Artist Callout - Town Wide Parade

Work with Creative Crawley
Creative Crawley is looking for an Artist or Creative Practitioner to produce a Parade to take place in the town centre as part of a season of play programme.

Context
Research shows that more than one-third of children don't play outdoors after school, and one in five don't play outside at weekends at all*. While play is an important issue for children, we are also seeking to platform play as a vital benefit for adults, at a time when people are working longer hours, moving less, feeling lonelier and spending more time on screens.
*University of Exeter research published in 'Wellbeing, Space & Society' 2025.



The Peacock & The Princess by Sonia Sabri at Around The Lake Festival, July 2024. Image credit: Ian Greenland.

"This is a big moment to show the world what Crawley can do and we're now looking to connect with everyone whose interest we've sparked, keen to get involved. We want as many people as possible to be part of it to make sure the programmel reflects the wonderful creativity, energy and diversity of the town"
- Louise Blackwell, Creative Director for Creative Crawley

About Creative Crawley
Creative Crawley brings arts and culture to life for everyone in everyday spaces across Crawley. We care deeply about the way things are made - and who they're made for. Through thoughtful events and collaborations, we craft

experiences that connect people, celebrate local, national and international stories and make creativity feel welcoming, meaningful and truly shared. We work in partnership with local, national and international artists and local residents to make a free year-round programme of creative activities and artistic learning opportunities https://creativecrawley.com/

About The Role
We are for an Artist or Creative Practitioner to work with us to design, develop and produce a Parade that takes place in the town centre of Crawley. An important part of the process is working in collaboration with local residents to shape, inform and produce the Parade. The group of committed residents are called Playmakers. You can read more about the Playmakers HERE.

Contract: Fixed term contract, freelance.

Budget: £6k (your fee would be included in this budget)

The Brief for the Parade

- **Theme of Play:** There should be a clear link to this theme through the way it is designed and performed.
- **Schools Involvement:** Local schools will be involved in the Parade so experience working with schools would be ideal.
- **Intrinsically linked to Crawley:** if you take it out of Crawley it wouldn't work, it has to be rooted in this town, its architecture, people and qualities.
- **Artistic Excellence:** it must be high quality and demonstrate excellence through its presentation. It should offer something unusual, memorable or unexpected.
- **Mass Participation:** it needs to be inclusive for up to 150-200 participants to take part in the Parade.
- **Attractive to the people of Crawley:** it needs to be specifically what people in Crawley want to see and be a part of.
- **Community Cohesion:** It needs to build connections between different people.
- **Intergenerational:** it needs to be as accessible for older generations as it is for young people.

- **Wide Engagement:** it needs to interest and be inclusive for people of all different ages, backgrounds and abilities.

- **Accessibility:** it needs to be physically accessible and easy to engage with, requiring participants to have no previous experience.
- **Location:** it needs to be able to take place outdoors.

About You
We are looking for practitioners with specific skills in designing and orchestrating a Parade with local people taking part. There should be a participatory element such as local groups making something for the Parade. In terms of scale, we are looking for up to 100 people to be in the Parade.

We are interested in hearing from Artists and Creative Practitioners who have a clear, bold vision and are very experienced in working with local residents.

Essential Qualities
Artists/Creative Practitioners or collectives/creative companies who:

- Have and can demonstrate a proven track record of designing and producing a Parade with up to 150-200 participants.
- Are participatory, socially engaged and well versed in working collaboratively with non-artists and residents to ensure their voices are authentically considered through the process.
- Have strong experience working in a creative team.
- Have a clear, distinct artistic practice and vision and are experienced in bringing that vision to life.

Desirable Qualities

- Have experience of managing a small-scale budget.
- Have experience of working with local authorities.

We are particularly interested in ideas that:

- Use art and creativity in innovative ways
- Celebrate creativity in everyday life
- Create opportunities for people to make, play, explore or together
- Connect with diverse communities across Crawley
- Are visually striking, playful and inviting
- Can engage people who may not normally take part in arts and cultural activities

Timeline
From 21 January 2027 - Begin working on the project
February-April 2027 - Project underway
W/C 8 February 2027 - School involvement confirmed

April 2027 - Workshops
May 2027 - Rehearsals
5 June 2027 - The Parade to take place as part of a season of play programme.

We welcome and encourage applications from everyone, irrespective of their age, gender, class, marital status, nationality, ethnic origin, disability, religious belief or sexual orientation or any other protected characteristics listed under the Equality Act. We are particularly interested in applications from artists from backgrounds currently underrepresented within the cultural sector.

How To Apply
Please email recruitment@creativecrawley.com with:

- A short introduction to you, your practice and your approach to and experience of collaborating with communities.
- A brief starting provocation and approach for a Parade in Crawley and a sense of how you would allocate the budget.
    - This can be in any of these formats;
        - Voice Note (no longer than 4 minutes) in .wav or .mp3 or .mp4 format
        - Video (no longer than 4 minutes)
        - Written Statement (no longer than 1 side of A4)
- Examples of relevant projects or workshops (please include videos and photos where possible)
- Links to your website, portfolio or social media (if available)
- Where in the UK you are based

Ensure you complete the Equal Opportunities Monitoring Form
https://forms.gle/uiRhscSJgZSytcgB9

The deadline to apply for this role is **Wednesday 6 January 2027, 5pm.**
Interviews will take place online on **Tuesday 19 January 2027.**

As a small charity, we endeavour to respond to all applicants and offer feedback where capacity allows. If you do not hear from us, please assume that your application has been unsuccessful. We look forward to hearing from artists who share our ambition to make creativity visible, accessible and meaningful for the people of Crawley.