Reimagine grants

Guidance for applicants

Art Fund_

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1. About

Our Reimagine programme is designed to inspire creativity, and also to increase stability in the sector. We can provide grants of up to £50,000 for projects that:

– enable experimentation rooted in the current context for your organisation
– include meaningful engagement with diverse audiences
– result in greater expertise within the sector.

We have designed this programme to cover a broad range of projects. Through this funding, we can support you to:

Revisit...

Your spaces, collections, priorities and policies.

Refresh...

Your skills, networks, knowledge and reach.

Reimagine...

Your activities, purpose and, ultimately, your future.

Our Reimagine grants have been developed in consultation with the sector. We are grateful to you for helping us shape the programme.

You told us what you needed; this is our funding to support you and your ideas as we move forward together. These new grants are not intended to provide 'emergency' or 'recovery' funding. However, we have designed this scheme to exist within and address the present, challenging environment, and to prepare you for the future.

This guidance document describes our new programme in detail; it should help you decide if these grants are right for you and your project. Below, you will find information on eligibility and how to develop a strong application.

If you require this document in an alternative format, please email programmes@artfund.org.

2. Before you apply

What we will fund

The overall aims of this programme are:

– to support organisations as they reimagine their activities following the pandemic

– to help organisations build expertise, capacity and connections within and outside the sector.

We want to fund projects that meet both aims and address at least one of our priority areas for support. We are interested in quality over quantity, so please do not feel you need to address more than one area. We would encourage you to think about the things you can deliver comfortably, and to present the strongest case for this in your application.

Our priority areas are outlined here and on the following page, along with some of the types of activities we might expect to see from funded projects in the short- to medium-term. Please note, this is not an exhaustive list. In your application, you can tell us in your own words what your project will achieve.

If relevant, we welcome organisations working in partnership to deliver projects. In all cases, we will expect activities to be accessible and impactful. We will also expect you to demonstrate a commitment to equality, diversity and inclusion across each of the priority areas that your project addresses.

Please note, your project does not need to be entirely new to your organisation. You can revisit or refresh previous or existing work, reimagining it in this current context or for the future. Your project does not need to be entirely fixed, either; there is room for experimentation and flexibility. We understand that your project might result in outcomes that are unexpected or that require you to change course.

Our priority areas for support are:

Collections

This could mean:

– Revisiting exhibitions or gallery redisplays that were placed on hold, or planning future ones.

– Addressing complex issues and considering how to reinterpret or reframe your collections.

– Increasing expertise in collections management and maintenance.

– Creating toolkits, case studies or dynamic resources that support the use and care of collections.

– Considering the environmental impacts of your objects and spaces.

– Identifying strategic partners to support your activities.

Digital

This could mean:

– Identifying and establishing ways to earn income through online activities and services.

– Experimenting with digital content, events and technologies.

– Exploring how to develop and manage hybrid models of activity.

– Improving infrastructure, capacity and skillsets in relation to digital work.

– Evaluating the success and direction of virtual activities.

– Reaching new audiences or improving geographical spread through new modes of working.

– Upgrading systems or purchasing new equipment to support the delivery of high quality or experimental digital projects.

Engagement

This could mean:

– Understanding current audiences, reaching new ones, or working differently with them.
– Encouraging visitors to return to physical spaces and/or to engage with virtual ones.
– Improving access to sites, activities and outputs.
– Embedding aspects of your work more fully in the community.
– Creating new partnerships within and outside the sector.
– Working with young people and schools on creative engagement projects.
– Refreshing and updating your branding and marketing materials.
– Increasing participation among target groups.
– Reaching and supporting volunteers.

Workforce

This could mean:

– Attending to the health and wellbeing of your staff and volunteers.
– Increasing capacity to deliver priority projects.
– Examining your priorities and policies, considering what to pursue and what to stop doing.
– Increasing skills and expertise through training, mentoring and collaboration.
– Identifying and testing new networks or joint programmes.
– Workshops, seminars or conferences that share learning or new ways of working.
– Initiatives that bring more and a wider range of people into the sector.

