

Connections Through Culture Grants 2025

Application toolkit

Contents

1. Introduction
2. What is Connections Through Culture (CTC)?
3. Eligibility
4. Country specific contexts
5. Key Themes and Terms
6. Writing a project budget
7. Working in locations that are in conflict or at risk of conflict
8. Safeguarding
9. Diversity and Inclusion
10. Assessment
11. Previous CTC project examples
12. Submitting your application
13. Access support for writing your application
14. What happens if my project is successful
15. Some final tips for your application

1: Introduction

This toolkit has been designed to provide applicants to our **Connections Through Culture Grants 2025** with additional material to support their applications. It includes some useful descriptions of terms and some handy hints and tips!

2: What is CTC?

Connections Through Culture (CTC) is a grant programme by the British Council to support artistic collaboration and exchange between creative professionals and arts organisations in participating countries and all four nations of the UK.

For 2025, this includes specific countries in Asia and Europe.

It aims to support new connections, exchanges, and collaborations between the UK and participating countries that build long-term relationships among artists, creative practitioners, and art and cultural organisations, hubs, networks, and collectives through collaborative digital, face-to-face, and/or hybrid artistic projects.

We are delighted to announce that the Connections Through Culture Grants 2025 applications are open from 28 April to 23 June 2025, and we look forward to receiving your proposals.

The participating countries for this round are **Armenia, Australia, Azerbaijan, Bangladesh, the mainland of China, Georgia, Indonesia, Kazakhstan, Malaysia, Myanmar, Nepal, New Zealand, Philippines, Sri Lanka, Thailand, Turkey, Ukraine, Uzbekistan and Viet Nam.**

Grant amount available

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

We aim to award between 85-90 grants across the entire programme.

Timeline

- Applications open: 28 April 2025
- Information sessions:
 - Tues 6 May – 8am (BST)
 - Wed 7 May – 9am (BST)
 - Wed 14 May – 10am (BST)
 - Thurs 15 May – 9am (BST)

Link to register for the information sessions: <https://forms.office.com/e/Fs20ny6yZW>

- Application deadline: 23 June 2025 (15:00 BST)
- Successful projects notified: mid-August 2025
- Anticipated Project start date: October 2025

3: Eligibility

Before making your application, please ensure you have read the full list of [Frequently Asked Questions](#) and your application meets the following conditions:

- Each application must comprise of at least one (1) UK partner and one (1) international partner from the countries listed above.
- Any partner can choose to be the lead partner for the project.

Projects can have additional partners. [Please refer to the FAQs](#) for more information on additional partners.

- The size of the grant requested is within the thresholds of funding as in the table above.
- Project proposals can be up to 12 months long. All projects must be completed by 31 October 2026.
- Organisation applicants should be registered in the UK or any of the listed participating countries (**Australia, Bangladesh, the mainland of China, Indonesia, Malaysia, Myanmar, Nepal, New Zealand, Philippines, Sri Lanka, Thailand, Viet Nam, Armenia, Azerbaijan, Georgia, Kazakhstan, Turkey, Ukraine, Uzbekistan**)
- Individual applicants should be nationals living inside any of the listed participating countries (**Australia, Bangladesh, the mainland of China, Indonesia, Malaysia, Myanmar, Nepal, New Zealand, Philippines, Sri Lanka, Thailand, Viet Nam, Armenia, Azerbaijan, Georgia, Kazakhstan, Turkey, Ukraine, Uzbekistan**) or UK individuals living and/or working in the UK at the time of the application and for the proposed project duration.
- We would expect individuals to have the necessary registrations to comply with legal and/or tax provisions in the country in which they are based e.g. this could be a sole trader or an individual operating as a company with the associated registrations.
- If applying as an individual, you will need to upload a CV with your application.

