

UK Nigeria Season of Culture 2028

Frequently Asked Questions

What is the UK–Nigeria Season of Culture 2028?

It is a major bilateral cultural programme celebrating the creative partnership between the United Kingdom and Nigeria. It runs from June to December 2028, with legacy activity continuing through 2029.

The Season is delivered by the British Council in partnership with Nigeria's Federal Ministry of Art, Culture, Tourism and the Creative Economy. It builds on the landmark 2015/16 UK/Nigeria Season of Culture, the first bilateral Season between the United Kingdom and any African country

What does “bilateral” actually mean?

It means the programme runs in both directions and is shaped by both countries. This is not the UK presenting itself in Nigeria, or Nigeria presenting itself in the UK. It is both countries presenting to and with each other, inside one shared framework.

In practice, the Season operates as two connected halves: a British Council-led programme and a Nigerian government-led programme. Each side develops its own activity, but both work to shared aims and deliver under one Season identity, with joint governance holding the two halves together.

For anyone responding to this EOI, the practical implication is that we are looking for partnerships between UK and Nigerian organisations not solo projects from either country.

What happened in the 2015/16 Season?

The first UK–Nigeria Season ran from September 2015 to March 2017. It delivered:

Measure	Result
Live attendees	446,015
Artists trained	7,135
Partner organisations	79
Projects delivered	31
Grants awarded	25
Artforms	9



Measure	Result
Cities	12 - six in each country
Total reach	199 million +

The Season spanned Lagos, Calabar, Abuja, Kaduna, Abeokuta, and Jos in Nigeria; and London, Glasgow, Edinburgh, Belfast, Cardiff, and Brighton in the United Kingdom. The 2028 Season builds on that foundation.

What is the Season trying to achieve?

Five things:

- Celebrate the cultural heritage and creative identity of both countries.
- Open new markets and commercial opportunities for creatives and creative businesses in the UK and Nigeria.
- Build lasting institutional partnerships that outlast the Season itself.
- Commission original artistic work that only exists because of this bilateral collaboration.
- Generate research, policy insight, and knowledge exchange that shapes the sector beyond 2028.

How does the Season connect to wider UK and Nigerian priorities?

On the Nigerian side, the Season aligns with Destination 2030: Nigeria Everywhere, the national strategy positioning culture as a driver of economic growth, international engagement, and soft power.

On the UK/Nigeria side, it supports the Enhanced Trade and Investment Partnership (ETIP), which identifies creative industries and education as priority sectors for collaboration.

The whole relationship aligns with a Memorandum of Understanding signed between the British Council and the Federal Ministry of Art, Culture, Tourism and the Creative Economy in February 2025

What is the Expression of Interest?

It is an open invitation to the cultural and creative sectors in the United Kingdom and Nigeria to tell us what they would like to do as part of the Season.

We want to understand what and where the appetite is, who has strong ideas, and who already has partners in the other country. The Season is being built with the creative sectors of both countries, not *for* them and this is the mechanism through which that happens.

This is not a funding application

We are gathering ideas, identifying partners, and building relationships. Responding does not guarantee involvement in the Season, and it does not guarantee funding. It begins a conversation.

Funding routes will follow at a later stage. When they do, we will communicate them openly through the same channels.

What are the five focus areas?

Every part of the Season maps to at least one of these. Your ideas should too.

Focus area	What it covers
Cultural heritage, identity and infrastructure	Recognising, protecting, and reimagining the heritage that shapes both countries, and strengthening the institutions that hold it.
Market access and mutual growth	Opening real commercial and professional routes between the two creative sectors.
Creative collaboration and partnerships	Bringing UK and Nigerian artists, producers, and institutions together on shared work.
New artistic commissions	Supporting original work made through the Season that would not exist without it.
Research, policy and knowledge exchange	Building the evidence base and policy dialogue that supports both creative economies.

An idea can sit across more than one focus area. Most strong ideas do.

Which artforms are in scope?

The Season is open across artforms, in music, film and screen, visual arts, fashion and design, literature, and digital and creative technology but this list is not a boundary.

Performing arts, theatre, dance, architecture, craft, heritage practice, and interdisciplinary work are all welcome. If your practice does not fit neatly into a named category, tell us what it is rather than forcing it into one.

How can we be involved? What kinds of activity are you looking for?

There are seven main ways to be part of the Season. You may fit more than one.

