INTRODUCTION

Arts, alongside Education & Society and English, are a cornerstone of the British Council’s mission to build bridges of trust and understanding between peoples of the world. The British Council’s global network places it in a unique position to achieve significant impact and change by finding new ways of connecting and seeing each other through the arts.

Our art programme lives and breathes the aspirations to inspire to transform lives – to offer creative artists, participants and audiences across the world life-changing and life-enhancing experiences. Our catalyst is the UK’s profound cultural and artistic strength and diversity. We believe a direct experience of the arts contributes vitally to the development of society, shared prosperity and mutual attraction which strengthens cultural relations through inspiration.

BACKGROUND TO CALL

The British Council in Zimbabwe commissioned a needs analysis for young urban creatives in Harare and Bulawayo in 2015. The research aimed to develop arts and education initiatives, primarily targeting youths 18-35 years, based on their needs and desires and, in doing so, encourage urban youths to use creative arts and education to express the challenges they are facing, as well as their creative aspirations, through dialogue and engagement. Major findings from the research informed four critical recommendations as follows:

I. Support creative spaces for youth
II. Get young artists meeting, talking and critiquing
III. Professionalise arts and culture training.
IV. Support improved coordination of arts sector support

Our British Council arts strategy aims at finding new ways of connecting with and understanding each other through creativity. Also to facilitate more collaborative work at community, regional and international levels connecting with UK and Zimbabwe contemporary between 18-35 years. It is against this background that British Council is putting out a call for project ideas, to develop projects with creatives (individuals/organisations) to respond to these recommendations and in line with our arts strategy in the medium to long term. To access the full report about the needs analysis research visit: www.britishcouncil.co.zw

Projects must be:

- Devised for our 18–35 audience demographic
- Able to engage and extend reach across multiple digital platforms (social media, website)
- Designed for an urban context and audience
- Collaborative with financial or /and in kind investment from two or more partners
- Mutually beneficial - to artists, participants and audiences in both countries
- Open to both first time collaborators with British Council and those who have collaborated with British Council in the past years.
Projects would need to see significant activity implementation prior to March 2017

PROJECT CATEGORIES

We have three Creative categories available, supporting our themes and ambitions of developing

1 Creative People to People: New Partners

*Amount:* up to £3,500 GBP

This category is open to creative *individuals* from any art form (either independent or working as part of a company) wishing to develop work in a different context and location with new artists and/or art-forms.

This is also open to small scale company’s wishing to invite *individuals* to collaborate, such as a guest director, sound artist, writer or digital artist that they wish to contribute to their project.

This must be a UK ZW collaboration, may be digital but should culminate in a project with audience reach in one or both countries.

2 Creative Spaces: Place to Place

*Amount:* up to £8,000 GBP

This category is for small to medium scale creative organisations in both the UK / ZW wishing to collaborate with each other on new projects that develop art form practice and stretch artistic boundaries and genre. Relooking at space: Physical space, Pop-up spaces, digital spaces that could be re-purposed to generally support young artists and communities. Projects should focus primarily on Live Performance and/or Visual Arts and/or Moving Image.

3 Creative Skills: Practice to Practice

*Amount:* up to £10,000 GBP

This category is for UK and ZW medium - large scale institutions, wishing to collaborate with each other, crossing borders, sharing excellence and expertise on ground breaking projects that raise the profile and awareness of institutions and their place in the cultural landscape.

We welcome applications that extend beyond the institutions and engage new audiences for arts and culture in the public realm.

INCLUSION CRITERIA

We are offering partners the opportunity to submit project proposals that meet our criteria and agree to adhere to the following:

- Demonstrate creative quality, innovation and excellence
- Offer a rewarding creative experience for artists, participants and audiences
- Have one applicant - lead or supporting partner - in each country, Zimbabwe and UK
- Are a partnership between creatives/enablers in the UK and Zimbabwe
- Support for creative careers of developing aspirant artists (18-35 years) guided by the needs analysis recommendations
- Awareness between artists and audiences in Zimbabwe and the UK
- An innovative approach to digital communications as an integral part of the project
• Have a proven track record and experience of arts project delivery
• Fit within the agreed delivery timeline – all projects must start before March 2017
• Agree to our Monitoring and Evaluation process and gather appropriate feedback
• Adhere to the British Council’s equal opportunities and diversity frameworks (as outlined on our website)

CROSS CUTTING ISSUES
Projects can be from any genre and cross genre projects are also welcomed. We also have an interest in the following cross cutting issues;
• How cities are using creativity in their development
• Strengthening the role of women in the arts
• Developing business and digital skills of artists
• Innovative practice and approaches
• Reaching young people in the UK with a new understanding of Zimbabwe

HOW TO APPLY
To submit please send an application describing what your project is, how it meets our criteria and includes the details below:
• A completed copy of the Application Form (downloadable here or on our website)
• Budget i.e. income and expenditure sheet as part of the application form. This must include co-creation values if appropriate, and all financial and non-financial input.
• Telephone numbers and email addresses of 3 referees as part of the application form, with at least one from the Zimbabwe applicant and one from the UK applicant

If you do not have a partner/organisation in the other country and would like support in identifying one by utilising the British Council’s international network to connect you, this too is possible, please contact us to discuss your application.

*Please note that any award will take the form of a grant and VAT cannot be added. Therefore your budget must include any VAT which you would have to pay from an alternative income source.

Please write OPEN CALL followed by - Creative spaces/Creative skills/Creative people to people- (dependent on what category you are applying for) in the subject line and send to:

opencallzw@britishcouncil.org.zw

You may apply in more than one category.

Timeline For Applications

Deadline for Grant Applications will be Friday 9 September 2016 midnight in respective countries.

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<tr>
<td>Call for applications</td>
<td>30 July 2016</td>
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<tr>
<td>Proposals submitted by</td>
<td>Friday 09 September 2016</td>
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<td>Notification to applicants</td>
<td>October 2016</td>
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