Art forms

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 (incl. games, extended reality, immersive, mixed, augmented and virtual reality)
- Film
- Literature
- Music
- Theatre and dance (including circus)
- Visual Arts

We also welcome proposals for:

- Cross-art form projects
- Projects with themes relevant to the creative economy
- Cross-disciplinary art projects (e.g., art + science, art + technology)

Please note that you must only select one art form on the application form.

If your project delivers activity across multiple art forms, you will need to select only one. This is so that it can be allocated to the most appropriate team member for assessment.

Assessors will notify the CTC team if another art form expert is needed to contribute to the assessment process.

The scope of a project might be simply to collaborate on a piece of art, a film, piece of writing or music, or could include any of the following:

- 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

Although this is not a programme focusing on professional development, the outcome doesn't strictly need to be a completed artistic outcome. Skills development can be part of a project, with the primary outcomes supporting creative and artistic work. Projects can be delivered digitally, face-to-face, or a hybrid blend of both.

Eligible Costs

Eligible cost could include costs directly related to the implementation of the project, including:

- Professional fees e.g. fees for contracted artists, facilitators, designers, specialists relating to the project.
- Travel and accommodation
- Reasonable equipment and materials costs
- Venue hire and production costs
- Marketing and promotional activities

Ineligible criteria and costs

- Funding bodies are not eligible to apply
- Projects that have received British Council funding before without any significant new developments, such as a new phase, new activity or new partners.
- Commercial projects without artistic or cultural collaborative objectives.
- Staff salaries or ongoing operational costs
- Overhead expenses
- Costs incurred before the grant contract is signed
- Funding or co-funding the production or distribution of feature films /music album

4: Country specific information

CTC has been designed to be delivered in partnership with British Council offices across a range of countries, each operating under different legal and regulatory frameworks.

There are some instances in the application process where we have provided country-specific information that only applies to applications with specific country partners.

The table below summarises these specific details and means that some applicants must complete different sections in the application form. You will be prompted to respond to these depending on which country/countries you select at the beginning of the form.

Australia	If relevant to the project's activity, applications that include partners and/or activity in Australia must provide letters of support with evidence, appropriate permissions and support from First Nations organisations, communities and Elders. Applicants can refer to the Creative Australia First Nations Protocols for more information.
Ukraine	<p>For applications with partners and/or activity in Ukraine, you will need to provide additional evidence of appropriate risk management plans, including security measures in place and appropriate venue selection with shelter access, which must be part of any public programme.</p> <p>As the safety situation in Ukraine can change, applicants should be ready to adapt project activities and travel arrangements, including cancelling, postponing or changing planned formats. The British Council team will assess whether appropriate safeguarding and security measures have been put in place.</p> <p>You will also be asked the following questions:</p> <ul style="list-style-type: none">• Is it necessary for the project to bring experts/artists from the UK to Ukraine? If so, how will the project be adapted in case the visit is not possible? <p><i>FCDO travel advice must be followed for considerations of in-person involvement of individuals travelling from outside of Ukraine in grant activities. Only travel to regions designated as 'orange' is permissible for those travelling from outside Ukraine. Travel to areas designated as 'red' would not be allowed under the terms of this grant.</i></p> <ul style="list-style-type: none">• Do you intend to allocate funds for travel to Ukraine from abroad in the grant project budget? <p><i>Please be aware that the British Council has the right to revoke permission to use travel costs if security circumstances deteriorate.</i></p>