Unfortunately, we cannot provide funding for:

– Retrospective activity – your project must not have started before you are due to receive a decision from us. Please refer to the dates listed below.
– Large-scale capital work and/or repairs projects.
– Long-term running costs.
– Overheads, unless specific to the project and calculated using full cost recovery.
– Individuals to undertake research or training (if this is relevant to you, you might like to read more about Jonathan Ruffer curatorial grants: artfund.org/supporting-museums/programmes/jonathan-ruffer-curatorial-grants).

We are likely to prioritise applicants who are not currently working on projects that we have funded through Professional Network Grants, Respond and Reimagine or Small Project Grants. If you have received a grant from us recently, we will want to understand how the different projects will work alongside one another. We will also want to be sure that you can manage each one comfortably.

Generally, we would expect projects to be completed within two calendar years. We can provide funding for up to three years if necessary, but you should provide a strong rationale for this.

Funding available

Through this programme we can offer project grants of £5,000 up to £50,000.

Grants of £5,000 to £15,000 will be regarded as 'small', while grants of £15,000 to £50,000 will be termed 'large'. There will be one application form to complete, but the word limits will differ for small and large grants.

We can award 100% funding to applicants. However, we are keen to understand the commitment you will make to your project. When you apply, please tell us about any contributions you intend to provide, either by way of cash or in-kind support. Similarly, do tell us about additional support from partners and/or other funders.

We might offer you a grant that is lower than the amount you applied for. We can discuss with you how that affects your proposed activity and outcomes.

Eligibility

Our funding is available to formally constituted, not-for-profit organisations. This could include charities, CICs and CIOs. Most organisations we support will hold collections, which may include fine and applied art and design, archaeology and/or social history. They will also be committed to delivering activity that increases public access to these collections, which has public benefit and aligns with Art Fund's charitable objectives.

Organisations without collections need to be committed to delivering activity that increases public access to the visual arts more generally. These activities must provide public benefit and align with Art Fund's charitable objectives.

Organisations may include, but are not restricted to, museums, galleries, historic houses, archives and libraries, agencies, and festivals.

You can apply as a single institution, in a partnership, or with a collective. We will ask you to identify a lead applicant if two or more organisations are applying together.

Your organisation(s) should:

– Operate to standards of best practice and/or have a strong track record in delivering high quality public activity. You could demonstrate this through accreditation schemes (such as those managed by Arts Council England), endorsement by partners, successful past projects, or awards you have received.

If you are a non-accredited museum, we may seek advice from trusted sector partners (such as the Museum Development Network) to better understand your organisation and needs.

We can also support Subject Specialist Networks (SSNs) and other professional networks through this new programme. We define 'professional networks' as:

– Communities of museum and arts professionals that share interests in curatorial specialisms, collections and/or exhibition-based practices.

Networks can be established or emerging. However, they must have a mission statement and/or clear long-term objectives.

As above, networks should be formally constituted and not-for-profit. If this is not the case with your network, you must identify a formally constituted organisation to act as the grant recipient.

Unfortunately, we are unable to receive applications from:

– Organisations that exist to make profit, including: Private Limited Companies, Public Limited Companies, Unlimited Companies, or Sole Traders.
– General Partnerships, Limited Partnerships, or Limited Liability Partnerships.
– Commercial organisations.
– Organisations with a focus on music, drama, dance and art forms outside the visual arts.
– Individuals or unincorporated bodies directly (unless an application is submitted by or with the formal written agreement of an eligible organisation (as described above).
– Hospitals and places of worship.
– Schools or higher education institutions.

When to apply

There are three funding rounds:

– Round 1: Apply by Monday 5 July 2021 for a decision by Friday 20 August 2021 (small) and Friday 10 September 2021 (large).
– Round 2: Apply by Monday 23 August 2021 for a decision by Friday 15 October 2021 (small) and Friday 29 October 2021 (large).
– Round 3: Apply by Monday 4 Oct 2021 for a decision by Friday 26 November 2021 (small) and Friday 10 December 2021 (large).

