

Connections Through Culture Grants 2025

Information Session

May 2025

Housekeeping

- We expect the session to be around between **1 hour and 1 ½ hours** – dependent on the number of questions you have
- There will be a presentation for around **40 minutes**, and the rest of the time will be for Q&A;
- This is one of 4 information sessions running across the first 2 weeks in May.
- A recording will be shared with you via email and on the **British Council channels after all the sessions have been delivered;**
- So that you can see and hear the speakers clearly, you will automatically be placed on mute with your cameras off.
- During the presentation, if you have any questions, you can submit them using the Q&A function
- During Q&A, if you have any questions, please use the raise your hand function and allow us to call on you to unmute yourself before asking your question;
- This session will be recorded. If you do not wish to be recorded, please continue to keep your video off and microphone muted during the Q&A.
- If you are interested in applying for this grant – you must have a **good level of English** or have support from someone with a good level of English (a translator or interpreter) when needed, to ensure smooth communication.

What is Connections Through Culture?

- Connections Through Culture Grants are open to:
 - Artists, cultural professionals, and creative practitioners
 - Art and cultural organisations, hubs, networks, and collectives.
- The primary objective is to support new connections, exchanges, and collaborations between the UK and participating countries in arts and culture.
- These grants support UK and participating countries' applicants to work collaboratively on digital, face to face, and/or hybrid artistic projects.
- For projects between October 2025 to October 2026.
- Application deadline: **23 June 2025 (15:00 BST)**



What is Connections Through Culture?

Participating Partner Countries	Grant Value
Australia, New Zealand	Up to GBP 5,000
Bangladesh, the mainland of China, Indonesia, Malaysia, Myanmar, Philippines, Sri Lanka, Thailand and Viet Nam	Up to GBP 10,000
NEW FOR 2025 Nepal Armenia, Azerbaijan, Georgia, Kazakhstan, Turkey, Ukraine and Uzbekistan	

Who can apply

Open to individual artists, cultural professionals, creative practitioners, or, for cultural organisations, hubs, networks, and collectives based in the UK or in any of the eligible countries listed above.

A project Lead Applicant must be agreed among UK partner(s) and participating country partner(s).

Grants are offered to applicants in all art forms: theatre, dance, visual arts, literature, film, music, architecture, design, and fashion. Cross-disciplinary practices are encouraged.

What can the grants be used for?

The delivery of projects can be **digital, face-to-face, or a hybrid blend of both**. Various approaches can be employed, for example:

- Residencies
- Exhibitions, festivals, showcases, workshops, performances, screening programmes
- Projects which focus on or include digital innovation (such as projects which combine art with technology in a new or different way)
- Conferences, panels and talks
- Creative use of archives
- Research and development of future project ideas
- Publications



Key Themes

The grant will support the process to develop new projects with artistic expression or creativity at the core and that will result in collaborative activities including artistic and creative exchange of either skills, knowledge and practice or the co-production towards new artistic and creative content.

While we accept applications covering all artforms and outcomes, applications that respond to the following priority themes may be prioritised during final decision-making:

- Diversity and Inclusion
- Climate Change



Eligibility conditions

- A **complete application** (including **CV if applying as an individual**) should be received by **23 June (15:00 BST)** via the **Good Grants application site**.
- Each application must comprise of at least **one (1) UK partner** and **one (1) partner from the participating countries**.
- **Organisations and Individuals** can apply
- Project proposals should have a timeline **ending no later than 31 October 2026**.



Eligibility conditions

- Proposed projects must be projects for the **arts, cultural or creative sector(s)** within any of the following art forms:
 - Architecture, design & fashion (including craft)
 - Creative technology (including games, extended reality, immersive, mixed, augmented and virtual reality)
 - Film
 - Literature
 - Music
 - Theatre and dance (including circus)
 - Visual Arts



Eligibility conditions

- We welcome proposals for:
 - Cross-art forms projects
 - Projects with themes relevant to the creative economy
 - Cross-disciplinary art projects (e.g., art + science, art + technology)
- Funding Bodies are **not** eligible



Selection Criteria

Quality and artistic/creative merit

- ☐ The project demonstrates strong high artistic/creative quality relevant to the context in which it is delivering. 25%
- ☐ The project demonstrates applicants' previous track record of delivering and developing high quality work

Partnerships and Collaboration

- ☐ The project fosters meaningful and equitable collaboration between UK and country partners. 25%
- ☐ There is clear evidence of mutual benefit.
- ☐ Roles and responsibilities between partners are -clearly defined

