

**BRADFORD DISTRICT ARTIST-LED PROJECTS CALL OUT – HOW TO APPLY**

*This document contains all the information about how to tell us about your project. Please read it carefully and make sure you send us all the information we need by the deadline of Monday 30 September at 5pm*

**Eligibility and things we will consider when making our decisions**

Just a reminder: please make sure you have read and understood this guidance on our website before you start writing your application.

**Access support to make an application**

If you need this information in another format or if you have access needs related to making an application, please get it touch with us straight away to discuss how we can support you. Please email [grants@bradford2025.co.uk](mailto:grants@bradford2025.co.uk)

**Process**

To make applying as straight-forward as possible, at the same time as making sure we have all the information we need to be able to make a decision – we have come up with a set of questions we require you to answer. Some of them have to be answered in writing; others you can do in writing, or audio or video if you prefer.

You can answer them in any order you like; but you do need to answer them all for your application to be eligible. There is a word count guide (and a timing guide for audio or video) for each question.

There are prompts for what to include for each question – please read these carefully to make sure you are including the right information.

Please feel free to use lists, bullet points etc as well as sentences – we’re interested in your project, not the quality of your writing.

We absolutely understand that there may be things that are still to be pinned down or finalised; this is fine - just tell us as much as you know right now, and how and when you will get the other things confirmed.

Please email your application to: [grants@bradford2025.co.uk](mailto:grants@bradford2025.co.uk)

You can send your written answers in whatever format works best for you (Word, PDF, Excel etc).

If you are applying by audio or video please send us a link to where we can watch or listen to your application e.g. your website, Google Drive, YouTube, Vimeo, Sound Cloud etc – if we’ll need a password to access it, don’t forget to send us this too.

Please make sure you also complete our online About You form, which can be accessed here: <https://airtable.com/appwJ8BcTVyxCb6hF/pagpqX4pJoHtedBUZ/form>. This is to help us understand the range of people our programmes are reaching and will not affect the selection process. You do not have to respond to any of these questions if you do not feel comfortable doing so.

**Application questions:**

*1. Basic information (no word limit)*

* Name of artist or company
* Name of lead artist if different to above
* Pronouns
* Contact phone number
* Email address
* Postal address
* Any access or communication needs

*2. About you (written, video or audio – 250 words max or 2 minutes)*

* Your artistic background and the kind of work you make (if you are a company please tell us about your organisation and the Lead artist/s)
* Your link to Bradford District e.g. live here, work here – this could be that you live here, make all your work here or another strong creative connection. Make sure you set this out really clearly, these grants are only for Bradford District artists and companies, so we need to know this is you!
* Any experience, passion or previous projects relevant to this application

*3. Your creative idea (written, video or audio – 800 words max or 5 minutes) – this is for you tell us all about your brilliant project and what you want to do!*

* What the work is about and/or the ideas it explores
* The process you’ll go through and how you will create it
* If you have done any work on it already
* What the final piece/ experience/ event will be for the public
* A bit about why you want to do this project/ the difference it will make to you

*4. When, where and how long (written – 200 words max)*

* How many events, performances, exhibition days will happen in the District
* When they will happen – there might be specific dates that are important for you e.g. a public holiday, specific anniversary, day of the week or it could be that you know which month but there is flexibility – either is fine
* Where it will take place – we want to know which part of the District and if you have a specific venue/location in mind. If this is a location that doesn’t usually have creative events, make sure you also tell us how you will go about securing permissions and making it appropriate to welcome the public

*5. Who you will be working with (written, video or audio – 250 words max or 3 minutes)*

We want to know that you will be working with the right people with the right skills, background and experience to make this happen. So please tell us about

* Who will be in the creative, production and management team making the project happen, a bit about their experience and if they have confirmed their involvement
* Any creatives, roles or experience that you still need to recruit
* The diversity within your team and how this relates to the project and creating work for communities in Bradford

*6. Who will experience it and how you’ll reach them (written – 300 words max)*

Your project will receive some marketing and PR support from Bradford 2025 – but we need to be confident that you also have your own plans in place. So please tell us about:

* The audiences for the piece and who you think the work is for
* why it is relevant to them and what you hope they’ll get out of it
* your marketing/ engagement plans and how you know you’ll be able to reach these people
* If any of your audiences have access needs and how you will support these
* How many people will experience the work and how you have worked out this number

*7. Production and logistics (written – 200 words max)*

If there are any unusual or complex production, staging or technical elements to your project, please tell us about this, including how you will manage it

*8. The money (written – 200 words max)*

* Whether you are able to deliver the whole project with this award or if you will need to raise extra income. As noted in the guidelines on our website, we will look positively on projects that have realistic plans to attract additional income
* If you will need to raise match funding make sure you tell us how you plan to raise this (e.g. ticket income, Arts Council, Awards for All, Heritage Lottery Fund, other funders)
* Your experience in fundraising and why you are confident this can achieved, or who you will be working with to help you achieve this
* When you expect the remaining funds to be in place
* If you do need to generate extra income, we are able to release up to 10% of the grant to go towards your time/ the people you are working with for fundraising (but this should still be included in your overall budget)

*9. Budget*

Please attach a written budget – this can be in Word, Excel, PDF

We want to understand the different costs associated with your project and how these breakdown. Please include:

* A detailed breakdown of costs
  + Individual artists/ creative fees
  + Other creative costs
  + Project management costs
  + Marketing, engagement and audience development
  + Production, technical and event management
* A breakdown of income
  + Where the money will be coming from
  + Whether this is expected or confirmed
  + Any earned income e.g. ticket sales, admission costs etc

If you are planning to sell tickets/ charge admission etc to generate extra income towards your project – this is fine. As much as possible we want to make sure that cost is not a barrier to getting involved with Bradford 2025 – so please tell us how you have thought about pricing and making this accessible to the people you want to reach.

There are some useful budget templates on the Producer Gathering website, if you are newer to putting together a budget: <https://producergathering.com/resources/>

10. *Timeline (written – 250 words max)*

The timeline is to give us a clear picture of the stages of the project and help us understand when the important moments, milestones and events will happen. Please include things like:

* Significant research moments
* Planning and project management markers
* Development/ creation period/ rehearsals etc
* Marketing and engagement activities e.g. workshops, public announcements, booking opening
* Important get in, installation, set up, construction times
* Anything else you think will help us get a good sense of what will happen and when

We understand that you may not yet know the exact dates for everything yet, this is fine – but please give an indication of your best-guess or the period of time you think it will happen within.

Thank you for answering these questions. Please now fill out the About You Form using this link to complete the process - <https://airtable.com/appwJ8BcTVyxCb6hF/pagpqX4pJoHtedBUZ/form>

***Why we are asking these questions?***

*Bradford 2025 UK City of Culture (also known as Bradford Culture Company) is collecting demographic and protected characteristics data from its staff, artists, partner organisations, participants, and audiences to support the monitoring and evaluation of our work.*

*You do not have to respond to each of these questions if you do not feel comfortable doing so but this information will help us to understand whether we are engaging with diverse communities and people from different backgrounds.*

*Your responses will be treated in the strictest confidence and processed in accordance with GDPR. You won’t be identified in any information we publish and small numbers will be suppressed to avoid any risk of identification.*

*For full details of our privacy policy please visit* [*https://bradford2025.co.uk/privacy-policy/*](https://bradford2025.co.uk/privacy-policy/)