Let us know if you intend to apply

We are keen to provide a straightforward and efficient application process. It helps us if we can plan ahead, so please let us know if you intend to apply. Once you've read through our guidance, you can get in touch via email: programmes@artfund.org. Where possible, please include the funding round or deadline you will aim for, and the amount you are likely to apply for.

Unfortunately, due to capacity and demand, we will not be in a position to discuss your ideas. We can confirm your eligibility, but we won't be able to send feedback on proposals or the likelihood of success.

We hope to deliver funding webinars to support the application process. Please sign up to the Museums Bulletin for more information about these sessions: artfund.org/professional-newsletter-signup. If you have access requirements that prevent you from attending a webinar, we would be pleased to arrange a separate one-to-one telephone call.

3. Your application

How to apply

You can apply for a grant using our online application system.

For the application form and to apply, please log in to your My Art Fund account, or create an account, at artfund.org/my-art-fund

You must be registered as a professional user. If you already have a My Art Fund account, but are not registered as a professional user, you can add your professional details when logged in.

If you encounter any difficulties registering or accessing the application form, please email the team at programmes@artfund.org.

The application form can be downloaded as a Word document to help you prepare the content and share it with your project team. However, as far as possible, please submit your application through your My Art Fund account. This will help us assess it more easily and swiftly. If you have accessibility requirements, you could send us an email with your application attached as a Word document. You could also contact us to discuss other options or solutions: programmes@artfund.org.

We do advise that you work on a Word version of the form before adding the information into the online form. This will ensure your answers are backed up elsewhere.

Completing the application form

In the application form we will ask you to:

– Tell us all about your project or proposed activity.
– Provide a context and rationale for the idea – we will expect your project to be informed or shaped by the experiences of the last year.
– Demonstrate why your organisation needs funding.
– Explain how your project meets both programme aims and addresses at least one of our priority areas.
– Describe how you have prepared for this project, and how you will manage it.
– Tell us about your intended audiences and how your activity will engage/benefit them.
– Indicate what success would look like for your organisation, and how you might measure it.
– Provide an outline budget that gives a cost breakdown and income sources.
– Share a timetable that sets out key milestones and dates.

Application checklist and supporting documents

We will require the following documents as supporting information:

– Budget (a template can be accessed through your My Art Fund account).
  You can include cash, in-kind support and volunteer time as match funding,
  although these things are not a requirement.
– Timetable detailing key milestones and your anticipated completion date.

Optional supporting documents

Where relevant, please share:

– An audience development policy.
– Draft briefs or job descriptions for any freelancers or new staff to be recruited.
– Any illustrative materials.

4. What happens next

How we assess applications

All applications will be assessed by a grants caseworker. All caseworkers will understand the overall aims of the Reimagine programme and our priority areas for support.

After we've received your application, a caseworker will get in touch to introduce themselves. They will be your main point of contact during the assessment process. If they have any questions about your application, or if they think something is missing, they will contact you for more information.

We expect to receive a high volume of applications. These will take time to process, so please don't worry if your caseworker is not in regular contact with you. If your application is ineligible, we will inform you of this early in the assessment period. Please read the guidance closely to ensure your project is a good fit with this programme.

If you receive a grant, the caseworker who assessed your application will act as your main point of contact. If this changes, we will be in touch to let you know.

When we assess your application, we will seek to answer several questions under various headings:

You

– Are you eligible to apply for this funding?
– Are you planning to deliver your activities in partnership with anyone else?

Your idea

– Is your project closely aligned with the programme aims? Have you presented this in a clear and compelling way?
– Which of our priority areas have you addressed, and why are these important to you?
– Is this project a priority for your organisation and, where applicable, your partners? Where has the idea come from?
– What activity will you deliver and what do you hope to achieve and/or learn in relation to your chosen priority areas?
– Are you familiar with and/or working towards best-practice standards?

