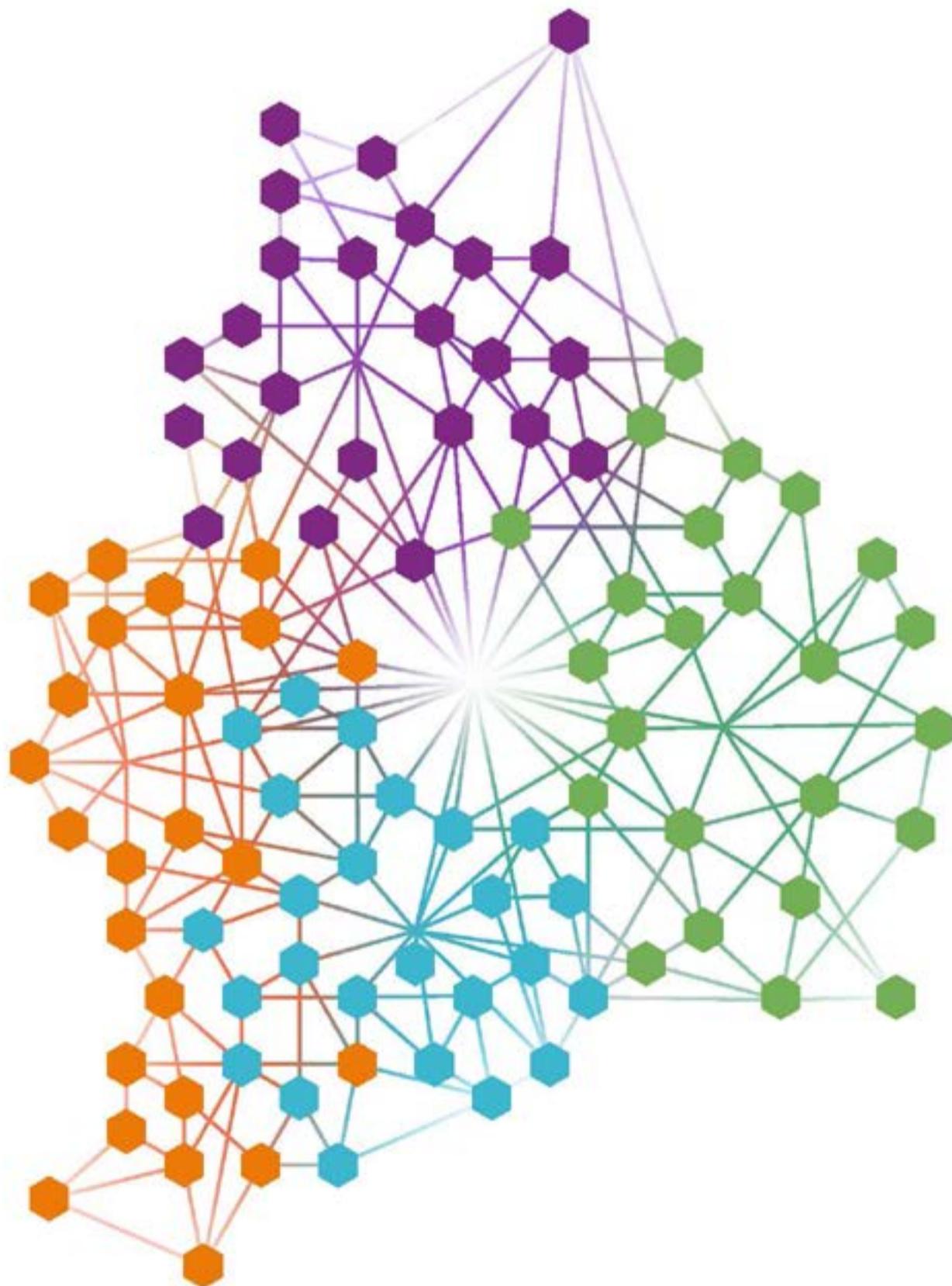


# LANCASHIRE 2025

UK CITY OF CULTURE BID

BID PROGRAMME CALL:  
GUIDANCE FOR APPLICANTS



**#IMAGINELANCASHIRE**

# OUR MISSION

Lancashire 2025 exists to enhance the wellbeing of all people of the county and future generations, regardless of location, through unique arts and cultural ecosystems. Our mission is to produce an ambitious and inclusive cultural programme that can be woven together to integrate the urban, the coast and the countryside.

