Art Fund Museum of the Year 2025: Application Form



We promise to respect the information you’ve given us; this will be used for the purposes of administering, monitoring and evaluating grants. All data is managed in accordance with Data Protection Legislation and our [Privacy Policy.](https://www.artfund.org/policies/privacy-policy)

By completing and submitting this form you are confirming that you have had the opportunity to read and understand our [Privacy Policy](https://www.artfund.org/policies/privacy-policy) and that you have relevant consent from any third parties to share any personal details with us.

This year we will be accepting all application forms and supporting documents via email. We will not be using the online portal due to changes in our system. You can send your completed application form to programmes@artfund.org (with emills@artfund.org in the cc line). Please ensure the application form remains as a Word file (not a PDF) as this will enable us to process the information.

Please ensure you have read the application guidance before completing this form. This can be found on our website.

# Your Organisation

Your details

|  |  |
| --- | --- |
| First name |  |
| Surname |  |
| Email |  |

Your organisation

|  |  |
| --- | --- |
| Organisation Name | The name of the primary venue |
| Type of organisation |  |
| Governance model |  |
| Governing body | The full legal name of the body we would pay if awarded the prize |
| UK nation |  |
| Organisation’s website |  |
| Visitor figures 2023-2024 |  |
| Funding income overview 2023-2024 |  |
| Expenditure per annum 2023- 2024 |  |
| Expenditure per head based on 23-24 visitor figures |  |
| Average visitor spend at your organisation on a typical visit |  |
| Please provide details of any subsidies your organisation receives |  |
| Please note any visitor charges |  |
| Staffing figures 2023-2024 |  |

Short description of your organisation

Please provide a short description (100 words or fewer) of your organisation, along with its aims and objectives.

How does your organisation approach equality, diversity and inclusion?

Please summarise in up to 250 words how through your programming and activities you deliver against any EDI objectives. You may refer to visitor demographics if appropriate.

# IN ABSENCE CONTACT

|  |  |
| --- | --- |
| First name |  |
| Surname |  |
| Job title |  |
| Email |  |
| Tel. No. |  |

1. YOUR APPLICATION

This is how your application will be described in our correspondence with you.

# MAKE THE CASE

In this section you will make the case for why you think your organisation should be Art Fund Museum of the Year 2025. What are we looking for?

2025: The people who make you

Art Fund Museum of the Year celebrates the impact and successes of the UK’s museums and galleries by looking back at the achievements and stories of the previous year (autumn 2023 to winter 2024/25).

For the 2025 prize in addition to looking at the overall achievements of your organisation, we are keen to hear from the you about the people that bring your museum or gallery to life. How are you engaging and working alongside communities, families and younger visitors, artists and creatives, or those harder to reach visitors? What makes your approach impactful, inclusive and innovative?

We want to hear how you are doing this through the stories you tell across your exhibitions or displays, how you make your programme and buildings, welcoming and the role that your teams play to make great things happen.

We are interested in what you are doing in terms of specific projects, as well as what you are doing as a whole – how this makes you unique, and the best at what you do

Please answer the following questions in up to 800 words per section.

1. Why are you applying for Museum of the Year 2025? (This is your moment to tell us why the previous year, from autumn 2023 to winter 2024/25, was important for your organisation, and why you think this is your year to take part in the prize.)
2. How are you engaging and serving your users and communities in a demonstrably impactful, inclusive and innovative way? (For this section please carefully consider the 2025 theme and use this space to tell us how you meet this criteria).
3. Who makes your organisation special, and how have your people contributed to the work you have highlighted in question 4a? (This is an opportunity to help the judging panel get to know a little bit more about your organisation, who is involved, and why they make it a unique place to work and visit).

# SUPPORTING MATERIALS

Please upload the following:

* + A letter of support from your director or chair confirming their wish for the organisation to be considered for Art Fund Museum of the Year 2025 and agreeing to our terms and conditions.
	+ Up to three pieces of additional supporting material to evidence your answers to the application questions.
	+ Up to eight pieces of supporting digital media (photographs, films, screenshots) that best illustrate your application. If you plan to include films, please do not send more than three, and they should have a total running length of no more than 10 minutes. If you plan to send PDFs, please limit this to two existing files.
	+ A high-res image selection (no more than five) showing the exterior and interior of your organisation. Please ensure these have the appropriate permissions as they may be used for Art Fund’s promotional activity.

If you are submitting a film or larger files, please send these via a file-transfer site (eg Dropbox, WeTransfer, Hightail). Please copy the link here, ensuring that it does not expire in the near future.

# TERMS & CONDITIONS

As with all our programme activity, we ask applicants to agree to certain terms and conditions, as part of their application.

We ask longlisted organisations to:

* + Be present at an online interview to meet with the judges to discuss your application.
	+ Take part in a short evaluation.

We ask shortlisted organisations to:

* + Work collaboratively with us as part of a joint initiative to celebrate and promote the shortlist. Art Fund can provide advice and press and marketing support as needed.
	+ To sign a Memorandum of Understanding which outlines mutual areas of responsibility and expectations between Art Fund and all finalists.
	+ Be represented at the judges’ visits in May-June and winner announcement event in June 2025.
	+ Support the audience engagement campaign with a special benefit for National Art Pass visitors from the date of the shortlist announcement to after the announcement of the winner, the duration and details to be determined in conversation with Art Fund’s marketing team. (This could be a free or discounted admission offer, for example, or shop and/or café discount.)
	+ Display Art Fund print and digital materials, such as posters and digital assets, at least for the duration of the campaign onsite and online.
	+ Work collaboratively with the other finalists to support each other and raise awareness of each other’s work.
	+ Work with Art Fund to evaluate and provide feedback at the end of the prize process to help us assess the impact of Art Fund Museum of the Year and make improvements for the future.

**Please confirm that you have read and understood the Terms and Conditions**