

## 60<sup>th</sup> Anniversary Programme - call for ideas

The University of Warwick will celebrate its 60<sup>th</sup> anniversary in 2025, we are excited to invite proposals for events that can be considered for commission into a year-long celebration programme. These events will play a vital role in bringing our anniversary celebrations to life for our students, staff, alumni, local community, and international audience.

This is a fantastic opportunity to have your research, partnerships and projects included in a high-profile programme where you can extend your networks, engage communities and reach new audiences. Proposals that are commissioned for the programme will be supported by ambitious marketing and communications planning, to ensure that inclusion in programme will increase exposure and wider audiences.

**Please carefully read the briefing and complete your online proposal by 23:00 on Tuesday 14 May 2024.** If you have any queries, please contact the team at: [Warwickat60@warwick.ac.uk](mailto:Warwickat60@warwick.ac.uk). We look forward to hearing your ideas!

### Outline of Vision and Objectives

Our 60th anniversary programme, commencing in January 2025, will be forward-thinking, inclusive, and innovative. It aims to actively involve our Warwick communities in collaborative and co-creative endeavours. The programme will serve as a catalyst, breathing life into the aspirations outlined in the [University of Warwick's strategy](#). It will offer experiences that instil confidence in our future, foster connections between individuals and ideas, and facilitate collaborative progress towards our goals for 2030.

Throughout the year, the programme will encompass a diverse range of commissioned events designed around the following themes:

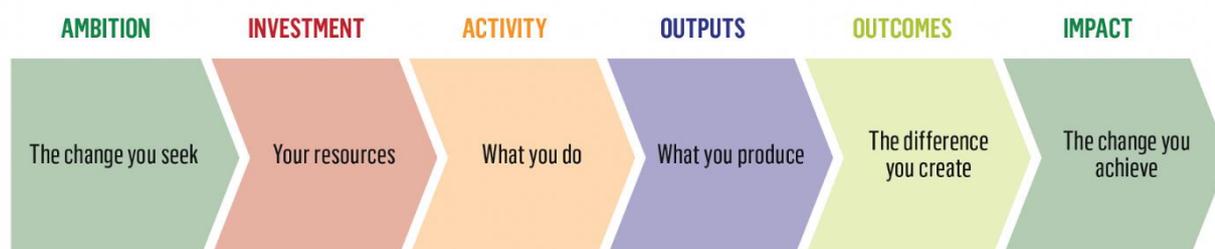
- **Converge** - new events focused on the 60<sup>th</sup> anniversary, which can be supported through funding and production support. We expect to see a small number of these events that will have significant impact across our audiences.
- **Collaborate** - integrating the 60<sup>th</sup> anniversary into existing activities that already take place, aimed across our key audiences.
- **Celebrate** - through co-created events delivered by students and departments, with marketing tools to support and promote.

These events will have real impact on audiences and will **energise and animate our 2030 Strategy ambitions: pointing the way ahead so that, together, we can make a better world**, through our shared outcomes:

- **Social inclusion:** The 60<sup>th</sup> anniversary strengthens our culture of belonging and inclusion, where students, staff and our wider communities can reach their potential.
- **Supported by innovation:** 60<sup>th</sup> anniversary showcases the value of creative ideas, actions and collaborations.
- **Regional leadership:** 60<sup>th</sup> anniversary enables the economic, social and cultural growth of our region.
- **International:** 60<sup>th</sup> anniversary supports growing our global networks, engagement and influence and champions our diverse global campus community
- **Sustainability:** 60<sup>th</sup> anniversary embeds sustainability in our curriculum and research, supporting campus biodiversity, and operations to go beyond net zero.

## What are we looking for?

We are looking to curate a comprehensive programme across the year with innovative, forward-looking, and inclusive events – online, on campus and off campus that will engage and excite our audiences in our 2030 story of change. We will commission ideas that lead to a balanced programme. All proposals need to be aligned to the 60<sup>th</sup> anniversary outcomes and explain how the activity will contribute to longer-term outcomes:



- Your ambition to positively change behaviours and perceptions linked to the 2030 Strategy outcomes.
- What existing resources you have through people, expertise, and financial budget.
- What additional support you are seeking to realise this change.
- More about the activity, your audience and production, planned timing and dates etc.
- An evidence-based approach to how you will engage your audience.
- What will be produced.
- An understanding of which of the shared outcomes your idea supports, and the difference it will make.
- How you will measure the impact and the change you achieved post-event.

