Digital Culture Network and Arts Council England Awards 2025

What is in this booklet

About the awards

We are the Digital Culture Network. We help organisations to use **digital tools** to make **art and culture**.

Digital tools are things that help us do things online. Things like:

- Smartphones, laptops and tablets.

- Apps.

- Sharing pictures and videos.

- **Social media** is things like Instagram and Facebook.

Art and culture means things like:

- Painting

- Drama

- Music

- Dance

- Museums and libraries

We are running some digital awards for using digital tools in art and culture.

The Arts Council England is helping us with the awards.

Arts Council England gives money to help people make great art and culture.

You or your group can try to win an award. The awards are for things like:

● Making digital art.

● Using digital tools to share your work with different groups.

● Using **data** to make your group better. **Data** is when we collect information. Things like:

— Counting up how many customers you have.

— Having an online survey about what people think about something.

— Finding out if different groups of people like what you do.

What we are looking for

We are looking for the best in:

- **Digital transformation**

  This means changing how things are done by using digital tools.

- **Digital engagement**

  This means connecting people using digital tools. This could be people from different backgrounds like:

    - Different religions.

    - Gay people.

    - Black and Asian people.

- **Using digital tools to share creative work**

  This could be art, dance, music and lots of other things too.

Important dates

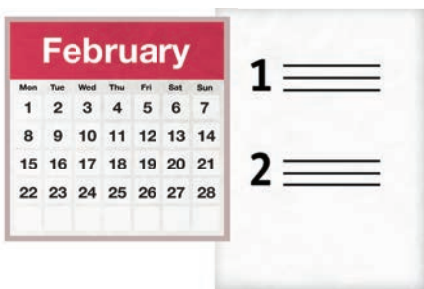You can apply for an award from **12 pm noon on 11th September**.

You must apply for an award by **12pm noon on 23rd October**.

In early December, we will tell people who has made the **long-list.**

The **long-list** are work the judges think are good enough to look at closely. This is the first round.

In early February, we will tell people who has made the **shortlist.**

The **shortlist** is a list of the top projects that might win the awards.

In the middle of March, we will say who the winners are.

Our judges

The judges decide who the winners are. The judges are made up of:

- Members of the Digital Culture Network and people from Arts Council England

and

- **Experts** in using digital tools and experts from the arts.

An **expert** is someone who knows a lot about something.

How to enter

You can enter for the awards on our website:

digitalculture.awardsplatform.com

There is a video on YouTube that shows you what to do.

You can watch the video online on this website:

youtu.be/y4Trr093Dds

We want to make sure everyone who wants to can apply.

You can get support to send your entry by emailing the Access Support Team at:

access@artscouncil.org.uk

Things to tell us when you apply

- All about your idea and why you think its great.

- How big or small your organisation is.

- How you involve different groups of people in your work.

- How you are helping people to learn new digital skills.

We will ask you 3 questions about your project.

Categories you can enter

There are 5 different awards you can enter for.

The awards are in different areas of digital art and culture. We call these areas **categories**.

In this next section we tell you about the different categories.

Category 1: Digital Marketing

This is about using digital tools to tell people about your art and culture activities.

Things like:

- Sharing your work on social media.

- Making your work go viral. This is when your ideas are shared quickly online by lots of people. Like a viral video.

- Having a clever plan to use digital tools to get your work noticed all over the internet.

  This could be could be making sure people can find you easily on google.

We want you to tell us:

- How you planned your project.

- What digital tools you used and why you used them.

- How your project helped you reach lots of people.

What types of things you might tell us about:

- Paying for adverts to share your work on the internet.

- Having a **social media campaign** to show your groups work.

  A **social media campaign** is a plan about sharing messages.
  Things like Instagram, Facebook and Twitter.

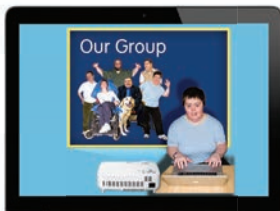● Sending emails that feel personal for each person.

You use their name and tell them about things they might like.

Category 2: Digital Content

This is about using digital tools to create and share creative and cultural things online.
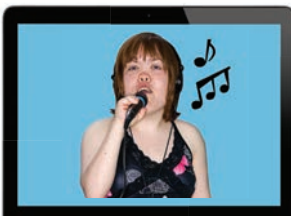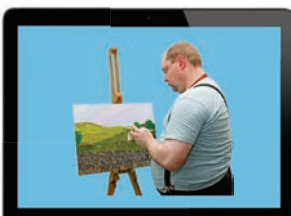
Things like:

● Stories

● Videos

● Music

● Art

Podcasts. A **podcast** is a radio show you can listen to on a phone or computer.

You need to show how your project made people feel and helped them.

We want you to tell us:

- How you decided to make your work.

- What was new about your creative work for you.

- You need to tell us how you made a big difference for people.

What types of things you might tell us about:

- Using digital tools to create a new way to share your work.

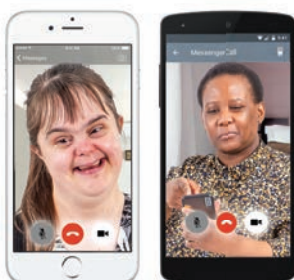- Showing how things you have made, like art, songs and videos, can be used online.

- People being able to get involved with your work. Things like

  — Making an online game.

  — Being able to move through your work by moving images on the screen.

  — Talking to people online about your work.

Category 3: Using Data

This is about using data in new ways to make really good changes. Things like:

- Reaching more people.

- Helping make more money for your group.

We want you to tell us:

- Why you decided to use data to make changes.

- How you collected your data. Things like what digital tools you used.

- What changes you made and how the changes helped people.

What types of things you might tell us about:

● How using data helped you solve a problem and make changes.

● How you have helped your team to use data to make things work better.

Category 4: Digital Inclusion

Digital inclusion means using digital tools to include everyone online

Things like:

● **Assistive technology. Assistive technology** are special tools that help people do things they might find hard. For example:

– A computer that reads words out loud. This helps people who find it hard to read words.

or

– A very big key board that helps people see letters or pictures clearly.

● Access to technology like smart phones and laptops.

Some people cannot afford to buy these things.

We want you to tell us:

- How you thought about the needs of your audience.

- What you did to make sure people could be involved.

- How your work made art and culture easier for everyone to see or get involved in.

What types of things you might tell us about:

- Creating a new way for different groups to share their work with lots of people online.

- Helping more people to use technology and take part in art and culture.

- Making technology like laptops and phones more accessible to people.

  This will help people take part in art and culture online.

Category 5: Digital Ambassador

A **Digital Ambassador** uses digital tools to create changes that make peoples lives better.

We want you to tell us:

- How you did the work and why you decided to do it.

- How you used digital tools to make change happen.

- What difference your work made.

What types of things you might tell us about:

● Letting more people in your group know about digital tools and how to use them.

● Leading a digital project that made big changes.

● Working with others to help the use of digital tools.

Contact us

If you have any questions, email us at:

digitalnetwork@artscouncil.org.uk