Briefing document

Open call for
Creative Hubs

# Overview

Morocco’s cultural sector is undergoing dynamic change, offering audiences growing access to diverse forms of artistic expression. At the heart of this ecosystem are creative hubs and art spaces—places where artists, communities, and ideas come together. These spaces play a vital role in cultural programming, artistic creation, and social dialogue. However, many of them continue to face challenges related to sustainability and flexibility.

Existing financial support opportunities often focus on specific themes or short-term projects, leaving little room for hubs to respond organically to the needs of their communities or to invest in long-term strategies for audience engagement.

The British Council’s Creative Hubs Programme responds directly to this need. Building on insights from the British Council’s recent mapping study, the programme recognises the crucial role that civil society organisations and independent spaces play in Morocco’s cultural landscape. It aims to complement and strengthen existing support mechanisms—such as thematic grants and training programmes—by offering flexible support focused on building hubs’ capacity to engage wider and more diverse audiences.

This open call is an invitation to cultural spaces that are deeply rooted in their communities and committed to inclusive and meaningful engagement. Selected hubs will have the opportunity to shape their own audience development strategies, grounded in their unique contexts and creative visions. This approach is aligned with the British Council’s regional goal to support the arts sector in becoming more inclusive, sustainable, and impactful, and to strengthen connections with the UK creative industries.

# About the British Council

The [British Council](https://www.britishcouncil.org/) is the UK’s international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust. We work with more than 100 countries across the world in the fields of arts and culture, the English language, education and civil society.

# About British Council’s Creative Hubs programme

The Creative Hubs Programme is a multi-year initiative led by the British Council to support the sustainability and impact of established creative spaces across Morocco with structured strategies, helping them grow as inclusive, accessible, and community-rooted spaces for artistic expression and cultural engagement.

Selected hubs will be provided grants and capacity-building opportunities for three years. Each hub will receive a total of up to £30,000, distributed as up to £10,000 per year. Annual funding is conditional upon the successful completion of the agreed activities and agreed-upon Key Performance Indicators (KPIs) for each year.

The programme aims to strengthen hubs’ ability to engage diverse and underrepresented audiences, while fostering their local participation in the creative economy. It encourages the integration of Equality, Diversity, and Inclusion (EDI) principles into programming and organisational practices, and supports the documentation and sharing of inclusive approaches that can inspire the wider MENA region. The programme also seeks to strengthen people-to-people connections between Morocco and the UK. It aims to encourage & strengthen connections & collaborations with like-minded UK artists and arts organisations as well as introduce audiences in Morocco to the UK arts & culture scene.

# Eligibility for Creative Hubs

**The programme is open to:**

* Cultural collectives: Registered informal or semi-formal groups of creatives or cultural practitioners working collaboratively under a shared artistic or social vision through arts & culture.
* Non-Governmental Organisations (NGOs): Legally registered associations or non-profits engaged in arts, culture, or youth development.
* Cultural institutions or enterprises: entities that manage creative programmes or cultural activities in their communities.
* Must manage or programme a physical or hybrid creative space used for artistic production, audience engagement, and/or community participation. Hubs without a fixed venue will be considered only if they can demonstrate consistent activity and community impact (e.g. through itinerant events, residencies, or temporary spaces).

**The organisation applying must be an emerging hub:**

* Active for more than five (5) years and less than ten (10) years at the time of application.
* Demonstrating potential for growth, innovation, and community relevance.

**and must have a clear commitment to:**

* Artistic development
* Youth and community engagement
* Equality, Diversity, and Inclusion (EDI) values in programming and governance.

# Selection criteria

Applications will be reviewed by a diverse panel of representatives from the British Council.

Applicants may be approached with clarification questions or to attend an interview with the panel. Applicants must be available to respond and/or attend an interview (conducted digitally).

Our assessment of successful proposals will be based on the following criteria:

* Examples of past or ongoing projects/activities and how the grant could help scale or improve their audience strategies (25%)
* Examples of specific challenges faced by the hub in growing and engaging audiences, particularly in terms of outreach, accessibility, or relevance. (25%)
* Interest in developing cross regional collaborations/ connections with the MENA region (15%)
* Interest in developing collaborations/ connections with the UK Arts sector (20%)
* Equality, Diversity, and Inclusion (EDI) values in programming and governance. (15%)

**Preference will be given to organisations operating in underserved communities, defined as:**

* Areas with limited access to arts and cultural infrastructure.
* Populations underrepresented in the cultural sector (e.g. rural communities, low-income urban districts, areas that have a clear, identified need, minority or marginalised groups).
* Areas with fewer funding or networking opportunities for artists and cultural workers.

# Key dates

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| Milestone | Date |
| Application window opens | Tuesday 8 July 2025 |
| Application deadline | Friday 8 August 2025 |
| Selection deadline | Friday 25 August 2025 |

# How to apply

Please complete and submit the accompanying application form & a written budget.

Applications should be submitted by **August 08 2025, 22.00 hours (GMT)**

Applications submitted after this date may not be considered by the reviewing panel.

If you have any questions about these commissions, please email abir.aboulmanadel@britishcouncil.org

Applications can be submitted through the form in either written or video format, with a written budget.

We look forward to receiving your application.