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Art Fund_
Museum of
the Year
2024

Museum of the Year 2024: applying and working with us

Tuesday 5 December 2023, 12-1pm

Art Fund_

Agenda

- Welcome and introductions
- What is Art Fund Museum of the Year
- Hear from a previous finalist
- What happens if you are shortlisted
- Applying for 2024
- Working with us
- Q&A



Burrell Collection, Museum of the Year winner, 2023 © Janie Airey / Art Fund 2023

Welcome & introductions

- Emma Mills, project manager, programmes (she/her)
- Ruark Jon-Stevens, head of museum marketing (he/him)
- Jennie Jiricny, museum marketing relationship manager (she/her)
- Charlotte Villiers, learning and public programme manager, Leighton House and Sambourne House Museum

What is Art Fund Museum of the Year

- Art Fund is the charity that connects museums, people and art
- UK wide prize which celebrates excellence within the sector, providing a platform for museums to tell their inspiring stories
- It's the biggest museum prize in the world – with the winner taking home £120,000 and four finalists each receiving £15,000
- In 2023 the prize celebrated 10-years of Art Fund Museum of the Year, set in 50-years history of a Prize for museums in the UK
- Find out more about the impact of the prize across 10-years by reading a blog sharing the key findings of [new research](#)



Exceptions

There are a few exceptions to the rule.
We cannot accept applications from:

- Individuals
- Artists' groups
- Commercial organisations
- Hospitals
- Places of worship
- Schools or higher education institutions
- Or organisations with a focus on music, drama, dance and art forms outside the visual arts
- Multiple venues under one application

The judges

- Jenny Waldman, director, Art Fund chair of judges
- Representatives from across the arts and cultural sector
- A diverse range of voices, who all bring unique perspectives and experiences to the judging process
- Panel announced early 2024



Hear from a previous finalist

Charlotte Villiers, Learning and Public Programme Manager, Leighton House and Sambourne House Museum



Applying for 2024



Focus of the application

- Leading in excellence, making an impact and demonstrating ambition.
- Outstanding and inspiring projects or programmes, with audiences at their heart.
- Highlighted areas:
 - Community engagement, and how this is embedded across your collections or programming in an inclusive and accessible way,
 - making an impact and preparing for a lasting legacy through sustainable ways of working,
 - or demonstrating ambition by reinventing what it means to be 'the best' museum for the audiences of today and tomorrow.
- You could apply with one or several projects that took place across the period of autumn 2022 through to winter 2023.
- Please read the guidance before applying!

What makes a good application

- Informed by the guidance!
- Compelling, direct and talk about impact
- What makes you, as an organisation, special and the best at what you do – tell your story
- Holistic approach or focus on specific activity
- Utilise the additional information opportunities to help illustrate your application
- Work on the application together with key colleagues/teams – it's a useful exercise
- **START YOUR APPLICATION USING THE WORD TEMPLATE PROVIDED**
- Be inspired by the previous winners and shortlisted museums, find out more about why they were recognised by visiting the [Google Arts & Culture stories](#)