	<ul style="list-style-type: none"> • What measures do you intend to put in place for safety and safeguarding, especially for public face –to-face activities? How do you plan to adapt the project if the security situation deteriorates? • Which venue do you plan to use for face-to-face public activities? How close is the nearest shelter? Please add the address, link for Google Maps or photos of the location and shelter. Who is responsible for the access to the shelter? How many people can it hold? <p><i>The shelter must be reliable, accessible in under 5 minutes, and able to accommodate all event attendees.</i></p> <p><i>In addition, projects with activity taking place in Ukraine can include a limited percentage of the total budget for ‘war-related’ categories:</i></p> <ul style="list-style-type: none"> - technical equipment to enable delivery of the programme during power shortages such as power generators and improvement of shelter conditions (up to 25%) - purchase of safety equipment: first aid kits, fire extinguishers (up to 15%) <p>Please include these in your project budget if applicable.</p>
Viet Nam	Grant funding in Việt Nam is subjected to up to 10% government tax. This must be included in your project budget.
Malaysia	Malaysian lead grantees applying as organisations should check if they are required to pay a 10% Malaysian government Withholding Tax. This tax should be accounted for in the proposed project budget. For more information, visit: https://www.hasil.gov.my/en/legislation/withholding-tax/
Thailand	Due to the British Council office’s status as a foundation, we are only able to transfer funds to a Thai partner. Therefore, a Thai partner will need to take responsibility for receiving grants from the British Council, whether they are identified as the Lead Partner or not.

5: Key Themes and Terms

What can the grant be used for?

The grant should be used to support the process of developing new projects with artistic expression or creativity at the core, and that will result in collaborative activities, including artistic and creative exchange of skills, knowledge and practice. We want collaborations that foster new creative work or ways of working. Various approaches can be employed, such as art residencies, exhibitions, performances and showcases, publications, webinars, and conferences, among others.

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

- Diversity and Inclusion
- Climate Change

We will support a range of projects and want to fund projects that reflect a range of geographical locations, art forms and themes across participating countries and the four nations of the UK. We will take this into consideration when assessing your application against others.

We are keen to receive applications from partners we have not previously worked with, especially including applicants working with partners outside London.

A note on collaboration

Collaboration should be at the heart of every CTC application. Your application will be reviewed first and foremost on the merit of the collaborative activities, and we won't support projects with a primary commercial focus. We want to prioritise projects that focus on the collaborative nature of activity between partners within the project as opposed to producing and distributing a finished product.

Before you apply, here's a checklist of things you should consider:

- Have you developed your project idea in collaboration and discussion with your partner(s)?
- Have you consulted your partner(s) about the application? Have they read it through, and do they consent to everything proposed?
- How will you collaborate with your partners to administer the project? Who is writing the application? Who will be the Lead Applicant who is accountable for the overall delivery and management of the project and report back to the British Council on your impact and progress if you're successfully funded?
- How will you administer finances and budget tracking?
- How will you plan and deliver communications for your project?
- How will you administer monitoring and evaluation of your project?

It's also important to acknowledge there are cultural differences that can affect how collaboration works. Have you discussed the following with your partner(s):

- Differing professional cultures and their impact on time-management, administration and communication. We all have different preferred approaches to communication. Discussing this together can help build a strong and effective collaboration!
- Differing approaches to administration
- Is there anything that can be put in place to support any language barriers, such as translation?
- Are there any access needs which could support how you work together?
- What are your preferred modes of communication – emails, calls? It's important to be clear about this to manage expectations and work harmoniously together! If you foresee problems with communicating digitally due to poor wifi connections, have you factored the cost of wifi boosters into your budget, for example?
- National and/or religious holidays that may impact scheduling and delivery
- How will you approach making decisions together?

When working collaboratively to deliver a project, as well as building lasting relationships, there are some key points and principles to remember.

KEY TERMS:

- **RESPECT** - approach each other as equals from the beginning of the working relationship. Seek active input to frame activity planning. Work together and support each other to overcome challenges and celebrate successes
- **TRUST** - take time to build purposeful, lasting relationships
- **INTEGRATED** - create integrated programming opportunities and ensure the work serves the communities connected to each partner
- **INVEST** - allocate adequate resources to build and sustain successful partnership working
- **INNOVATION** - demonstrate new forms of content, methods of delivery, design processes, or approaches to your audience. Work in a new country or with a new partner

6: Writing a project budget

What is a project budget?

A project budget is the total projected costs needed to complete a project. It is not a static document and might change as your project progresses. A project budget helps you keep on track and be realistic with your project scale and spending.