Planning and management

– Are your activities well planned and resourced?
– Is your timetable realistic and achievable?
– Is your organisation in a position to manage this activity?
– Who will deliver the activities, and do they have the relevant skills and experience?

Engagement

– Who will benefit from this project? Who do you intend to engage with, and how will you go about this?

– Are you working with new or existing audiences?

– What can you tell us about your audiences and participants?

– Have you considered what equality, diversity and inclusion looks like in relation to your project? Does your application demonstrate a strong commitment to EDI?

Need

– Why do you need our funding, and what will happen if you do not secure it?

– What opportunities and/or challenges does this project respond to?

Evaluation and legacy

– How will you identify and measure the success of your project?

– How will this project help you to better understand your organisational purpose and/or development?

Costings

– Is your budget accurate and reasonable?

– Does this project represent good value for money?

We would encourage you to consider these questions as you develop your idea and complete your application. There will be notes in the form to remind you of the kind of information we are looking for. Please take your time as you write the application, presenting the strongest case for funding that you can. We are likely to receive significantly more applications than we can support; we will need to prioritise the grants in relation to quality, reach and impact.

For large grants, we will increase the word limits on the application form to enable more detail. You will also be able to include additional supporting documentation where relevant and useful.

Decision-making

Decisions will be taken by two different panels. Art Fund staff will approve small grants, while large grants will be approved by a panel of Art Fund staff and trustees.

If your application is unsuccessful, we will explain the decision and offer brief feedback. We will ask you not to reapply for the same project unless our feedback expressly encourages you to do so.

We might be able to direct you to other areas of support and/or funding.

Confirmation of grant offer

If your application is successful, we will send our offer paperwork to you by email. This will include:

– a letter confirming your grant offer

– a short questionnaire to be completed before you claim your grant

– a link to our evaluation form

– a link to our grant contract, which can be signed digitally.

How to claim your grant

Bank details

Our finance team may need to confirm your bank details with you before paying a grant.

Payment schedule

Grants will be paid in the following way:

– At the beginning of your project, you can claim 90% of the grant up front.
– When you have finished delivering the project activity, you can submit a payment claim for the final 10% of the grant. At this point, we will ask for a final summary of expenditure, along with the completed evaluation form.

We expect that most grant-holders will claim the first 90% within three months of our grant offer. If you are unable to take up the grant, please let us know as soon as possible, as we expect the funding available to be oversubscribed.

If your costs or intended activities change, just let us know. If you need to reconfigure your budget, or change how you plan to spend the funding, get in touch with your caseworker to discuss the changes. Given the ongoing circumstances, we aim to be as flexible as possible.

To claim the first 90% of your grant:

– Complete the short questionnaire before starting your activity.
– Sign our digital contract.
– Provide an invoice or a payment request to Art Fund for 90% of the grant amount.

To claim the final 10% of the grant, please submit:

– a final statement of expenditure, which shows how you spent the grant
– the evaluation form and any images that connect to your project.

Evidence of expenditure for costs above £500 (e.g. invoices, receipts) may be requested by your caseworker, so please do keep this information safe until the grant is closed.

Evaluation

We understand that you have been, and probably continue to be, working under pressure. We also know that completing reports for funders will not be your top priority. We have designed our reporting and evaluation to be light-touch, easy to complete, and, ultimately, useful for the sector.

Before you start your project, we will send you a short questionnaire, which should take 5 minutes to complete. This questionnaire will establish some key benchmarks that you can return to as part of your evaluation.

Once you have completed your project activity and you are ready to claim the final 10% of your grant, you should submit your evaluation form (shared with you when your grant was offered). The evaluation should take 15 minutes to complete. Once you have completed this and we have paid the final part of your grant, your project is considered complete.