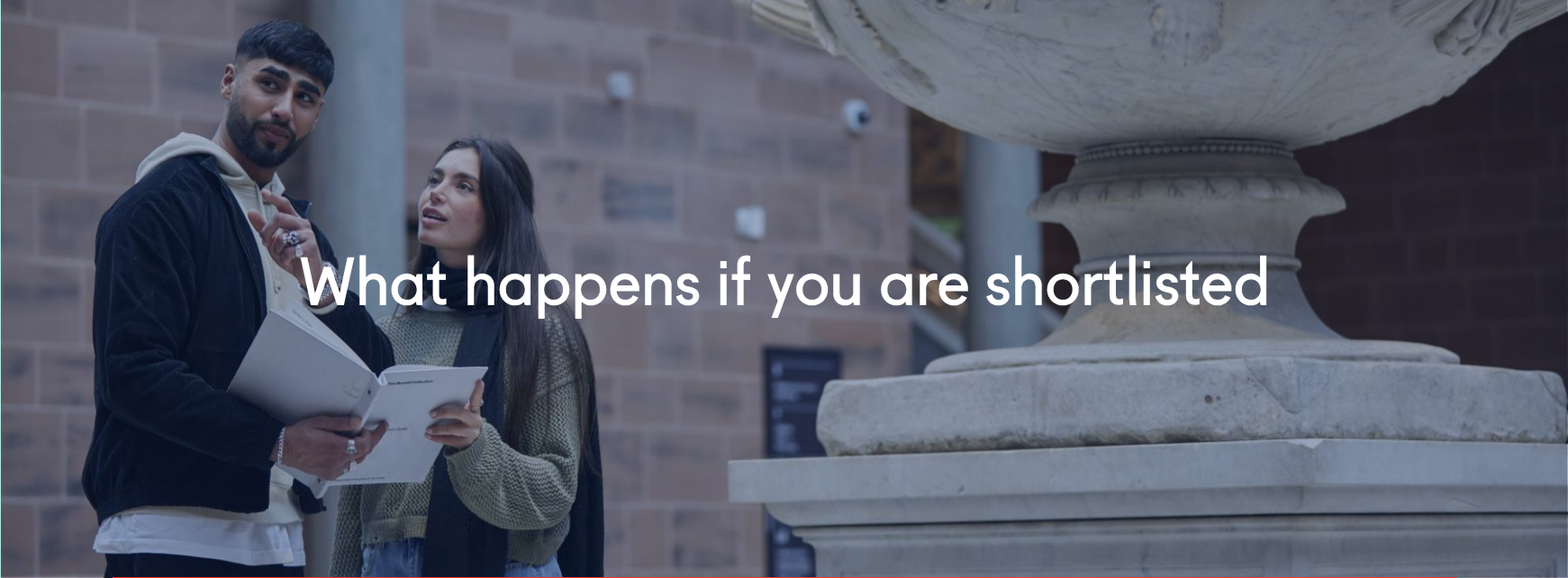
Practicalities

- To apply you must do this online at artfund.org/my-account
- You will be asked to complete basic organization information
- The main part of your application will be responding to the following three questions:
 - 1) Why do you think you are Art Fund Museum of the Year 2024?
 - 2) How has your activity, across the period autumn 2022 – winter 2023, made a positive impact and how will this shape your legacy?
 - 3) What would being shortlisted for Museum of the Year 2024 mean for your organisation?

What happens next?