**OUR VISION IS OF A VIRTUAL CITY OF 1.5 MILLION CITIZENS THAT CONNECTS THE DIVERSE IDENTITIES OF LANCASHIRE TO RESHAPE A BETTER, CREATIVE AND MORE SUSTAINABLE WAY OF LIVING FOR THE UK.**

## STRATEGIC PRIORITIES

**PARTICIPATION** Lancashire 2025 will build and cultivate active and empowered citizens to drive wellbeing in regeneration. We will generate learning experiences.

**We will develop creative citizens.**

**PROGRAMMING** Lancashire 2025 will produce an ambitious and inclusive programme across the county that will connect the urban, the coast and the countryside.

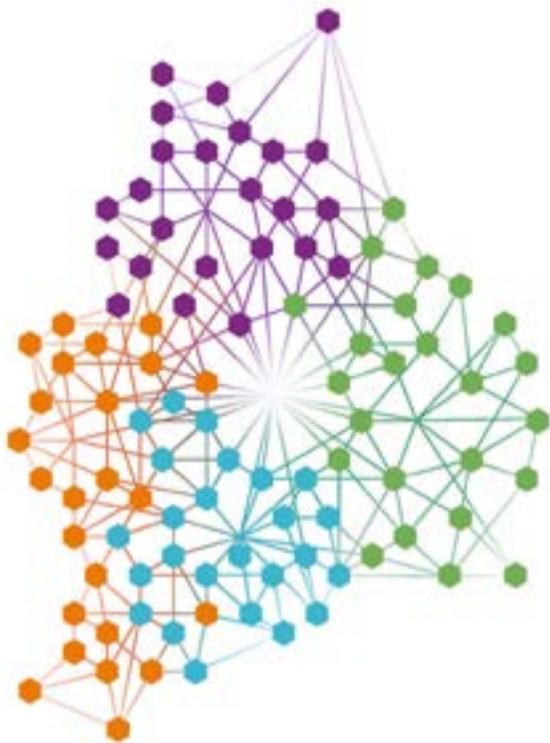
**We will commission new ideas.**

**PARTNERSHIPS** Lancashire 2025 will collaborate with the public, private and social sectors in a range of different ways to generate sustainable resources for culture in Lancashire.

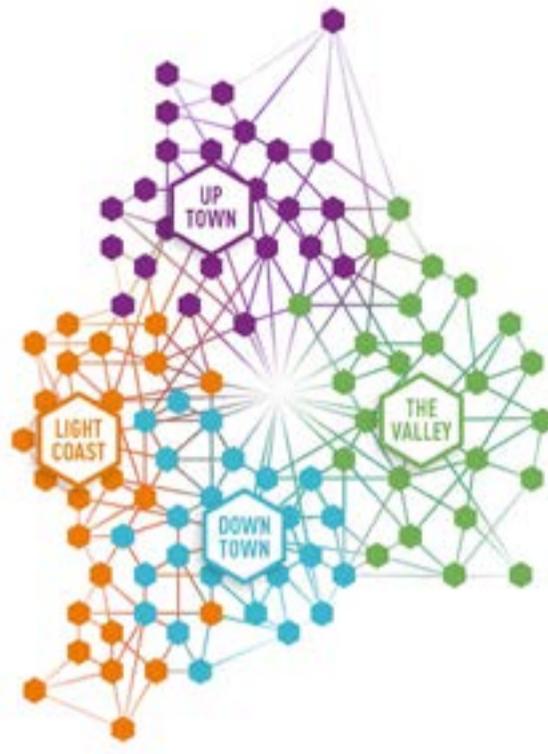
**We will drive cultural regeneration.**

# CULTURAL PROGRAMME

Lancashire 2025 is a cultural programme exploring the way we live between the real and imagined, to create the Virtual City of Lancashire. This will be a cultural environment using collectively imagined neighbourhoods, physical locations and a shared virtual space.



