application form.

If you are applying for a grant to support the publication of a children's picture book or graphic novel, you should provide an example of the proposed illustrations for this publication or an example of previous work carried out by your chosen illustrator.

## 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 is clear on how you will reach them, and what the benefit will be.

You **must provide a marketing plan** in your application form that explains how you intend to promote and market the title. All applications must include a marketing plan that details your plans for promoting the title. If you're applying for funding exclusively for marketing, please include a separate and detailed marketing plan alongside your application. The panel will assess whether your marketing plan is realistic and likely to be effective.

## Management

You **must provide a publication plan** in your application form, 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?

You **must complete the budget template** provided in the application form, with details of all projected income and expenditure associated with the publication.

**N.B. Applicants must ensure that all the required information is included in their application form:**

- **Writing sample**— a sample of the text must be submitted with the application form
- **Publication plan** (clearly detailed on the application form)

- **Marketing plan** (clearly detailed on the application form) – if the application is only seeking funding for marketing, a separate, detailed marketing plan must be submitted with the application form
- **Budget template** – the template provided can be adapted to suit the applicant
- **Illustrations** – if you are applying for a grant to publish a children’s picture book or graphic novel, examples of the illustrations must be included with the application form

Failure to provide all of the above information will render your application ineligible and you will receive notification that your application will not be progressed for consideration by the panel.