- **Co-produce:** propose or develop a new bilateral co-production, exhibition, or commission.
- **Exhibit or present:** present existing or new work within the Season frame, at a festival, venue, gallery, or platform in the UK or Nigeria.
- **Tour or distribute:** bring Nigerian work to the UK, or UK work to Nigeria, through a touring or distribution partnership.
- **Exchange:** propose or join an artist residency, fellowship, or professional exchange between UK and Nigerian institutions.
- **Research:** contribute research, data, or policy thinking on the creative economy, heritage, or cultural diplomacy.
- **Convene:** host or co-host a summit, symposium, convening, or industry event under the Season banner.
- **Train:** deliver skills training, mentorship, or capacity building for creatives in either country

What makes a strong response?

In our experience, the strongest responses share four qualities.

- A real bilateral relationship, or a serious intention to build one. Named partners are stronger than aspirational ones, but we would rather hear from you early with the right ambition than not at all.
- Clarity about what the collaboration produces that neither partner could produce alone.
- Something that continues after 2028. The Season is a moment, but its value is in what it leaves behind.

- Honesty about what you need from us. Vague asks are harder to act on than specific ones.

Who is eligible to respond?

The EOI is open to:

- UK-based cultural organisations, creative businesses, and institutions
- Nigerian cultural organisations, creative businesses, and institutions
- Arts specific higher education institutions in either country
- Nigerian government agencies, parastatals, and state-level cultural bodies
- Diaspora-led organisations with genuine connections to both countries
- Individual artists, curators, and producers responding with a named UK or Nigerian partner, or a clear plan to find one
- Consortia and collaborative partnerships across sectors and borders

Do we need to have worked with the British Council before?

No. Prior relationship with the British Council is not a requirement and confers no advantage. We actively want to hear from organisations and individuals we do not yet know.

Are small organisations and individual artists welcome, or is this only for large institutions?

Both are welcome. We are interested in the quality and bilateral potential of the idea, not the size of the organisation behind it.

Large institutional partnerships are one part of the Season. Small-scale collaborations, individual artist exchanges, and emerging-practice work are another. Both matter, and both should respond.

We are based outside the UK and Nigeria. Can we respond?

The Season is a bilateral UK–Nigeria programme, so activity needs to have a genuine UK and Nigerian dimension. If you are based elsewhere but working substantively with partners in both countries, tell us about it and we will look at it on its merits.

Diaspora-led organisations with connections to both countries are explicitly in scope, wherever they are registered.

We already work with the British Council on another programme. Should we still respond?

Yes. Existing programme relationships and the Season are separate. If you have an idea for Season activity, respond through this EOI so it enters the same process as everyone else's.

Do we need to already have a partner in the other country?

It helps considerably, but it is not a hard requirement at this stage.

If you have a named partner, tell us who they are and what stage the relationship has reached.

How do we respond?

Send your response by email to UKNigeria.SeasonofCulture@britishcouncil.org There is no form to complete and no template to follow. We are looking for clear, honest proposals rather than polished applications.

What should the response include?

No more than two pages, covering:

- Your name, organisation, and role;
- A brief description of your organisation and its work, three or four sentences is enough;
- Your UK or Nigerian partner, named if you have one, or a description of the partner you are looking for;
- Which focus area or areas, and which artform or artforms, your idea relates to;
- How you would like to be involve; co-produce, exhibit, tour, exchange, research, convene, train, or something else;
- A short description of what you would like to do, in no more than 300 words;
- What support you would need from the British Council; funding, platform, logistics, or other;
- Any relevant links or supporting material.

Two pages is a guide, not a rule. If you can say it in one page, that is better.

What is the deadline?

23:59, 14 September 2026

Can we submit more than one idea?

Yes. If you have several distinct ideas, send them as separate responses so each can be considered on its own terms. Do not compress unrelated ideas into a single submission.

Can we submit jointly with our partner?

Yes, and we encourage it. A single response from both partners tells us more about the relationship than two separate responses. Nominate one contact for correspondence.

What language should we respond in?

English.

Can we talk to someone before responding?

Yes. We are arranging online Q&A meetings on Mon 17 August (1100hrs) and Mon 7 September (1100hrs). If you would like to attend one, or both, of these, please let us know simply by registering for one of the below options

[Option 1 – UK/Nigeria Season of Culture Clarification Call](#)

[Option 2 – UK/Nigeria Season of Culture Clarification Call](#)

If you have questions about fit, scope, or whether your idea is relevant, write to the Season inbox and we will respond.

Will you confirm you have received our response?

Yes. Every response receives an acknowledgement. If you have not heard from us within ten working days of submitting, write to us again; it means something has gone wrong at our end.

Will there be funding?

Not at this first stage. The EOI is not a grant round and no funding is awarded through it.

The Season will have funding for programme activity, and some of that will reach partners. But those routes are not open yet and the mechanisms are still being developed. When they are ready, we will communicate them openly through the same channels, at the same time, to everyone.