100 physical locations representing the land available for commissioned creative production and cultural transformation in the Virtual City of Lancashire



Four programmes representing our imagined neighbourhoods that support the physical and virtual events in the Virtual City of Lancashire



Shared virtual space representing an amalgamation of components that residents and visitors see, hear, touch or talk to as they interact with the Virtual City of Lancashire

## PROGRAMME DEVELOPMENT

Lancashire 2025 is an invitation to imagine and create the physical and digital environments, spaces and places for the kinds of lives that we will want to lead and the sorts of culture we will want to have. We are developing a cultural programme based on four topics of **cultural regeneration: Living, Nature, Connection, Digital.**

We will commission new ideas for 100 physical locations in Lancashire and each one will include a digital element. The new commissions will construct a route of 100 locations that can be seen as a virtual city: from individual creative projects to networked digital assets.

## PROGRAMME DELIVERY

We will mount four programmes for Lancashire 2025 that will represent collectively imagined neighbourhoods, featuring high profile events, creative projects and cultural experiences. Programmes will revolve around physical locations and spotlight gateways in Lancaster, Blackburn, Preston and Blackpool.

Lancashire 2025 will run from January to December 2025 in the Virtual City of Lancashire. The opening and closing celebrations will be held on 21 December 2024 and 2025 respectively.