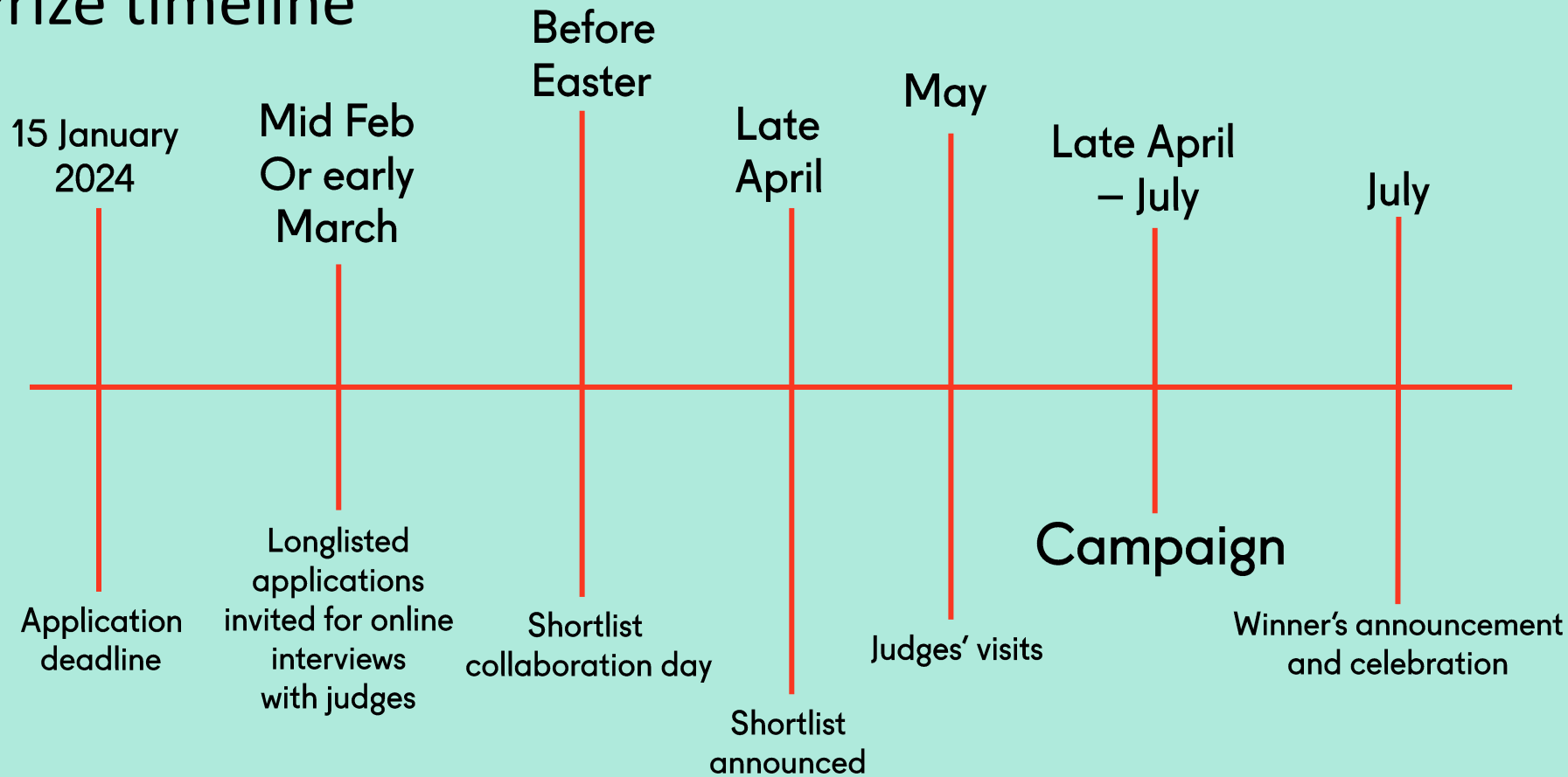
- Once applications close, each application is reviewed by Art Fund panel
- A long-list of around 10 applications are then invited to meet the judges, online, for a short interview – likely mid Feb or early March
- Judges then deliberate and choose five shortlisted organisations
- Applicants will be informed by 8 March if they have been successful or not



A young man and woman are standing outdoors, looking at documents together. The man is on the left, wearing a black jacket over a white hoodie, and the woman is on the right, wearing a green sweater. They are in front of a stone building with a large stone fountain in the foreground. The text "What happens if you are shortlisted" is overlaid in white on the image.

What happens if you are shortlisted

Prize timeline





National History Museum, Museum of the Year finalist, 2023 © Janie Airey / Art Fund 2023

Shortlisted?