Why do you need a project budget?

Creating a well-researched project budget for your CTC project will enable you to clearly anticipate the needs of your proposed project and manage expectations of what is achievable with the time and resources you have available. It will also enable you to identify risks and prepare for changes as they arise. A strong project budget will help you to:

- Communicate with stakeholders about when, and how much, money is needed
- Control and limit project costs
- Measure performance and unforeseen changes
- Predict and manage expenditure /cash flow; how much and when you are spending
- Generate value for money statements. Comparing your spending with your project impact will help you communicate the effectiveness of your work
- Effectively manage future projects with a replicable template

How to Create a Budget for a Project?

The first step is mapping out the headings shown in the table below. You may want to use a separate Excel for your budget as its formulas and other features which can be helpful before you transfer the information into the application form.

Here are some examples of heading types you might consider when creating your project budget:

Heading types	Description
Item Reference number	A reference number helps provide numerical reference to each cost heading

Item details	Describes the cost in a few words; often we group costs that are related, for example: Venue for Venue for workshop can cover all costs associated with the space
Units	How many units are required? This is paired with Unit Type and Unit Cost
Unit Type	Here we categorise the units by definition (e.g. person, day, hours, pieces, grams) anything to specify the unit of measurement being used. At times, some costs are difficult to detail in units in such cases we use “lump-sum” as a unit type and use 1 unit lump-sum, which communicates a pre-determined amount that is not dependent on the unit
Unit Cost	The cost of individual units, which can then be multiplied by the number of units required to create a total cost for this budget line
Total Cost	This is the final column where we multiple the number in the Units column with the Unit Cost column to generate a total cost
Notes	You can always add a notes column to further describe the cost if necessary

What if I don't know my costs yet?

Sometimes, we don't know how much certain budget lines will cost when we write our budgets. It's still important that we estimate and anticipate these costs and ensure there is contingency planning in place for unforeseen expenses. This is particularly important for international projects where global-socio-economic changes, and natural disasters, can have a big impact on budgets.

If you don't know what your costs will be on writing your budget:

- Use historical/market data you can always ask vendors for rates and ask experienced people around you
- Round out figures to the nearest 00s for budget lines where prices can fluctuate, for example air tickets for international travel
- Contingency can be one of the headings. Most projects keep around 5-10% of the total budget to cover any contingency costs. CTC has a limit of 10% for contingency

Please note that allocations for staffing posts to deliver the project should be included as a separate line.

What are some common cost headings in an arts project budget?

To help you plan your budget, below are some common cost headings that you will want to consider:

<u>Heading</u>	<u>Description</u>	<u>Unit Type</u>
Venue	Space for conducting activities	Days, hours, month etc.
Training costs	For example, the cost of training existing or project staff in safeguarding if the project is working with participants at risk	Hourly rate for professional training
Materials	Newly produced materials e.g. magazine or information brochures	Cost per page/unit for printing

	<p>– usually involves a design and printing fee.</p> <p>This could also refer to art materials to be used within the project e.g. paint</p>	<p>Cost per hour / day for designer</p> <p>Cost per unit of material</p>
Professional fees	Fees for contracted artists, facilitators, designers, specialists etc., relating to the project	Usually day rate or lumpsum
Management/ Coordination	Cost of managing / coordinating project (e.g. new staff positions to deliver the project or additional hours for existing staff to deliver the project)	Usually a percentage of the budget. Could be existing staff or project-based hires
Accommodation	Hotel room	Cost per night (check any additional taxes) - often an estimate
Travel & transportation	Train / rail / fuel for participants, or shipping costs for materials/items	Either Per Diem cost, or total cost per trip per person – often an estimate
Marketing and Communication	<p>Promotional/Visibility materials; production of public facing assets for project promotion</p> <p>Comms/Social Media promotion: cost of creating materials and assets, promoting work or project on physical/ digital/ social platforms</p>	Includes many different types of cost so this is usually a lumpsum; please use separate lines for different types of spend
Subsistence / per diems	Daily allowance for food and drink when travelling to a different country	Cost per person per day (usually 2-3 meals a day)
Photography/videography	Costs for filming or recording the activity	Usually, a day rate for a videographer/photographer or editor
Translation and access	Translator or sign-language	Cost per day for translators or sign-language providers
Bank charges	Bank charges for making international transfers to pay artists or partners	Usually a single fee per transaction, and variable on banking provider and location
Taxes	Any applicable local taxes and fees need to be included in the project budget	<p>This will be dependent on country context e.g. Viet Nam has a local tax applicable if lead partner is Viet Nam based, of up to 10%;</p> <p>Malaysian lead grantees who are applying as organisations</p>

