



Thurrock Artist Call Out – Green Light Programme

Project:	Green Light 2026
Opportunity Opens	26 th September 2025
Opportunity Closes:	31 st October 2025
Delivery date:	Feb 2026
Location:	Thurrock, with local areas expected to include Aveley, Chadwell St Mary, Corringham, East Tilbury, Purfleet-on-Thames and South Ockendon

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1. Objectives

Now in its third year, Start Thurrock's Green Light programme is a series of free creative tasters that give Thurrock residents of all ages, the chance to explore their creativity. By giving residents the 'green light' to try something new, the programme introduces people to engaging experiences and new skills in inclusive and welcoming environments. Green Light is curated by Start Thurrock in response to what residents have told us they'd like to experience or try out.

We are inviting Thurrock artists and creatives to get in touch to propose a taster for the Green Light programme in February 2026. If you have something to offer, that meets the aims of the Green Light programme, and you are happy with the following arrangements, we'd love to hear from you.

- You are able to deliver your taster activity or workshop in one of the locations listed above.
- You can deliver your activity/workshop between Saturday 16th to Sunday 22nd February 2026
- There is no cost to participants for taking part in the activity/workshop
- You will secure your own venue, but we may request you deliver in a particular area or venue based on your proposed activity and/or our learning. Start Thurrock will cover the cost of venue hire.
- Start Thurrock will cover activity/workshop materials and fees, including preparation and delivery.
- Age range: we're open to activities aimed at all age ranges and particularly interested in activities for adults.

Please submit your ideas (and basic info below) by Friday 31st October. Start Thurrock is resident-led and our Resident Panel will help decide which taster activities are selected. We'll contact applicants by Friday 14th November 2025.

Start Thurrock will promote your activity via socials, our website, a marketing campaign and through 'on the ground' community engagement.

2. About Start Thurrock





We have a vision where more people in Thurrock can enjoy and participate in arts and cultural activity in their local area. We all have a story to tell, and a part to play. We want to give every person in Thurrock the chance and space to express themselves, and enjoy that feeling, together. We want our spaces to express our cultures. Our towns to be more connected and creative. We want our joy and energy to reach every town, every family and every person.

Start Thurrock is a Creative People and Places programme funded by Arts Council England.

Our programmes will be **inclusive, inspirational and innovative**, open to anyone, exciting people to engage again, whilst open to experimentation with a range of amazing creative approaches.

Our approach will be **rooted, respectful and responsive**, grounded in the reality of local life, sensitive to the diversity of our people, whilst continuously listening and facilitating the creative aspirations of our people.

3. About Green Light

More information about Green Light, including a film, can be found here:

<https://www.startthurrock.org/our-work/the-green-light-to-try-something-new/>

Green Light aims:

- Engage audiences and participants who would not normally experience creative and cultural activity
- Promote creative experiences that are inclusive, inspirational and innovative
- Broaden perceptions of creativity and culture
- Increase confidence to develop creative skills

4. Our Learning: Participants and audiences

In this section, we share some of our learning from being a Creative People and Places programme since 2022. In doing this, we hope it will help you decide what activity would appeal to local people and inspire engagement.

Start Thurrock uses the Audience Agency's Audience Segment Profiles to better understand and reach audiences and participants in particular population groups. We would like to engage people who match some of the characteristics in the groups known as 'Frontline Families', 'Trips and Treats', 'Dormitory Dependables' and 'Up Our Street'. More information about the profiles including each groups attitudes towards culture and their motivations for getting involved, can be found here: www.audiencespectrum.org/en

We lead sustained and inclusive listening and engagement processes across Thurrock, to build a solid understanding of what is important to residents when deciding to engage in programmes like Green Light. We have learned that:

- Arts and Crafts activities are popular. Hands-on activities, where participants can work at their own pace are valued. Uptake in these types of workshops were high in Green Light 2025



- Theatre and dance workshops can feel exposing for adults and don't appear to offer skills they can take away and use again. Performance-based workshops did not recruit well in Green Light 2025
- One-off sessions are preferable and suit people who are time poor or have responsibilities. Projects completed over multiple sessions are unappealing to the Green Light audience.
- Intergenerational activities where parents and carers can create with their children, receive very positive feedback. As do activities that have an educational benefit for children.
- Activities that allow participants to explore and create with digital technologies were popular in the 2025 programme
- We receive positive feedback about Green Light being inclusive and accessible. Offers for people with disabilities are well received.
- Adult-only sessions were booked out quickly in 2025 and well received
- Audiences and participants value experimenting with new creative processes, uplifting and relatable experiences, and meeting new people in calm and friendly environments.

5. Your proposal

- Your name and contact details (including address / where you are based)
- Workshop/activity description
- Details of workshop including duration, audience/participant numbers, age range, your preferred location
- Why you are proposing this activity/workshop and what you think it will offer to participants
- Budget, including a detailed breakdown of costs for preparation, delivery, materials, room hire and access.

Proposals should be no more than **two sides of A4**.

6. Schedule

Fri 31st October 2025: Proposal deadline

w/c Mon 3rd Nov 2025: Start Thurrock team shortlisting

Tues 11th Nov 2025: Resident Panel decisions

Fri 14th Nov 2025: Outcome of proposals communicated

Fri 12th Dec 2025: Workshop logistics and venue confirmed by commissioned artists