

Serbian Month in Great Britain

Guiding Principles for the Delivery of the Programme and Catalogue

Serbian Month in Great Britain is an annual festival of the Serbian community in the UK, held since 2009, from St Sava's Day at the end of January through to the beginning of March. Serbian Month provides a platform for organisations and individuals to present their work, achievements, and contributions to both the Serbian and wider British community in the UK.

The festival plays an important role in raising the profile of the Serbian community in Britain and Serbia, strengthening ties among Serbian organisations in the UK, and fostering connections with Serbia and Serbian diaspora communities worldwide.

The programme includes a wide range of events with participants from Serbia, Britain, and the wider international community who have connections to Serbia and its cultural heritage.

The programme is accompanied by a printed catalogue featuring an overview of Serbian community organisations and groups active in Britain, British organisations working closely with Serbia, biographies and profiles of prominent Serbian artists, academics, professionals, and sports figures, as well as other topics relevant to the Serbian community in the UK.

The programme and catalogue are produced by the Serbian Council of Great Britain on behalf of the Round Table of Serbian community organisations in Britain.

The Director of Serbian Month has a leading role in coordinating the festival, collecting programme proposals, and liaising with participating organisations and individuals. Working under the Director's leadership, a collaborative team of editors, designers, and PR contributors is responsible for the catalogue's editorial content, visual design, communications, and production.

Events included in Serbian Month are organised independently by a range of organisations and individuals, who are responsible for the delivery, management, financial arrangements, and operation of their own events. Inclusion of an event in the Serbian Month programme does not necessarily imply endorsement of the views, opinions, or artistic content presented by participating organisations or individuals **by the Serbian Council of Great Britain or the Round Table.**

All events included in the programme should comply with the following guiding principles and delivery guidelines:

1. Celebrating Serbian Arts, Culture, and Heritage

Events included in the programme should reflect the philosophy and aims of Serbian Month: celebrating Serbian arts, culture, heritage, and community life in the UK, particularly through the work of Serbian and British-Serb practitioners and organisations.

2. Positive Representation of the Community

Events should promote a positive and constructive image of the Serbian community, both within the community itself and to the wider British public.

3. Inclusivity and Diversity

Serbian Month should be inclusive and celebrate the diversity of the Serbian community in Britain, bringing together people of different generations, backgrounds, experiences, beliefs, and perspectives.

The programme should showcase the richness and diversity of Serbian community life, encouraging respectful dialogue, participation, and cooperation across the community, including on issues where differing views may exist.

4. Collaboration Across the Community

Serbian Month should involve as many Serbian community organisations, groups, and individuals in the UK as possible, encouraging cooperation and partnership for the benefit of the wider community.

5. Freedom of Expression and Respectful Dialogue

Programme processes and discussions should respect and not undermine freedom of expression.

Events should aim to contribute positively to community cohesion and mutual respect. Organisers are encouraged to avoid content or approaches that may unnecessarily create division within the community.

At the same time, the existence of differing opinions or perspectives alone should not be considered sufficient grounds for exclusion from the programme. Serbian Month remains committed to inclusivity, open dialogue, artistic freedom, academic discussion, and freedom of expression, recognising that a diversity of perspectives and experiences forms an important part of community and cultural life.

6. Third-Party Events Disclaimer

The following disclaimer should be included in the programme and catalogue:

The Serbian Month Programme includes events organised by a variety of organisations, community groups, and individuals. While we are pleased to feature these events as part of the programme, the Serbian Council of Great Britain and the Round Table of Serbian community organisations in Britain are not responsible for the organisation, delivery, safety, content, or management of events run by independent third parties.

Any views or opinions expressed at these events are those of the organisers and participants and **do not necessarily represent the views of the Serbian Council of Great Britain or the Round Table.**

7. Communication and Deadlines

To enable meaningful discussion and coordination of the programme, all submission deadlines should be observed strictly.

Organisations represented at the Round Table that wish to participate in discussions concerning the preparation of Serbian Month for the upcoming calendar year should nominate a contact person for coordination purposes by **1st October** each year.

The draft programme will be circulated to nominated representatives before publication to allow sufficient time for comments, feedback, and discussion.

Individuals interested in actively contributing to the preparation of the catalogue, programme, or events for the upcoming calendar year are encouraged to contact the Director of Serbian Month by **1st September** each year to discuss opportunities for involvement. Any delayed requests after this date will be assessed on a case-by-case basis, and involvement cannot be guaranteed.

8. Raising Concerns

Any concerns regarding a proposed or published event should be brought to the attention of the Director of Serbian Month to be further discussed appropriately and constructively.

Concerns should, where possible, be raised in a timely, respectful, and solution-oriented manner, with the aim of supporting constructive dialogue and maintaining positive working relationships across the community.

9. Decision-Making

Final decisions regarding inclusion in the programme shall rest with the Director of Serbian Month, in consultation with representatives of participating organisations who are actively engaged in the preparation and delivery process.

The Director will seek wherever possible to act in the broader interests of Serbian Month, and the participating organisations.

10. Coordinating Event Dates, Submission Deadlines and Avoiding Overlaps

As Serbian Month serves a relatively limited audience, organisers should make every effort to avoid scheduling overlapping events.

Event organisers are encouraged to consult with the Director of Serbian Month when planning event dates. An Expression of Interest (EoI) outlining the provisional event details must be submitted by **1st November** each year for possible inclusion in the upcoming programme, with further details regarding dates and times to be provided by **15th November**. Following this, the Director will share the first draft of the programme with the Round Table and respective organisers by **30th November**. A window for final adjustments will remain open until **15th December**, leading to the publication of the official programme by **8th January**.

Events proposed after the deadlines may be included only where possible, provided they do not conflict or overlap with events already listed in the programme or with the guiding principles.

11. Shared Responsibility for Promotion

Promotion of Serbian Month should be a shared responsibility among all Round Table members, including organisations and individuals participating in the programme.

Promotion should include active sharing of the full programme across mailing lists, websites, newsletters, and social media platforms, rather than promoting only individual events.