Feasibility and Project Management

- ☐ The project is realistic, well-planned, and achievable within the given timeline. 25%
- ☐ The budget is clearly justified and equitably distributed between partners.
- ☐ The project has considered risk and put in strong risk mitigation plans

Selection Criteria

Audience/Participant Engagement and Impact

- ☐ The project clearly defines its intended audience and/or participants and outlines strategies to reach them effectively.
- ☐ (For research and development projects this could be demonstrated as part of future activity beyond the RND or how thinking about audiences/participants has influenced the project's design and activity.)
- ☐ The project articulates its intended impact and how success will be achieved assessed, considering engagement, outcomes, and relevance.
- ☐ The project considers the potential legacy of the project (proportionate to the grant amount received)

10%

Diversity, Inclusion and Environmental Sustainability

- ☐ The project demonstrates a commitment to equality, diversity, and inclusion.
- ☐ It creates opportunities for underrepresented groups or communities.
- ☐ It considers environmental sustainability in its design and delivery.

15%

Grant Timeline

1. Application:

The application portal will close on **23 June 2025, at BST 15:00.**

All applications must be made through the Good Grants website. (Applications are open now.)

2. Assessment:

Your application will be assessed by the British Council in **July and August 2025.**

3. Announcement and Confirmation of Acceptance from Grantee:

We aim to let all applicants know the outcome of their applications via email by **mid August 2025.**



Grant Timeline

4. Contracting:

Successful applicants will sign a British Council Grant Agreement. Payment will be made 30 days following receipt of each invoice. There may be specific payment conditions per country.

5. Grantee Orientation:

British Council will have an Orientation Session for Grantees, covering all requirements for grant project delivery in **October 2025**.

6. Grant delivery:

While you deliver your grants from **October 2025 – October 2026**, British Council staff will be in communication with you for support and progress updates.



Grant Timeline

7. Grant Project Completion:

The grant activity must be completed by **31 October 2026**.

8. Reporting:

The project completion report should be submitted within 30 days of the end of the project. For projects longer than 6 months, an interim report should be submitted by end of month 5 of the project.