		should check if they are required to pay a 10% Malaysian government Withholding Tax
Access Costs	For example, costs relating to making the project accessible to d/Deaf, hard of hearing, or blind audiences (e.g., relevant sign language interpreters), or costs associated with making venues more accessible, or providing transport for disabled participants/partners. It may also be costs for a support worker to support a partner or participant who requires this	Can be a day rate for sign-language interpreters or an accessibility expert. Or it could be costs associated with material items/alterations to make a venue more accessible for your project or ensuring transport which is suitable for disabled participants
Evaluation	Cost for evaluating the impact and success of your project	Usually a day rate for an external evaluation consultant
Wellbeing support	Where projects address more challenging subjects you may want to include costs for a specialist to support the team or participants	Usually, day rate or lumpsum
Contingency	A sum of money to cover unexpected costs associated with the effective delivery of the project	CTC has a limit of 10% contingency
For projects with partners/delivery in Ukraine only	RISK/SAFETY MEASURES WAR Related' costs	Technical equipment to enable delivery of the programme during power shortages such as power generators and improvement of shelter conditions (up to 25%) -purchase of safety equipment: first aid kits, fire extinguishers (up to 15%)

Income

Your project may also benefit from additional income such as funding from other sources, ticket sales or In-kind support. This should also be reflected in your budget.

What is in-kind support?

In-kind means non-financial support provided to a project.

- It demonstrates the credibility and viability of a project, via the committed investment of existing partners and supporters

- In-kind support can be put into a separate column/row or in the notes section
- If there are multiple lines of in-kind support, it might be a good idea to total it at the end, so that your prospective funder understands your ask more clearly
- Co-production is different than in-kind support but equally important to reflect in your budget.
- You might be working with multiple funders. It is a good idea to mention the contributions of each funder in your budget
- A budget table can easily be adapted with more columns e.g., 'Source of Funds'

How do I manage and update my budget during the project?

- Update costs as they are spent
- Record actuals in a new column to see if your planning has been effective, this also helps track any variance
- Develop an expenditure plan by combining your activities timeline with your budget

Special Considerations for a CTC Budget

International collaboration

- Ensure you are paying artists fairly and equally across all the countries involved. It may be that the average pay for an artist working on a project is lower in some countries, but it is important to ensure any artists working on your project are paid equally, wherever they are based in the world
- Think about per diems if your project includes travel to different countries. If you're asking artists/participants to travel abroad, have you ensured that their per diems are enough to ensure that they can participate according to the cost of living in each country they are asked to travel to? Discuss with your partners regarding what is reasonable in the contexts in which you are working
- Your budget needs to reflect how the project funding will be split, managed and spent across the organisations involved in the project in an equitable way

For a CTC project, you should ensure that your project budget directly addresses the costs associated with international collaboration. Have you considered the following:

1. Translation costs – if you are working across nations with different languages, have you factored in the cost to ensure that all participants and audiences can fully understand and engage with the work?
2. Flight / Travel / Visa costs – have you factored in the cost of artist/participant travel, and the possible impacts on costs to travel?
3. International Bank transfer fees – you may need to transfer funds between partners. This can cost more than expected and so make sure to discuss this with your partner and check with your bank to include this in your budget. International transfers can also take longer than expected to factor this into your timeline
4. The cost of safeguarding vulnerable participants, artists and audience members if you are working with people at risk or in contested spaces with limited freedom of expression

Access costs

Have you factored access costs into your budget? Are you working with participants who might require support workers? If so, is this covered in the travel line of your budget? Will you require translators or materials that are translated into multiple languages or dialects? And will you need sign-language interpretation or captioning?

