

made in

SCOTLAND

Guidance 2027



Alternative Formats

The Edinburgh Festival Fringe Society is committed to offering clear and accessible application processes and programmes that are open to everyone.

We have an easy read guide available [here](#). If you require an alternative format, please contact us on madeinscotland@edfringe.com.

Our team can also offer additional one-to-one support to applicants with access requirements. Please contact us on madeinscotland@edfringe.com.

Requests need to be made within three weeks of the deadline to allow sufficient time for an alternative format(s) and/or support to be provided. Reminder – the deadline for applications is the **19 October**, so please be in touch by the **02 October**.

The Made in Scotland Showcase

Made in Scotland is a curated showcase that promotes high-quality music, theatre, and dance from Scotland-based artists to international promoters and audiences at the Edinburgh Festival Fringe each year. The focus of Made in Scotland is to showcase some of the rich and diverse work being created by Scotland's artists that has strong international appeal and is ready for international export.

Made in Scotland is supported by the Scottish Government's Festivals Expo Fund – awarded to the Edinburgh Festival Fringe Society for this programme. There is £300k available to artists for the Made in Scotland 2027 showcase.

Applicants can apply for one of three levels of funding. These are:

- £5,000
- £15,000
- £25,000



Made in Scotland Showcase Launch (2026), EICC.
Photo: Neil Hanna

Participation in the showcase includes:

- Funding to support the presentation of your work at the Edinburgh Festival Fringe.
- Advice and support on all aspects of bringing a show to the Fringe, provided by the Fringe Society's Artist Services team.
- Promotion under the Made in Scotland banner, including a dedicated Made in Scotland brochure, a programme launch event, targeted press release and engagement, Made in Scotland website and industry reception.
- Introductions to international industry professionals.
- The Showcase Focus Week: The Fringe Society will invite international delegates to see participating shows during the Showcase focus week. The focus week will be made up of networking and pitching events for the showcase participants and industry delegates.
- Ongoing advice and support as a Made in Scotland alumni.



Sing Sistah Sing! Tales of Transatlantic Freedom (2022), Pianodrome. Photo: David Monteith-Hodge



Small Town Boys (2025), ZOO.
Photo: David Monteith-Hodge

The Made in Scotland Fund Criteria

- The show can be new or existing work that is of high quality and/or artistically ambitious in the current arts market.
- The fund can only go towards costs associated with bringing the show to the Edinburgh Festival Fringe.
- The work must demonstrate strong international onward potential, and international export should be the primary goal from the company/artist.
- The applicant should have the capacity and expertise to pursue offers to tour internationally post Fringe 2027.
- Applicants must demonstrate how the funding will enhance the quality and ambition of the project in ways that would not be possible without this support.

Applicant Eligibility

- Applications can come from individual artists, companies, organisations, promoters and / or venues.
- The lead applicant and lead artist(s) should be based in Scotland, and the work should have been/be produced in Scotland.
- Student and non-professional companies are not eligible to apply.
- Organisations already in receipt of Creative Scotland Regular Funding or other Targeted Funds are eligible to apply but need to clearly demonstrate the additional benefits that support from Made in Scotland will present.
- Applications can be from companies new to Made in Scotland, or those who have taken part previously but are applying with a new show.



**One Hundred and Eleven (2019), Greenside.
Photo: David Monteith-Hodge.**

Panel and Partners

The Made in Scotland Showcase is supported by 7 partners:



**Edinburgh Festival
Fringe Society (EFFS)**



ALBA | CHRUTHACHAIL

Creative Scotland



Dancebase



Eden Court
1976 – 2026

Eden Court



**PITLOCHRY
FESTIVAL
THEATRE**

**Pitlochry Festival
Theatre**

**Playwrights'
Studio
Scotland**

**Playwrights' Studio
Scotland**



*scottish
music centre*

Scottish Music Centre

All partners are non-voting partners. The partners exist to support the showcase and promote it to artists and industry professionals within their network.