If you are successful the following will be arranged:

- A phone-call to chat through immediate next steps
- Shortlisted museum briefing pack
- Photography & filming
- Collaboration day before Easter

Our museum marketing objectives

1. Raise the profile of finalist museums amongst as wide an audience as possible
2. Drive visitors to finalist museums (online, onsite and in community) during campaign period and beyond
3. Raise awareness of Art Fund Museum of the Year 2024 at all finalist museums and the benefits of visiting with a National Art Pass
4. Widen participation and engagement at finalist venues as part of the national campaign
5. Raise awareness of the benefits of museum visiting





Audiences we'll help you reach

- 5 finalists for Art Fund Museum of the Year 2024 and all staff
- Art Fund Museum of the Year alumni (winners and shortlist)
- Partners and sector support organisation
- 135,000 visitors with a National Art Pass including 28,000 students
- Wider culture seekers looking for museum inspiration
- Non-engaged audiences open to visiting museums more
- Your existing visitors and supporters

Marketing channels to promote the finalists



- Ready made print and digital marketing toolkit for all finalists onsite and online
- Promotional content
- Venue page on artfund.org
- Art Guide summer 2024 – meet the finalists
- National press campaign
- Email marketing
- Social media
- Partnerships
- Art Map 2025
- Student engagement activity
- Teacher engagement activity
- £1,000 marketing campaign spend

Marketing toolkit

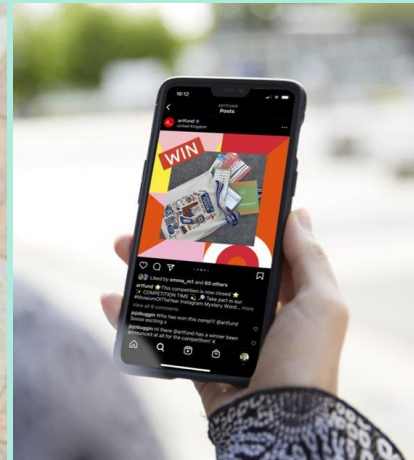
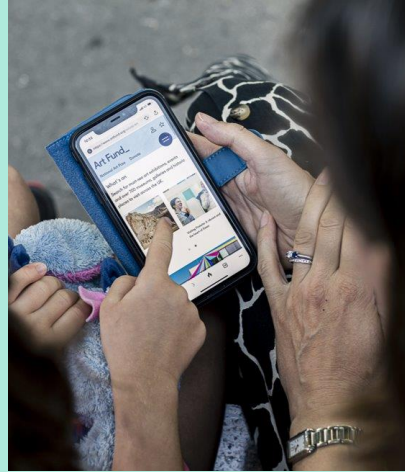
Print and digital assets produced for all finalists

- Internal pop-up banners
- External railing banners
- Wall and window vinyls
- Posters
- Stickers
- Badges
- Digital assets
- Photo opportunity



Art Fund marketing channels

- Venue page on artfund.org
- Promotional content
- Art in your inbox
- Art Guide
- Art Map
- Twitter
- Facebook
- Instagram
- LinkedIn





Marketing partnerships

- ArtsProfessional
- MuseumNext
- Museum + Heritage Advisor
- AMA
- AIM

ARTS PROFESSIONAL

Fundraising Now 31 Jan - 1 Feb 2024
Online conference


Arts Professional
Jobs
Events & Courses
Advertise
Subscribe
About Us

Arts Professional
News
Features
Pulse
Advertise

Getting to know your audiences

An ArtsProfessional feature in partnership with

Art Fund_




An epic collective digital artwork celebrating UK wildlife


9 May 2023 *Feature*

At a time when museums are facing increasing external pressures, **Mike Keating** shares how a major new project has inspired children to respond to the UK's natural environment.

Going Places



Art Fund_



Pleasure, connection, purpose: How museums can leverage emotions

9 February 2023 *Feature*


Museums are not only holders of our histories and stories, but also repositories of a range of emotions, elicited when we encounter collections, writes **Lucy Bird**.

Promote your venue for free

Join 150+ UK partner venues in the National Art Pass network and reach new audiences to increase your revenue and visitor numbers.