Accessibility in venues

We also acknowledge that sometimes accessibility is more difficult to measure and attain. You can share details of this from your country context(s) within your application/budget if you feel it is relevant to your proposed project.

Be sure to include any costs relating to access in your budget, and research them thoroughly.

International travel risk factors

- Do you have contingency plans in place if, for example, there is a natural disaster or political situation that prevents or delays travel?
- Visa applications – have you considered the time management cost for visa applications, and a contingency plan should any visa applications be denied? This could impact your project and your timeline so it is good to factor this in at the start

What is a contingency budget and what should it cover?

A contingency budget is a percentage of your overall budget. We suggest up to 10% for CTC projects, which exists as a safety-net to cover unforeseen project costs. Particularly when you are working internationally, you should ensure that a contingency budget could consider the following unforeseen and additional costs associated with:

- protecting artists and/or participants at risk
- visa application costs
- natural disaster or conflict
- changes in country inflation
- rising travel/shipping costs
- unexpected exchange rate fluctuations

Discuss the above together as partners as it's important your budget is rigorously planned so that you can cover all your projected costs with the amount you are requesting and any additional income you have secured.

7: Working in locations that are in conflict or at risk of conflict

We are aware that some participating countries within this year's round of CTC may currently have Foreign, Commonwealth and Development Office (FCDO) travel advice not to travel to certain parts of the country.

All projects will need to follow FCDO travel advice so please make sure you have checked for the latest updates when preparing your application. We are not able to support projects which included travel that contradicts this advice.

You must address any potential risks linked to travel to locations that are in conflict or at risk of conflict; demonstrating how the project has considered risk and put in place strong risk mitigation plan in the 'Feasibility and project management' section of the application form.

FCDO travel advice can change between submission of an application and into project delivery, so you must demonstrate how the project can be ready to adapt project activities and travel arrangements, including cancellation, postponement or changing planned formats.

If your project includes partners and activity based in Ukraine you will need to provide additional information with your application form. (please see further information in Section 4: Country specific information)

8: Safeguarding

The British Council is a global organisation and safeguarding is one of our priorities when delivering programmes directly or through others. We aim to create a safe environment in which no child or adult will experience abuse or exploitation during their contact with us.

We also require that clients, customers, partners and suppliers are made aware of our Safeguarding policy and operate within it, this includes ensuring that staff and volunteers are safely recruited and trained in their safeguarding duty of care, programmes and projects are promptly risk assessed and mitigation measures implemented, a safeguarding Lead and focal point(s) are appointed and a safer incident reporting mechanism is implemented and communicated to all stakeholders to ensure that incidents are promptly and accurately reported and managed.

We expect organisations and individuals delivering our programmes to promptly report any safeguarding incident or concern to the British Council to ensure that we fulfil our statutory reporting obligations.

We will provide adequate and appropriate resources to implement this global policy statement and will ensure it is communicated and understood.

Please get acquainted with the [British Council Safeguarding Global Policy Statement](#).

What if the project plans to work with those under 18, or with vulnerable adults?

If your project is selected, we will run a safeguarding webinar to discuss our safeguarding policy and practice and what we expect from our programme delivery partners. You will provide further details on the safeguarding measures and to sign relevant documents to confirm you have understood your responsibilities. For further reading, please see the [British Council Safeguarding Global Policy Statement](#).