So what is the point of responding now?

Three things follow from responding early.

- You enter the conversation at the point where the Season is still being shaped. Ideas that arrive during the design phase have more influence on the programme than ideas that arrive once it is set.
- You become visible to us for partner-matching, introductions, and connections we may be able to make on your behalf.
- When funding routes do open, you will already be known to the team, and your idea will already be understood.

Do we need to bring our own funding or co-investment?

It is advisable to have *some* other funding lined up, either already in place or likely.

Partnerships that bring co-investment, in-kind contribution, or their own platform are easier to build a Season proposition around.

Will partners be paid to participate?

It depends entirely on the nature of the activity and the agreement reached. Some Season activity will involve contracted delivery partners. Some will involve institutions collaborating with their own resources. Some will be somewhere in between.

None of this is decided at EOI stage. It is exactly the kind of thing the follow-up conversations are for.

What happens after we respond?

Four stages.

- We acknowledge your response.
- We review it against the five focus areas, the artform scope, and the Season's developing shape.
- We follow up with you in October and November 2026. That may be a conversation, a request for more detail, an introduction to a potential partner, or an honest signal that your idea is not a fit for the Season.
- We communicate outcomes and next steps. We expect this to be between December 2026 and end of January 2027.

Phase	When	What happens
Scoping and alignment	2026	EOI, sector consultation, partner mapping, governance established
Partnership incubation	2026–27	Partnerships developed, activity designed, programme confirmed, funding routes opened
Delivery	2028	The Season runs, June to December
Legacy and transition	2029	Continuation of partnerships and institutional relationships

What if our idea is not selected?

We will tell you, and we will try to tell you why.

An idea may not fit the Season for reasons that have nothing to do with its quality, balance across artforms, geography, focus areas, timing, or simple capacity. Where we can point you towards a better-suited route, we will.

Responding also puts you on our radar for other British Council programmes and future opportunities beyond the Season

Are there Season activities already confirmed?

Yes. A number of programmes are already in development or delivery and will feed into the Season, across fashion, literature, music, film, visual arts, and creative entrepreneurship.

These do not close off the programme. A significant part of the Season is still open, and that is what this EOI is for. The confirmed work should be read as an indication of direction rather than a finished programme.

When will the Season be launched publicly?

Public launch plans are being finalised and will be announced in due course. Programme announcements, partner confirmations, and Season commissions will be shared progressively through 2027.

Where will Season activity take place?

Across both countries. The 2015–16 Season ran in six cities in each country, and the 2028 Season is being designed with comparable geographic spread in mind.

In the UK, that means reach across all four nations rather than London alone. In Nigeria, it means activity beyond Lagos, including Abuja and other cities across the regions. Ideas that extend geographic reach are particularly welcome.

Does activity have to happen during June to December 2028?

Not necessarily. The Season window is when the programme is most visible, but the work around it is longer.

Development, residencies, research, training, and partnership-building will happen across 2026 and 2027. Legacy activity continues into 2029. Tell us when your idea would naturally happen and we will work with that.

Can existing work be part of the Season, or does it have to be new?

Both. New commissions are one of the five focus areas, and original work made through the Season matters a great deal to us.

But existing work can also be presented, toured, adapted, or reframed within the Season. If you have work that would find a new audience in the other country, that is a legitimate proposition.

Who owns the intellectual property in work made through the Season?

IP arrangements are agreed on a case-by-case basis and set out in the relevant agreement for each activity. Nothing in responding to this EOI affects your rights in your own work or ideas.

How will the Season be branded, and how does that affect our own identity?

The British Council coordinates marketing and communications for the overall Season. Partners contribute visibility and audience engagement through their own platforms and networks.

In practice this means your activity carries the Season identity alongside your own. Guidance will be provided to confirmed partners.

Are there safeguarding, EDI, or compliance requirements?

Yes. All British Council activity is subject to safeguarding, equality, diversity and inclusion, and due diligence requirements. Confirmed partners will complete the relevant processes at the appropriate stage.

None of this is required to respond to the EOI. Do not let it delay you.

Who is running the Season?

The Season is delivered by the British Council in Nigeria in partnership with the Federal Ministry of Art, Culture, Tourism and the Creative Economy, with support from British Council teams in the UK and across the region.

Governance runs through a Bilateral Board co-chaired by both organisations, a Programme Board coordinating delivery, and thematic working groups aligned to the five focus areas.

Where can we find more information?

Write to UKNigeria.SeasonofCulture@britishcouncil.org Further information is available on the British Council Nigeria website, and the 2015-16 Season impact report is published online.