Find out more

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Digital impact in museums and galleries

4 January 2023 *Feature*

Art Fund

Widening participation with the National Art Pass

- Opportunity to reach new audiences with a MOTY National Art Pass incentive
- Join our National Art Pass network during campaign and beyond
- Existing benefits
- New discounts
- Increase secondary spend £11-£13 per visit
- Benefits inspire members to visit new places and see the impact of their support
- Part of a national community



The benefits and impact of being a finalist

- +65% increase in visitors throughout July
- Doubled Twitter followers
- 24% increase in website traffic
- Strengthened support from stakeholders and local partners
- footfall increased 110% in the week of the winner's announcement

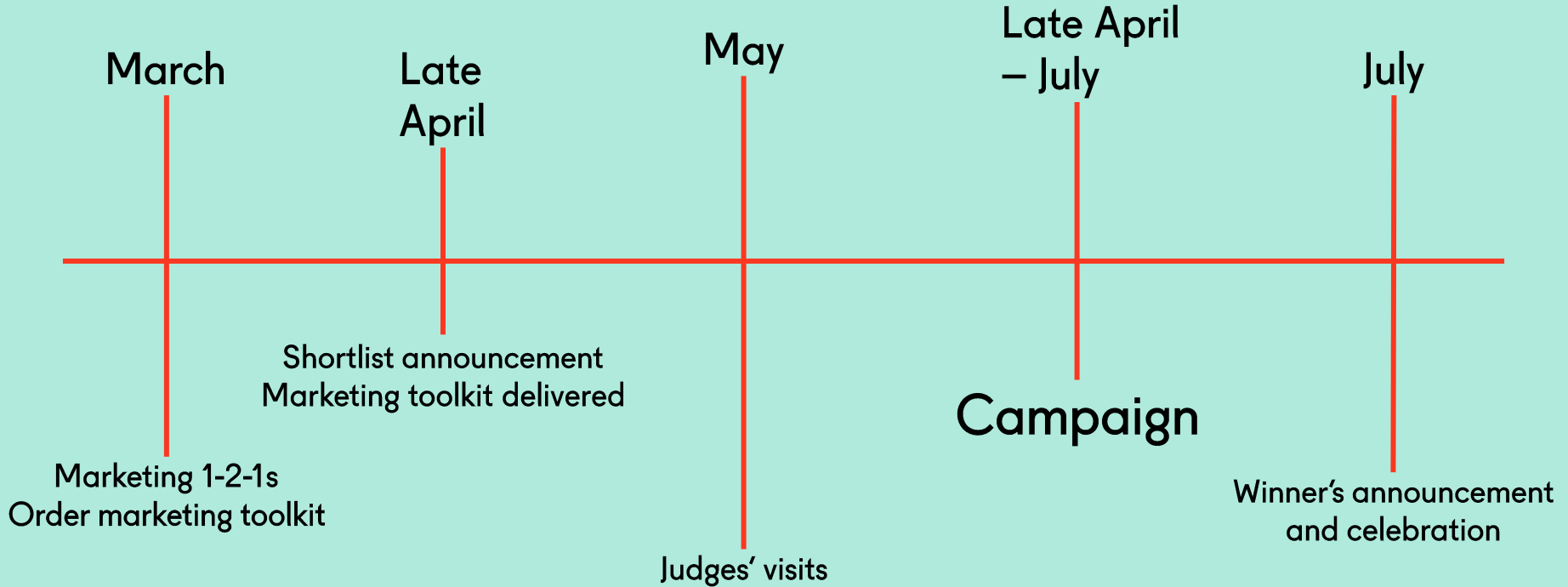
"2023 was our busiest June on record – 75k visitors ahead of our 5-year historical average."

"This is really exciting - we hadn't realised that we could also promote being a finalist, not just winner or nothing!"

"...the summer campaign supported us to reach audiences we would otherwise have been unlikely to reach."

- "[Being a finalist] was worthwhile for a number of reasons:*
- *It reminded audiences that we are here and gave profile to our programme*
 - *It opened the door for partnerships*
 - *It galvanised our staff and allowed us to tell our story better*
 - *We built a new relationship with Art Fund"*

Marketing timeline



Art
Map_

National
Art Pass

Working with us

Joining the National Art Pass network

And even if you aren't shortlisted this year...