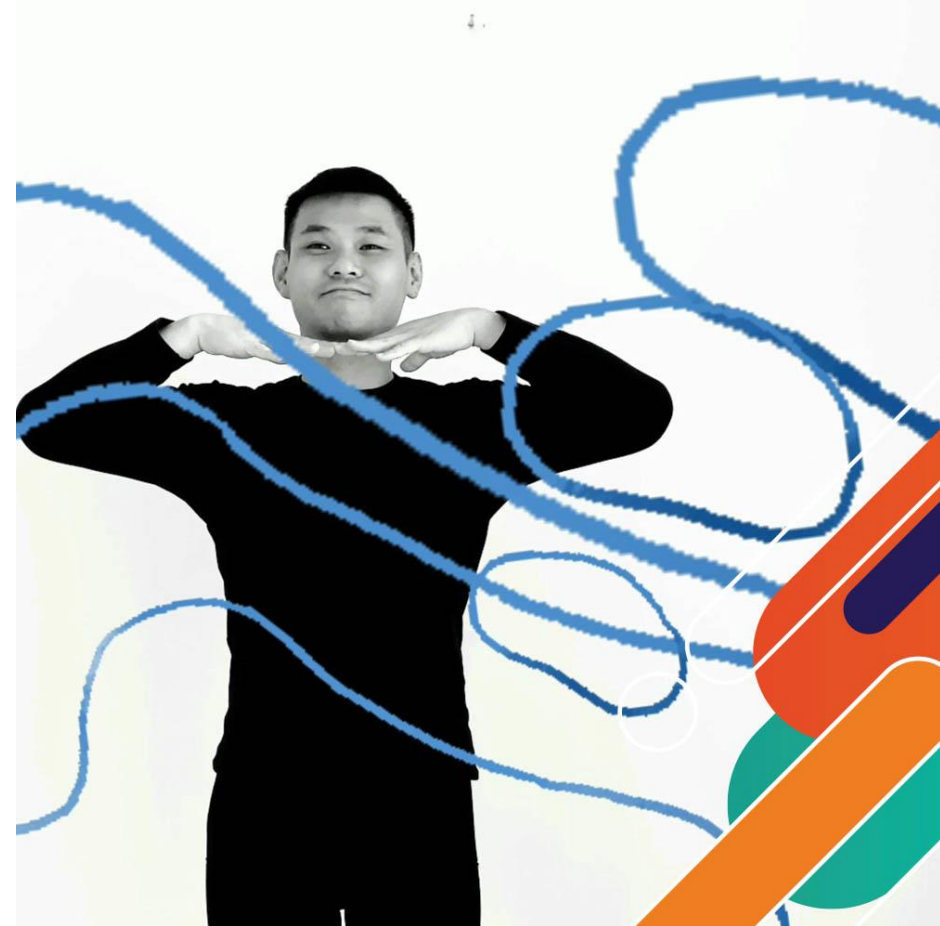


Reading through the Application Guidance Toolkit and Frequently Asked Questions

How to apply?

- Read the Application Guidance Toolkit and Frequently Asked Questions
- Speak to possible partners
- Form your collaborative project idea
- Plan time to complete the Good Grants application form (in English)

Rule of thumb: Always read through the guidance very carefully. If in doubt about anything, go back to the guidance.

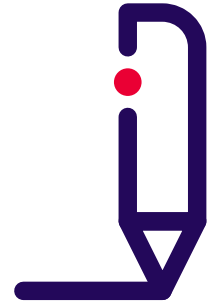


Applying through the Good Grants portal

The **link** is on the Application Toolkit and on the British Council CTC webpages of the eligible countries.

What to do:

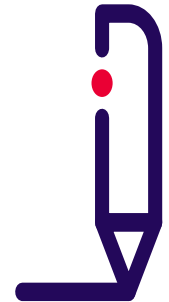
- **Create a (free) Good Grants account.** You can't view the application form until you have a Good Grants account. It might be advisable to keep an offline copy of your answers in case of any unexpected technical issues.
- **Please tick 'I agree to receive notifications and communication emailed or SMS'** so you can receive updates and important messages from the CTC team
- **If there are questions/concerns in creating a Good Grants account,** please check the Help pages and support email of the platform or contact us at <https://forms.office.com/e/rdFpf1c46e>
- **Consent:** You need to agree to the Privacy Notice to proceed. This states we keep and share your information for the purposes of the grant application, and if you are selected, for the whole duration of your grant project delivery.



Completing the application

What to prepare:

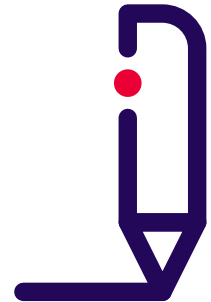
- Almost all questions for new applicants and previous grantees are the same. Yours and your partners' **contact details** will be required.
- **CVs** for any applications with **Individuals** . Please prepare ahead.
- **The Good Grants platform lets you save your application draft as you go along.** You can also edit a submitted application, up until the deadline. To check these changes have been made, please review the form itself or check the pdf as you won't receive an automated email.
- The Good Grants application form has **collaboration** enabled so you will be able to invite your project partner to collaborate on the application – once you have completed the first 'Category' section you will be able to invite others using the plus sign to the right of your initials in the middle right of the screen.
- The application must be made in **English**.



Completing the application

What to prepare:

- **Your proposal!** Review the criteria.
 - **What** are you going to do? **How** and **why** are you going to do it?
 - **When** and **with whom** will you be doing the activities?
 - What is the **impact** your project is trying to achieve?
 - What is your **project plan** and **timeline**?
 - **Budget:** This needs to be in **GBP (Great British Pounds)**. You will need to input any other income that may be confirmed or pending
 - You will need to explain how the budget is split across the partners and will need to include which country each item in budget will be spent and which partner is holding that part of the budget



Completing the application

What to consider:

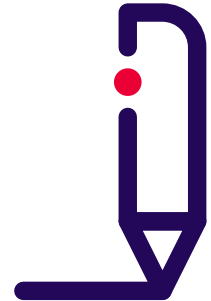
1. What makes a good collaborative partnership?

- Are your values and ways of working aligned?
- Do you think you can both work regularly and equitably during the project timeline you are proposing?
- If you are selected as a project team (with you as Lead Partner), British Council staff in your participating country will be your first point of contact for support for risks and issues with your delivery, timeline, budget, partner, and other stakeholders.

2. Intended/targeted reach of your project

- Who are your target audience and/or participants? Or how have you thought about any future audiences/participants if your project is at an earlier stage in its development
- How many audiences or participants do you expect- either face to face or online?

