



Artist Callout: AR, Audio, and Gamified Storytelling: Exploring Lincoln's Hidden Heritage

Project: Reimagining Lincolnshire

Introduction

We are seeking artists to create digital and hybrid experiences that bring Lincoln's hidden heritage to life.

Reimagining Lincolnshire is a bold, community-centred project that invites local people to recontextualise history and challenge who gets to tell it. **This is not heritage for preservation—it's heritage for participation, welcome, belonging, and creative inspiration.**

Through digital storytelling, participatory events, and a living archive, the project explores Lincoln's diverse histories, giving voice to stories often absent from dominant narratives. Artists are invited to create AR, geolocated audio, and gamified experiences that encourage audiences to explore Lincoln's streets, landmarks, and communities, connecting them to overlooked histories in meaningful and engaging ways.

About the Project

Project aims:

- Empower people through heritage by making history personal, emotional, and connective.
- Offer a sense of welcome and belonging, particularly for newly arrived communities.
- Reimagine archives as living spaces, centring multiple voices.
- Highlight underrepresented communities and local narratives that intersect with national heritage.

Community Aspirations:

- Challenge dominant narratives and reframe who is remembered.
 - Connect stories to sites, streets, and shared spaces in Lincoln.
 - Promote dialogue, reflection, and belonging through inclusive and participatory approaches.
-

Project Context & Artist Support

The commissioned experiences will **launch in February 2026 at Frequency Festival in Lincoln**, inviting audiences to explore the city and its hidden heritage through AR, geolocated audio, and gamified storytelling. The festival provides an exciting platform for artists to reach diverse audiences while engaging directly with local communities.

Threshold takes a **collaborative approach to working with artists**, aiming to support both creative practice and meaningful community engagement. On-the-ground support will be available to help connect artists with communities, local partners, and project resources. We work with our commissioned artists to ensure both the creation process and community involvement are supported in the best possible way.

To help artists develop their proposals, there is an opportunity to **book a one-to-one meeting during the application period** to discuss the project, ask questions, or explore early concepts. There are 10 places available, and we will do our best to accommodate as many applicants as

possible. Please also see the attached collection of Lincolnshire Heritage Stories as areas of potential focus, that the work needs to be grounded in. [\(Link to document\)](#)

Creative Brief / Artist's Role

There are two different commission types available:

1. **Community Co-Creation Commission** (3 commissions)
 - **Budget:** £20,000 for creation + £5,000 for community engagement and digital skills development
 - **Description:** A community, co-created, digital hybrid experience in Lincoln. The process will provide opportunities for community co-creation and digital skills workshops.
2. **Digital Hybrid Experience Commissions** (2 commissions)
 - **Budget:** £9,000 each
 - **Description:** Focused on delivering a digital hybrid experience in Lincoln.. **These commissions do not include community co-creation or skills development workshops.**

1. Community Co-creation Commission Budget: £20,000 + £5,000	2. Digital Hybrid Experience Commission Budget: £9,000
Objective: Create a digital/hybrid experience that explores Lincoln's hidden heritage, connecting audiences with overlooked stories and communities, to remain active for 5 years. Includes community involvement.	Objective: Create a digital/hybrid work exploring Lincoln's hidden heritage, active for 5 years. No requirement for community involvement.
Medium and Approach: AR, geolocated audio, gamification, or other interactive tools. Output should reflect the ethos of participation, inclusion, and cultural justice and must include community consultation and digital skills workshops.	Medium and Approach: AR, geolocated audio, gamification, or other interactive tools. Designed primarily by the artist/collective, though community voices can be reflected via research.
Community Element: Must embed co-creation: Commissions will include community consultation and co-creation workshops , where participants help shape stories, content, or design. Must deliver digital skills workshops to upskill community members.	Community Element: Not required, though artists may choose to consult or reflect community voices. Should reflect the ethos of participation, inclusion, and cultural justice , but does not require community workshops or co-creation . Designed by an artist/collective, workshops are not required.
Support Provided: Optional collaboration with a heritage researcher. Access to an information pack of suggested stories and archives. Technical installation support provided. Threshold will help broker community connections.	Support Provided: Optional collaboration with a heritage researcher. Access to an information pack of suggested stories and archives. Technical installation support provided.
Deliverables: Public-facing hybrid digital work, launch in Feb 2026 , active for 5 years.	Deliverables: Public-facing hybrid digital work, launch in Feb 2026 , active for 5 years.

Community digital skills workshops are integrated into the project.	No requirement for co-creation or workshops (though encouraged if artists wish).
Evidence of community consultation or co-creation in the final work.	Post-launch support days are factored into the budget.
Post-launch support days are factored into the budget.	Additional requirements and details are outlined later in this document.
Additional requirements and details are outlined later in this document.	

Themes & Content Considerations

The project is driven by the redevelopment of the Reimagining Lincolnshire archive, an online repository that collates and shares these stories of diverse history. Within this project, we are gathering new stories, re-examining old materials and creating a new public-facing archive. The Reimagining Lincolnshire project drives the key themes for exploration (outlined below). Please also see additional materials for some of the existing stories for inspiration and research starting points. We are open to other stories that have a connection, relate to themes of the project and could be located within the city.