Working with people at risk

Some individuals – particularly those with protected characteristics – can be placed at significant risk by engaging in certain activities in certain social and political contexts. If your project involves working with vulnerable artists, partners, audience members or other participants, you need to ensure that your application addresses your approach to ensuring they are safe, protected and supported throughout the process. You may need to plan and budget for a specialist to advise or support and this may influence how you plan to deliver the project.

If you are planning to work in particularly sensitive socio-political contexts, or with artists who have protected characteristics – for example, members of marginalised communities – can you demonstrate that your project team has the expertise and experience to ensure the well-being and protection of everyone involved? If not, have you considered or factored in expert support, advice or

guidance, which is included in your budget? Have you considered how you will approach sensitive subjects within different cultural and country contexts? For example, if your project deals with a subject or area which is sensitive within your country, or your partner countries, what steps might you take to ensure the safety of your partners, participants and audiences? It is important that your budget, project plan and risk management include provisions for supporting participants' well-being and safety.

Please note that the British Council will run safeguarding workshops in October 2025 to support successfully funded projects on this subject.

9: Diversity and Inclusion

As an international cultural relations organisation, British Council works towards mainstreaming of our EDI principles and practices across all our work strands. This includes in how we engage with stakeholders, participants and partners.

We ask our grantees to align with the British Council's inclusive approach, For more information, please read the following document

[British Council Equality Diversity and Inclusion Policy and Strategy](#)

We will assess your application on how it demonstrates a commitment to equality, diversity and inclusion and how it creates opportunities for underrepresented groups or communities.

Applications can include a short description of what diversity and/or inclusion means in the context of your project and countries and share more information on the underrepresented communities you intend to work with. You will need to share what EDI means for your context, partners and locations and tell us how that has informed the projects design and delivery.

We acknowledge that it is not always possible to have provision of accessible venues in different country contexts, but you can describe what access means in your country context, and what a good standard of access might mean in your country if this is the case.

10: Assessment

All applications will be evaluated based on the following criteria and weighting:

Evaluation criteria	Description	Weight
Quality and artistic/creative merit	<ul style="list-style-type: none"> The project demonstrates strong high artistic/creative quality relevant to the context in which it is delivering. The project demonstrates applicants' previous track record of delivering and developing high quality work 	25%
Partnerships and collaboration	<ul style="list-style-type: none"> The project fosters meaningful and equitable collaboration between UK and country partners. There is clear evidence of mutual benefit. Roles and responsibilities between partners are clearly defined 	25%
Feasibility and project management	<ul style="list-style-type: none"> The project is realistic, well-planned, and achievable within the given timeline. 	25%

	<ul style="list-style-type: none"> • The budget is clearly justified and equitably distributed between partners. • The project has considered risk and put in strong risk mitigation plans 	
Audience/participant engagement and impact	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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%

Each application will be scored from 1 to 5 for each criterion, using the following scale:

5 – Excellent: Exceeds expectations; highly relevant and impactful.

4 – Good: Strong alignment and feasibility, with minor areas for improvement.

3 – Satisfactory: Meets the basic requirements but lacks depth or clarity in some areas.

2 – Weak: Falls short in key areas; lacks a clear strategy or justification.

1 – Poor: Does not meet the criteria or is insufficiently developed.

11: Previous CTC projects examples

Click on the links below to view examples of past projects.

- [2024 Connections Through Culture Projects](#)
- [UK-Malaysia projects 2023](#)
- [UK-Thailand projects 2023](#)
- [UK-China projects 2023](#)
- [India–Wales projects 2021](#)

12: Submitting your application on Good Grants

Your application will need to be submitted in English using the Good Grants platform.

Good Grants is an online platform the British Council uses to manage its grant application rounds efficiently. The system is built by an external company and procured for use by the British Council.

To gain access, you will need to register on the system through [the programmes home page](#). Setting up an account is free and requires an email address and a password. We recommend that organisations use email addresses which are not tied to an individual in the eventuality that staff changes may occur.