## SEASON ONE: WINTER

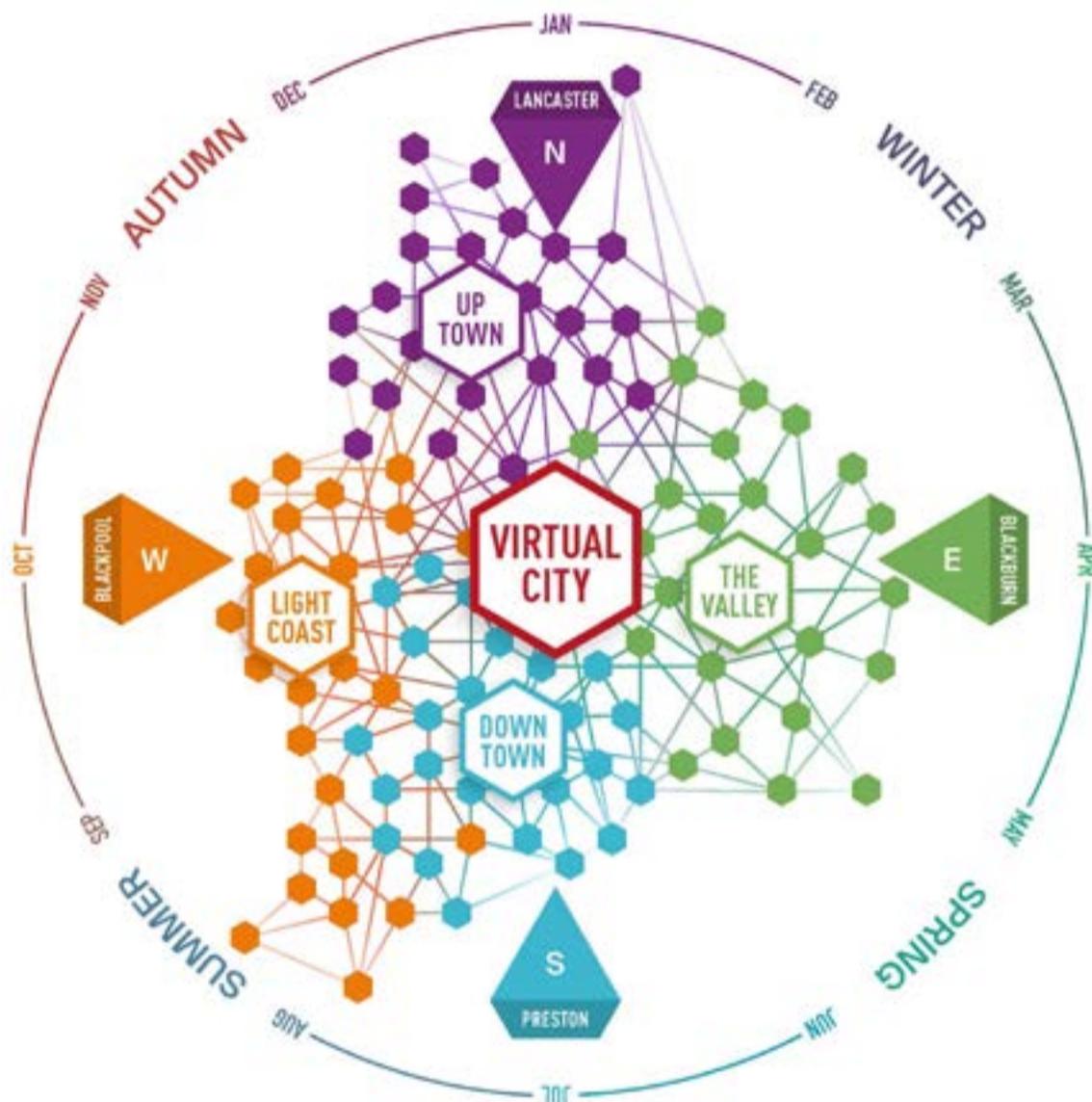
### THE UPTOWN PROGRAMME

The winter programme of cultural events will run from December 21 -19 March 2025. The Season Gateway will be situated in Lancaster.

## SEASON TWO: SPRING

### THE VALLEY PROGRAMME

The spring programme of cultural events will run from 20 March-19 June 2025. The Season Gateway will be situated in Blackburn.



## SEASON THREE: SUMMER

### THE DOWNTOWN PROGRAMME

The summer programme of cultural events will run from 20 June-21 September 2025. The Season Gateway will be situated in Preston.

## SEASON FOUR: AUTUMN

### THE LIGHTCOAST PROGRAMME

The autumn programme of cultural events will run from 22 September - 20 December 2025. The Season Gateway will be situated in Blackpool.

# INDICATIVE PROGRAMME FOR THE BID

The purpose of this programme call is to **help create an indicative programme for the Lancashire 2025 Bid.**

We want **ambitious, inclusive and high-quality** creative projects, cultural experiences and high profile events that express one of our topics for cultural regeneration, encourage citizen engagement, instill local pride and set the tone for the height of ambition and creative vision we can achieve.

The fifteen projects to be selected for the Lancashire 2025 bid are being identified and developed through a mix of sources, including this Programme Call.

## CAN YOU REIMAGINE THE WAY WE LIVE?

**People, organisations and projects based in Lancashire, or anywhere else in the world, are invited to get ambitious and creative for Lancashire 2025.**

We want proposals for high profile events, creative projects and cultural experiences that reimagine the way we live based on our **four topics** of cultural regeneration.

Proposals will be new ideas for **physical locations** in Lancashire that include a digital element. New ideas can be brand new ideas or related to an enhanced, existing activity.

**Selected proposals will be included in the Lancashire 2025 Bid Application to the DCMS.**

**If Lancashire is awarded the title of UK City of Culture in 2025, the fifteen selected proposals for the Lancashire 2025 bid will receive:**

- Up to £25,000 development money from Lancashire 2025 to research and develop your proposal for potential commissioning - thanks to sponsors investing in Lancashire 2025's programme.

### **Commissioned projects for Lancashire 2025 will:**

- Receive funding and development support from Lancashire 2025 to leverage resources, partners and collaboration to bring their vision to life in production/presentation.
- Be presented in the programme for Lancashire 2025 and made available for digital distribution to audiences across the world in 2025.
- Be documented and archived in a single digital collection of commissioned works for legacy exhibition beyond 2025.

The Programme Call will open on **Friday 30th April** and close on **Tuesday 31st August 2021.**

If you have an idea for the Lancashire 2025 Bid, but need more background information to see if it could be viable please send an email to: [programmecall@lancashire2025.com](mailto:programmecall@lancashire2025.com).

# PHYSICAL LOCATIONS

Location is defined as a particular place or area where creative and cultural activity takes place. A location could be the entire county, an area, district, city, town, village, building, public space or private dwelling in Lancashire.

Locations can be urban, rural and coastal; they can be single or multiple places; they can be existing or new locations in the geographical area of Lancashire.

Lancashire 2025 is intended to focus county-wide and include all areas, drawing inspiration from the people and their activities, the history and the future.