Key Themes:

- **LGBTQIA+ visibility and gender representation**
- **Working-class women's activism**
- **Wellbeing and mental health**
- **Volunteer service personnel from Britain's colonies**
- **Modern life, sports, music, and nightlife**
- **Traveller communities in Lincolnshire**
- **Other stories linking Lincoln to national and global heritage**

Key Considerations:

- Challenge dominant narratives and bring forward hidden heritage and narratives
- Connect stories to physical sites, streets, and community experiences.
- Facilitate reflection, dialogue to increase belonging and welcome.

- Approach community engagement with care, holding space for complexity, discomfort, and multiple perspectives.

Key Dates and Requirements:

Community Co-Creation Commission	
Requirement	Details
Deadline for application	Monday 27th October, 4pm
Selection	Friday 7th November
Contract & Start	November 2025
Launch	February 2026
Fee	£20,000 per commission
Community Co-Creation / Skills Workshop Budget	£5,000
Permissions	Original works only; aligned with project ethos
Support	Technical assistance for 'AR, audio, or gamified installations provided

Digital Hybrid Commission	
Requirement	Details
Deadline for application	Monday 27th October, 4pm

Selection	Friday 7th November
Contract & Start	November 2025
Launch	February 2026
Fee	£9,000
Permissions	Original works only; aligned with project ethos
Support	Technical assistance for AR, audio, or gamified installations provided

Application Process

Submission Requirements:

- Brief artist statement and CV/portfolio
- Concept proposal (max 3 pages) explaining:
 - Creative approach and engagement with themes
 - Community engagement and skills sharing plans (if applying for the community co-creation commission)
 - Feasibility within budget, technical constraints, and timelines
- Optional: sketches, visuals, or prototypes

How to Apply:

- Please email your applications to: georgina@thresholdstudios.tv.
- In the title of your email, please state which commission you are applying for: **‘Community Co-Creation Commission’** or **‘Digital Hybrid Commission’**

- **Alternative formats accepted:** video, audio, plain text. If you'd prefer to apply in a different format, please contact georgina@thresholdstudios.tv.

How to book a 1:1 session:

- To book a 1:1 session with Threshold Studios **during the application period** to discuss the project, ask questions, or explore early concepts (there are 10 places available) please email: georgina@thresholdstudios.tv

Assessment Criteria:

1. **Creativity & Innovation** (30%)
 2. **Community & Participation** (25%)
 3. **Relevance to Themes & Heritage** (20%)
 4. **Feasibility & Practicality** (15%)
 5. **Accessibility & Inclusivity** (10%)
-

Additional Information

1. Digital Requirements NHLF (Please ensure and read)

The commissions will need to meet these requirements, including:

- Outputs must be available for five years.
- Your digital outputs should be shared under an open licence. An open licence gives upfront permission to access, re-use and share digital outputs as long as the terms of the licence are met. Your digital outputs could include images, research, educational materials, environmental reports, software, web and app content, databases, 3D models, and sound and video recordings. The default open licence is the Creative Commons Attribution 4.0 International licence (CC-BY 4.0).
- Metadata, data and code produced by the project should be shared under a Creative Commons 0 1.0 Universal Public Domain Dedication (CC0 1.0) or an open software licence.
- If you use works already in the public domain, these fall outside the scope of this requirement, and you should identify these.

Further information is also available:

- The Digital Heritage Hub: [Digital Heritage Hub](#)
- The National Lottery Digital Good Practice Guidance page: [NHLF Good Practice Guidance](#)

If you have any questions about the digital requirements, please get in contact with us at: georgina@thresholdstudios.tv

2. About Threshold

Established in 1998, Threshold Studios is a not-for-profit social enterprise and an Arts Council England National Portfolio Organisation, working at the intersection of art, technology, and community. We specialise in digital placemaking — reimagining how public spaces can bring people together, tell untold stories, and create lasting cultural and social impact.

Our approach is rooted in collaboration. We believe creativity can shape places, connect communities, and unlock opportunities for people to influence the future of where they live. Whether through large-scale festivals, interactive installations, or community-led projects, we design experiences that are inclusive, accessible, and meaningful.

By blending creativity with digital culture, we transform familiar spaces into platforms for connection and discovery. Our work goes beyond events: we build skills, nurture networks, and support communities to take an active role in shaping their shared cultural life.

<http://www.thresholdstudios.tv>

3. About the National Lottery Heritage Fund

The National Lottery Heritage Fund is the UK's largest heritage funder, distributing grants, made possible by National Lottery ticket sales, typically ranging from £10,000 to £10 million. Since 1994, the Fund has awarded around £9.5 billion in support of more than 53,000 projects, helping a wide array of heritage initiatives thrive across the country

[The National Lottery Heritage Fund](#)

The Fund supports projects that connect communities to heritage, broadly defined to include buildings, cultural traditions, stories, and more, and encourages proposals that reflect diversity, accessibility, sustainability, and local significance.

Reimagining Lincolnshire is made possible with The National Lottery Heritage Fund. Thanks to National Lottery players, we are making heritage inclusive, participatory, and alive with diverse voices.



This project was also made possible thanks to government funding from the Be Lincoln Town Deal Fund under the Lincoln Connected project in partnership with Threshold Studios and the City of Lincoln Council.