By joining our network of over 850 partner venues across the UK and offering a benefit to visitors with a National Art Pass, you can reach a new audience of culture seekers, increase your visitors and revenue, and access a range of services designed especially for museums and galleries.

Engage with our community of 135,000 members, including a growing membership of 28,000 students, all searching for their next art experience.

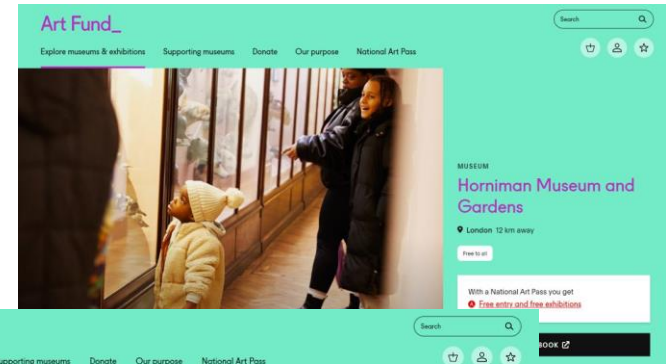


As part of the National Art Pass network, you'll get

Your own page on the Art Fund website

When you join the network, you'll get your own venue webpage, with unlimited exhibition and event uploads via our self-service portal, accessed via your Account.

The new Explore function on our website lets visitors search for activities by location or topic, increasing visibility of your events across the site.

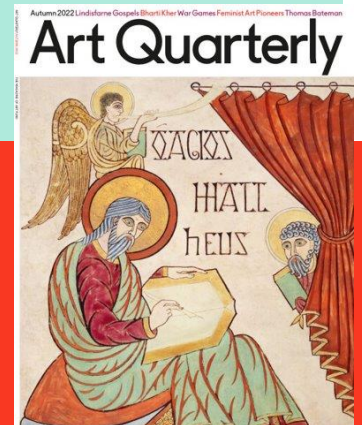
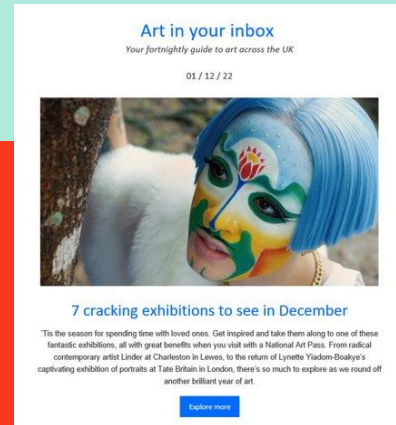
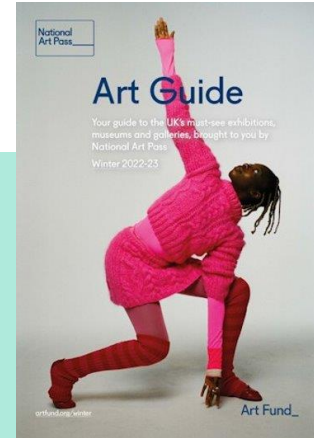


As part of the National Art Pass network, you'll get

Marketing support and brand exposure

We select museums, exhibitions and events from across our network to feature in our print and digital marketing channels.

These include the Art Map, *Art Quarterly* magazine and the fortnightly Art in your Inbox newsletter.