Troubleshooting

Good Grants have their own Help Centre should you need help navigating the form or need troubleshooting assistance. To navigate to the Help Centre use the table of contents to the right of your screen whilst logged in or follow [this link](#). You can submit a request for support directly through the Help Centre.

If you have forgotten your password, click the 'Forgot Password' link on the login page and follow the instructions.

For any non-technical questions about the application form and the application process you can contact the CTC team using [this form](#).

We have provided supporting notes with further guidance on how to answer questions within the application form. Please make sure to read these hint notes that appear either above, below or to the right of each question.

13: Access support for writing your application

If you identify as disabled and have any access needs to help support you to make your application, please contact us via <https://forms.office.com/e/rdFpf1c46e>

Depending on the type and level of support required, we may be able to assist you with your request

You are welcome to submit your answers to certain questions (where marked in the text) via a video format. For video submissions, please submit a different video for each answer and share a private YouTube link within the response box. Videos will not be assessed on quality, but we ask that we can clearly see and hear the speaker. Submissions can be in British Sign Language. Please note videos should all be within the maximum time indicated after each question.

14: What happens if my project is successful

If your application is successful:

- You will be required to note that the contracting authority is the British Council which includes any subsidiary companies and other organisations that control or are controlled by the British Council from time to time (see: www.britishcouncil.org/organisation/structure/status).
- The contract will be signed by the Lead partner with the British Council and that the Lead Partner will share the terms of this contract with the partner(s) and report to the British Council on behalf of all partners.
- You are required to complete and return required information in order for the British Council to undertake due diligence, financial checks, and prepare contractual paperwork. Any grant award is conditional on these checks and on paperwork being returned by the communicated deadline.

- You are required to attend any mandatory training we offer, for example in orientation and safeguarding.
- Complete interim/completion reports on your project within an agreed timeframe. For projects longer than 6 months, an interim report is required in month 5 as well as a project completion report within 30 days of completion of the project; For projects less than 6 months, a project completion report is required within 30 days of completion of the project.
- Acknowledge British Council support with agreed credit.

15: Some Final Key Tips for your Application

Here are some tips for your application.

- Make sure you can **clearly and succinctly describe what your project is**. If someone asked you for a two-sentence description of your project, what would you say?
- Make sure that your **project closely aligns with the CTC assessment criteria**
- **Collaboration** is at the heart of the CTC programme. There should be **equitable benefit for all the partners involved** and the delivery of the project should be shared
- Don't be vague and **don't underestimate on your budget**. There's no advantage in trying to shave off costs to bring your budget under a certain amount. Tell us what you think it will cost to deliver the best version of your project. The assessors will assess whether this seems like value for money, and a fair and equitable use of budget between the partners involved
- Make sure **the practicalities of international collaborative working have been factored** into your budget
- **Pay your artists properly!** Make sure artists are paid equitably and fairly, in line with other roles in the project, and that artists are paid equally across all the countries represented in your application
- Be wary of **missing information**. Make sure you double check your application is complete before you submit. Has everything been included in your budget table? Have you uploaded any of the required supporting documents (if applicable to your application as an individual or any country specific request) We can only assess what's there.
- If you're planning to work in sensitive socio-political contexts, and/or with **participants at risk**, can you demonstrate your project team has the expertise and experience to ensure the well-being and protection of everyone involved? And do you have allowance in your budget to ensure this happens?
- Successful CTC projects match ambitious artistic creative and collaborative goals with **well researched audience numbers and robust legacy plans**.

We hope this toolkit has helped you.

GOOD LUCK in preparing your application – we look forward to reading it!

You can see a copy of an [offline application form here](https://britishcouncilarts.grantplatform.com/) for easy reference. However, please complete <https://britishcouncilarts.grantplatform.com/>

For any enquiries, please contact us using this form: <https://forms.office.com/e/rdFpf1c46e>