We may also ask individual grant holders to participate in follow-up telephone calls or workshops to promote peer learning. If this is the case, we will get in touch with you directly.

How we will use the information you share with us about your grant and activity

We are committed to the #opengrants movement and will be publishing details of our projects funded under this programme to the 360 Giving platform. This data source is useful for funders, so we can see where the money is going, but also for grant applicants, so they have an understanding of the types of things different funders will support.

You can find out more and search the database here: grantnav.threesixtygiving.org.

We advocate for the sector and work collaboratively with other bodies. We may share information and insights gained from funded projects to help promote shared ways of working.

We may be in touch with you to ask you to be involved in sharing your organisation's work and project activity with our members, donors and the wider public through channels such as social media, www.artfund.org and our magazine *Art Quarterly*.

How we will work with you

We want to make sure that the way we work with you is easy, quick and flexible.

1. *Adaptation of proposed activities.* As things change, we know that agreed outcomes might not be achieved as originally set out.

2. *Dates and timings.* We will put in place a schedule for payments and reporting, but deadlines can be flexed according to what you need.

3. *Flexibility on costs.* If part-way through your project you need to use the grant money differently, whether that is for equipment or other unexpected needs, let us know and we can talk it through.

4. *Advocacy.* Beyond funding, we see our role as helping to advocate for the sector. To do that, we may need your help and will be in touch if there are opportunities to share learnings and promote your activity. Where we evaluate and monitor your activity, we will try to be as light-touch as possible. However, your participation with this will help us achieve more together for the sector.

5. *Finally, we want to listen.* If we are behaving in a way which is not supportive of your needs, tell us.

Announcement and press

We want our Reimagine grants to share best practice and shine a light on all the amazing work museums do. We will work with you when planning press announcements and promoting news connected with your project through our communications channels. Please contact Ruth Findlay, Head of Press, on rfindlay@artfund.org to coordinate plans.

Images

We may be in touch directly during your project to request images that illustrate the Reimagine grants. Otherwise, the only other time we ask for images is when they are submitted along with your evaluation form once your project or activities have concluded.

If you have any queries about supplying images, how they will be used, or copyright, please contact images@artfund.org.

5. Being part of our network

Acknowledging Art Fund

To get the most from our partnership, we ask that you reference Art Fund in all relevant promotional material connected to your grant.

When you acknowledge our support, you are:

– Thanking our National Art Pass members and donors for making it possible.
– Introducing more people to what we do.
– Helping to attract more visitors to your exhibitions and events, whether in person or online.

Further guidance on how and where you should credit us is available online: artfund.org/partner-guide

The credit line for this grant is: 'with Art Fund support'.

For example: 'This project was made possible with Art Fund support.'

Please contact the Museum Marketing team at museums@artfund.org for sign-off on all materials, and allow at least 3 working days for us to respond.

6. Terms and conditions

The following conditions are attached to Reimagine grants (the Grant):

1. APPLICATION OF THE GRANT
   The Grant must be used only for the project or activities you have detailed as benefitting from the Grant on your Grant application form (the Project) and for no other purpose whatsoever (costs for staffing must relate to the Project).

2. VAT
   The Grant is not a consideration for any taxable supply for VAT purposes.

   2.1. You acknowledge that Art Fund's obligation does not extend to paying any amounts in respect of VAT in addition to the Grant.

   2.2. If you are registered for VAT, or you subsequently become liable to register for VAT, you must keep proper and up-to-date records and you must make those records available and give copies to Art Fund when requested.

3. PAYMENT SCHEDULE
   The Grant will be paid to you in the following stages:

   3.1. 90% upon your returning to us a signed contract, completion of our questionnaire and an invoice for the amount being claimed.

   3.2. 10% upon receipt by us of the evaluation report referred to in clause 4 below, a summary of expenditure (evidence of expenditure for amounts above £500 may be requested) and an invoice for the amount being claimed.

4. EVALUATION AND REPORTING

   4.1. You will complete a pre-funding questionnaire prior to claiming the first 90% of you grant and submit an evaluation report when claiming the final 10%.