The partners work together to select a diverse, international panel of industry experts to assess the showcase applications. There will be around 6 panel members who are tasked with reviewing all the applications and selecting the final showcase at an in-person selection meeting. This meeting is impartially chaired by EFFS who do not take part in the decision making.

Preparing for the application

The application is run through our Smarty Grants Portal. The application is split into three sections:

Section 1 gathers the key information we need to know to ensure you are eligible for the fund and is where you will provide your budget (detailing total income and expenditure for the project). It gives the panel the basic information about you and your project. You will have the opportunity to detail the artist values and ambitions of your proposed show. You will also need to select which level of funding you are applying for.

Section 2 is your opportunity to talk about your company, your international touring ambitions and your project plans in more depth. There are three questions in this section which focus on company and experience, international touring ambition and logistics, and equality, diversity and inclusion.

Section 3 is where you can submit your supporting material.

Please note only 1 x image, 1 x 10minute excerpt and 1 full recording (optional) will be accepted.



Made in Scotland Showcase Launch (2026), EICC.
Photo: Neil Hanna

Timeline

August 2026: Funding guidance launched

14 September 2026, 10:00 BST: Online applications open

19 October 2026, 10:00 BST: Applications close

December 2026: Selection panel meets early *Applicants*

informed by **end of December 2026**

April 2027: Brochure and registration deadline

May 2027: Made in Scotland programme launch

06 – 30 Aug 2027: Edinburgh Festival Fringe 2027

16 – 20 Aug 2027: Made in Scotland focus week

Frequently asked questions

Q I have an access need in applying for the showcase. Who do I reach out to?

We have an easy read guide available [here](#). If you require an alternative format, please contact us on madeinscotland@edfringe.com.

Q Does my show have to fall into a specific genre?

The focus of Made in Scotland is presenting theatre, dance and music performance. We recognise that there is a wide range of excellent cross-disciplinary work and encourage applications from artists making work within one or across a mix of these genres. If you are a music act, you may be interested in the [Made in Scotland Gigs project](#).

Q I have had a show selected for Made in Scotland previously. Can I apply again?

Yes, however we do not accept applications for work which has previously been presented as part of the Showcase.

Q What level of funding should I apply for?

It is the applicants' choice whether they apply for the £5k, £15k or £25k level of funding. The panel will select a range of work across these levels.

Q Can I invite the selection panel to my show?

The selection panel changes each year. Therefore, we are unable to share details on who they will be prior to the application deadline date.

Q Must my venue be secured before the application deadline?

No, we understand that you are unlikely to have your Fringe venue confirmed by October. The panel will however be looking for you to demonstrate a level of understanding on where your work would fit in the Fringe.

Q Do I need to do the full run of the Fringe?

We strongly encourage you to do the full run, however you can also do a limited run (less than 6 performances). We strongly advise that at least three performances take place during the middle week.

Q Can I apply for a show which is produced in collaboration with an international company/organisation?

Yes, Made in Scotland encourages Scotland-based artists to work in international collaboration.

Q Do the Republic of Ireland, Northern Ireland, England and Wales count as 'international' touring markets?

As Northern Ireland, England and Wales are part of the UK, they are not eligible as international markets. The Republic of Ireland is deemed international.

Q The show hasn't been created yet. Is that a problem?

It is possible to apply for funding for a show which, at the point of application/decision, is still being developed and has not yet been fully created. In such cases, the panel will be looking for evidence that the project proposal holds merit and that the creative team behind the show could deliver a high-quality piece of work.

Q I don't have any supporting material for this show, can I provide supporting material from my previous work?

Yes, but only if it will provide the panel with an insight into certain aspects of the proposed piece. Based on feedback from previous panels, relevant digital assets are incredibly useful when panel members consider a proposal and are therefore strongly encouraged. Providing material which does not, in any way, relate to or offer an understanding of your work will, however, hinder your application.

Q Will Made in Scotland market my show?

Made in Scotland will market the programme as a whole but not individual work within it. Every company performing at the Edinburgh Festival Fringe is ultimately responsible for their own promotion.