Equality of access is integral to the programme and as such all locations must, if required, make necessary adjustments to ensure accessibility.

The hundred locations of the programme will include the Lancashire 2025 Gateways in Lancaster, Blackburn, Preston and Blackpool, operating seasonally. The Gateway will represent the physical and symbolic appearances of the Virtual City of Lancashire, its seasonal entrances and operational centres.

# DIGITAL ELEMENT

The whole of Lancashire will be able to gather and experience an unforgettable, unique and unfolding cultural programme in a shared virtual space, made up of its creative citizens and their cultural activity.

The various digital venues and places located in the Virtual City of Lancashire will house, exhibit and present all of the programme's digital elements. It will allow digital audiences and participants to experience, interact and be immersed within exceptional beauty from the commissioned programme.

All proposals must include a digital element in order to be considered for the Bid Programme. The digital element can run throughout the duration of project, be a delivery mechanism, be a single activity or a specific outcome of the project.

The digital element might be one or more of the following:

- An engagement process
- A film or animation
- An audio recording or podcast
- Live or pre-recorded streaming
- Documentation
- Augmented Reality (AR)
- Virtual Reality (VR)

## PROGRAMME CALL - ELIGIBILITY

It doesn't matter what your budget is or what discipline or genre you're working in. And, your project can be a brand new idea or related to an enhanced, existing activity.

The Lancashire 2025 programme call is accessible to anyone from anywhere in Lancashire, the UK or the rest of the world – but there is ONE simple rule: **Your idea MUST bring our virtual city to life in the way it is produced and presented - this means projects that are for a physical location in Lancashire and include a digital element.**

## SELECTION PROCESS

Projects which make it into the Lancashire 2025 Bid Shortlist will be showcased online at [lancashire2025.com](http://lancashire2025.com). Projects that are selected for the Lancashire 2025 Bid Application will be showcased in a Lancashire 2025 Exchange Network Event in March 2022.

### REVIEW, SHORTLIST AND SELECTION

- The review of all eligible entries will be undertaken by Lancashire 2025's community advisory panel to create the long list (60 proposals) between 10 September and 24 September 2021.
- The shortlist (30 proposals) will be compiled by a project selection group of experienced creative and cultural professionals who will evaluate the long list between 24 September 2021 and 8 October 2021.
- Opinion on the shortlist of proposals will be crowd sourced; members of the public will be given the opportunity to vote for their favourite ideas between 8 October and 27 October 2021.
- The indicative programme (15 proposals) for the Lancashire 2025 Bid will be selected by a jury panel with the selection taking place during the Lancashire 2025 Network Exchange Event between 11 and 14 November 2021.

## ASSESSMENT CRITERIA

- Proposals are required to outline how they meet the following criteria in the application form:
- Proposals must relate to one of the programme topics for cultural regeneration.
- Proposals must meet at least one of the six programme outcomes for Lancashire 2025.

# PROGRAMME THEME

Lancashire 2025 is based on the theme **The Way We Live** and the programme focuses on **four topics to inspire cultural regeneration that will reimagine the way we live** through high profile events, creative projects and cultural experiences.

## THE FOUR TOPICS:

**LIVING** New ideas for inspiring change in health, happiness, social change and ethical living.

**CONNECTION** New ideas for inspiring connection with shared heritage, stories, social interaction and cultural awareness.

**NATURE** New ideas for inspiring innovation in landscape ecology, spacial planning, healthier environments and sustainable living.

**DIGITAL** New ideas for inspiring disruption in digital worlds, open technology, augmented landscapes and digital ecosystems.

## OUTCOMES

**By the end of our year of culture, the Lancashire 2025 programme will have:**

- Put in place a bolder commissioning and innovation infrastructure
- Enhanced the capacity of cultural organisations and events using Lancashire 2025's participatory system and engaged creative citizens
- Improved crossovers between culture and industry through embedded practices and infrastructure
- Developed a new compelling cultural narrative for local people and visitors
- Connected urban areas, smaller towns and rural areas working together to achieve presence, scale and impact
- Empowered and inspired people to be actively involved in culture

# LANCASHIRE 2025

## UK CITY OF CULTURE BID

### WEBSITE

Lancashire2025.com

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#ImagineLancashire