## How we can support

Your ideas will be carefully considered in terms of how we will curate into them into a year-long programme, determining whether they align best with the converging, collaborating, or celebrating themes. Additionally, we can provide appropriate support through budget allocation, event planning expertise, toolkits and resources, marketing and promotion. Where complementary ideas emerge, we can facilitate partnerships between applicants.

## Timeline

Application Deadline: **23:00 Tuesday 14<sup>th</sup> May 2024**

Review, shortlisting and event programme development: approx. 2-4 weeks.

Outcome: applicants will be notified of decisions by approximately mid-June 2024.

## Get involved – Submission form

[The submission form can be accessed here.](#)

A non-submittable version of the form can be found below so you can take a look and start planning your proposal.

## Submission Form Guide

**Proposal Title:** [Insert copy here]  
**Proposal Owner:** [Name]  
**Delivery lead (if different):** [Name]  
**Department:** [Name]  
**Email:** [name@warwick.ac.uk]

### 1. **Ambition: what is the change you seek?**

How will our audiences see and interact with the University differently?  
[Up to 150 words]

### 2. **Investment: what resource do you already have?**

What people, skills, expertise and resources do you already have access to that can support this idea? (This can include internal/external time in-kind, equipment, venues etc., such as support from a departmental events coordinator or a partner organisation offering free use of a venue, perhaps you already have materials to help facilitate the project/event. For external in-kind contributions, where known, please include an approximate monetary value and/or amount of time. E.g., the venue hire would usually be £400 but collaborator X is contributing this in-kind. Collaborator X is contributing 2 working days which would usually cost £700).  
(Cash support will be addressed below).

[Up to 150 words]

**2.1 Existing contributions:** If you have any financial or in-kind contributions from external partners or internal university project funds (which may have reporting or other qualifying criteria), please provide details and assurance that you can use the funds in this way:

[Up to 150 words]

### **2.2 Support requested:**

[Please give an indication of any additional financial support you are seeking, please select one]

- I can fund this through current budgets
- Up to £450
- Between £450 and £4,500
- I've got a brilliant idea, let's talk [it could be more expensive]

**Delivery team members:** *Names and/or skillsets*

**Skills needed (not in existing team):**

**Facilities and equipment needed:**

**How will the additional support (skills, facilities, equipment, financial) impact your activity?**

### 3. **Activity: what do you want to do?**

What activities are needed to produce your event? Who are the target audiences, where, when and how will this take place?

**The audience/s:** *e.g. staff, students, local community, national press, alumni, partner organisations*  
[Insert copy here]

**The key message:** *What do you want the audience(s) to understand, feel, think, do?*

[Insert copy here]

**Supporting messages:** *What additional messages will help you to achieve your objective(s)?*

[Insert copy here]

**Insights and rationale:** *What indications do you have that the activation & key message(s) will succeed?*

[Insert copy here]

**When and where will this take place:** *Are you planning on creating a digital event, something in the local community, on campus, when during the calendar year does this idea best sit?*

[Insert copy here]

4. **Outputs: what will you produce?**

How will your outputs make a sustainable difference to behaviours, perceptions and practice?

[Up to 150 words]

**What best describes your idea?**

[select one]

- Converge** - new event focused on 60<sup>th</sup> anniversary, which will have significant impact across our audiences.
- Collaborate** - existing activity that can integrate into the 60<sup>th</sup> programme, aimed across our key audiences.
- Celebrate** - co-created events delivered by teams from across campus, throughout the year that do not need significant support but are high impact.

**Measure of success:**

5. **Outcomes: create a difference**

Which of the strategy 2030 outcomes will you contribute to?

[select up to two only]

- Social inclusion
- Supported by innovation
- Regional leadership
- International
- Sustainability

6. **Impact: achieve a change**

What changes do you plan to bring about?

How will your planned evaluation methods help you to measure what change there has been?

What is the legacy plan?

[Up to 150 words]

Privacy notice: The data on this form relates to your submission to the 60<sup>th</sup> Anniversary programme application. The date of your submission, your identity and the information you have submitted will all be stored, and will be used to administer and co-ordinate the programme. This may include reporting of awarded projects to the University of Warwick and in communications. All data will be processed in compliance with UK data protection legislation. [Find out more on how Warwick uses your data.](#)