   4.2. When we evaluate this programme, we may request your participation in telephone interviews, survey activity or peer workshops.

   4.3. We will publish and share data connected to your grant on 360 Giving as part of the Open Grants movement, this is in addition to our own channels.

   4.4. We may agree a reporting schedule with you, which will require you to update us at regular intervals against the outcomes of your Project and expenditure against the Grant.

5. ACKNOWLEDGING OUR SUPPORT
   Our contribution to the Project must be acknowledged in all literature and/or other materials generated by you to publicise the Project including (but not limited to) press releases, webpages, e-communications, promotional film or video, press advertisements, posters, leaflets and brochures about the Project. You will make all reasonable endeavours to ensure any partner organisations do likewise.

   5.1. Our contribution to the Project must be acknowledged through correct use of the credit line 'with Art Fund support' and, where possible, Art Fund's logo. All uses of the logo must be submitted to us for approval prior to publication/printing. You agree to maintain on any web pages that you host in relation to the Project a link to Art Fund's homepage at www.artfund.org. You will make all reasonable endeavours to ensure any partner organisations do likewise.

   5.2. You will not use Art Fund's name or logo in a way which may adversely affect the image of Art Fund or cause any negative publicity or otherwise damage or injure our reputation and standing.

5.3. You will arrange for our membership literature and display panels to be prominently displayed at all times in the main foyer of the museum, the size, design and location of the display panels to be mutually agreed. Supplies of our membership literature must be requested from us whenever necessary.

6. PUBLICITY AND IMAGES

6.1. You agree to work with us in good faith in order to showcase and promote the Project throughout the Project Period. Such activities might include (but are not limited to): facilitating visits for our supporters; online activity (including, for example, online blogs and interviews), and features in our magazine Art Quarterly.

6.2. We each agree that all press releases, web or press copy or related publicity relating to the Project will be submitted to the other for prior written approval in advance of publication. We may publicise the amount and purpose of the Grant in whatever way we think fit, although we will consult with you in advance.

6.3. You also agree to provide us at regular intervals throughout the Project with a representative selection of high-resolution digital images illustrating the Project. These images must be suitable for publication and copyright cleared for use by us (where copyright is owned by a third party). Where copyright is owned by you, you agree to grant us a royalty free, irrevocable licence to use the images for all Art Fund purposes.

7. COLLECTIONS
You may need to sign Art Fund's additional terms and conditions for any projects where works of art or objects are acquired or commissioned with support under the Reimagine grants programme if we so wish.

8. COVID-19 GUIDANCE
You agree to have read and complied with the latest guidance and regulations issued by Public Health England and the UK Government in relation to COVID-19: Infection prevention and control guidance.

9. PERSONAL DATA
Art Fund may collect your personal data, please see Art Fund personal data policy for grant giving in our privacy and cookies policy on Art Fund's website https://www.artfund.org/pages/privacy-and-cookies.

10. TERMINATION

10.1. Art Fund will not be liable or responsible to you for any failure to perform, or delay in performance of, any of their obligations under these conditions that is caused by events outside their reasonable control (a "Force Majeure Event"). The obligation for performance under these conditions will be deemed to be suspended for the period that the Force Majeure Event continues, and you will have an extension of time for performance of the Project, if appropriate. Art Fund will each use their reasonable endeavours to bring the Force Majeure Event to a close or to find a solution by which their obligations may be performed despite the Force Majeure Event.

10.2. If any of the conditions set out in these conditions are breached in a material respect and (if capable of remedy) such breach is not remedied within 60 days, we reserve the right at our sole discretion to require that all or some of the Grant is repaid. We shall exercise this right by specifying in a notice in writing to you the amount of the Grant which is to be repaid. Any sum which is specified in the notice and is not repaid within 60 days of the date of the notice will bear interest charged on a daily basis at the then base rate of our clearing bank.

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