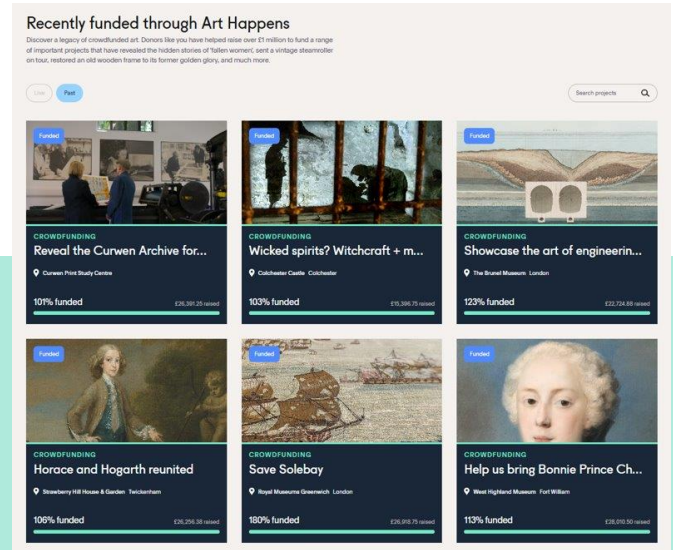


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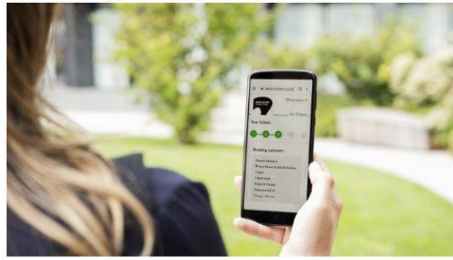
Access to free tools and resources

As part of the network, you can also make use of a range of services designed to support your museum. These include:

- *Art Tickets*, our free online ticketing system
- *Art Happens*, our supported crowdfunding programme
- *My Account*, your professional user login, allowing you to access funding opportunities, manage your venue details, tell us about your exhibitions, and more.



Supporting museums > Funding opportunities > Art Tickets



Art Tickets

Are you looking for a free ticketing solution for your museum or gallery? Developed by museums for museums, Art Fund's completely free online ticketing platform makes things simple.

Are you looking for a free ticketing solution for your museum or gallery?

Art Fund's completely free ticket management system makes things simple. Developed for museums by museums, Art Tickets is designed to save you time and money, improve your visitor experience and allow you to easily manage capacity with timed entry.

We'll help you reach new audiences, automatically promoting all your events and exhibitions to our 130,000 National Art Pass members. Plus, our analytics dashboard lets you monitor sales and audience data at a glance.

Trial Art Tickets

See how Art Tickets could work for your museum by signing up for a trial. We just need a small amount of information to get you set up and then you will have access to have a look around the system in an exact replica of the live system.

Joining the National Art Pass network is completely free

All we ask in return is that you offer National Art Pass members a benefit when visiting your museum or venue.

This could be 50% off the cost of admission or exhibitions, or a member's discount in your shop or café.

For more information, download our partner information pack and get in touch to set up an introductory call with our Museum Marketing team!

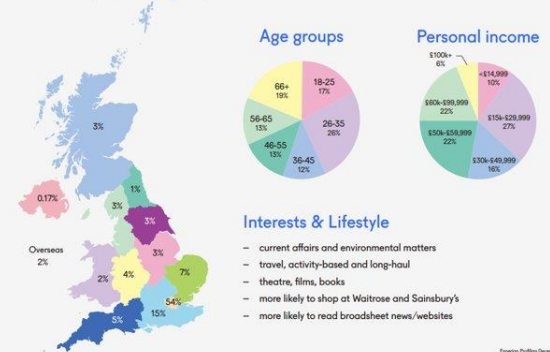
Visit artfund.org/professional/promote-your-venue

or Email museums@artfund.org to get started.

Growing your audience with Art Fund

Everything you want to know about the National Art Pass network

Our key demographics



Key information

- Applications are now open until Monday 15 January 2024
- Applications usually received online via your Art Fund account, which is located at artfund.org/my-account
- More information about the prize, and where to view the guidance and application questions in advance can be found at: artfund.org/supporting-museums/programmes/art-fund-museum-of-the-year
- 121's available



Dunham Massey, The Orangery, seen across the round pond,
© National Trust Images/Matthew Antrobus