Note: Not all grant projects will have public audiences or participants. The way you communicate your project depends on your objectives.



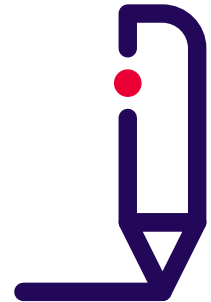
Completing the application

What to think about:

- **Access support**
 - We ask all applicants to embed audience accessibility into their projects, explain what your project will do to address this, include any **accessibility costs** in the budget proposal, and give reasonable justification.
 - If an applicant has accessibility requirements for the delivery of their proposed project (eg. personal access costs for the individuals involved in the project planning, design and delivery), they will be able to request additional funds beyond the core grant in the budget section of the application form. These costs are not guaranteed, although we will do everything we can to support your needs.
 - If you are disabled or have a long term health condition, you are welcome to contact us at <https://forms.office.com/e/rdFpf1c46e> for possible support we may offer to assist with making your application.

- **Note**

There are the British Council policies and requirements should you propose activities which involve **Children** or **Vulnerable Adults, Equality, Diversity and Inclusion, Environment Sustainability**. (Please refer to details in the **Application Toolkit and Frequently Asked Questions**)



Submission & Enquiries

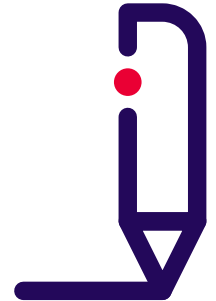
- All applications must be submitted through the Good Grants portal by

15:00 BST on 23 June 2025

- Any enquiries about the application process can be sent to:

<https://forms.office.com/e/rdFpf1c46e>

- For technical support with the application platform, please refer to the Help page on Good Grants.



Examples of CTC projects

Grantee:
Catama Borneo and **Borneo Boat Lute Revival** collaborated with **Pitt Rivers Museum** to delve into museum collections, investigate cultural artifacts and breathe new life into the archives. By shedding light on the ongoing practices and preservation efforts of the boat lute in rural and urban communities across Borneo Island, they aim to amplify indigenous voices and reimagine the role of databases and archives.

'The Archived is Alive' between the UK and Malaysia



THE ARCHIVED IS ALIVE:

Revisiting Bornean Artifacts in
Museum Collections

Sharing Session & Demonstration by Borneo Boat Lute Revival
Tuesday 30 May 2023, 7 PM - 8 PM
Hosted by Sarawak Association
St Ethelburga's Centre, 78 Bishopsgate, London

* Free event. Register at tinyurl.com/BoatLuteLondon

Logos: Borneo Boat Lute Revival, BRITISH COUNCIL, Sarawak Association

The Safe Space

Through the Connections through Culture (CTC) grant, Dr Aung Min, based in Myanmar, collaborated with Tony Gammidge in the UK about using art with people who have suffered from trauma and mental health problems. They exchanged working practices in animation, drawing and photography and created new work about food.

This resulted in an exhibition in Yangon attended by 200 people, networking between Saferoom artists, youth in Myanmar and the international community. A collaborative virtual 'Community Table' was set up with Art Refuge, a UK based charity working with refugees, which included drawing exercises and an exchange about a unique approach to working with trauma using art and community.



CTC opened up opportunity for networking and learning between Saferoom artists and youths, artists and the international community.

Dr Aung Min



A tale of two flower markets: Bangkok–London

January to March 2022 / Bangkok

Through the British Council's Connections through Culture (CTC) Grant, Dr Tovivich, a UK alumni, revived the struggling Pak Khlong Talat flower market in Bangkok, inspired by the innovative approach of Columbia Road Market in London. She helped transform a social space and catalyse business opportunities. The exchange resulted in two photo exhibitions over nine days from the two flower markets, telling stories of the daily lives of people, traders and revealing the innovative ways of using the space, creating a virtual dialogue between the two markets.



31,000

visitors to the
photographic
exhibitions

82%

of which were
young people

18.7%

of which were first
time visitors to the
markets

4.9 million

THB in revenue



Connections Through Culture has helped to transform the Bangkok flower market in a positive way, leading to new business opportunities for local artists and a new level of creativity with the community.

Dr Supitcha Tovivich, Assistant Professor at Silpakorn University

More questions?

Review the Toolkit and FAQs

Contact us at:

<https://forms.office.com/e/rdFpf1c46e>

Thank you and good luck!