



Application form

THIS DOCUMENT IS FOR REFERENCE ONLY

To apply, you must complete the online form which can be found at artfund.org/museum-of-the-year-apply

This document outlines what to expect in the application, and can be used to help draft your answers. To apply you must do this via the online portal, but if you require an alternative format we are very happy to discuss and accommodate this.

1. Your details

- First name
- Surname
- Job title
- Email address
- Telephone

Other contact: Please give the name of someone we can contact about the application in your absence.

- First name
- Surname
- Job title
- Email address
- Telephone

2. Your organisation

- Organisation name
- Address
- Where is your organisation based?
- Website
- Type of organisation
(i.e. historic house, library or archive, museum or gallery, university...)

2

- Status of organisation
(i.e. local authority, charity, non departmental public body...)
- Description of organisation
Please provide a short description (100 words or fewer) of your organisation, along with its aims and objectives.
- Visitor figures 2023-2024
- Visitor figures 2019-2020 (pre-pandemic)
- 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

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.

Visitors to Leighton House, Art Fund Museum of the Year 2023 finalist © Janie Airey / Art Fund 2023



3. Your application

In this section you will make the case for why you think your organisation should be Art Fund Museum of the Year 2024.

What are we looking for?

Leading in excellence, making an impact and demonstrating ambition.

We invite museums to apply for outstanding and inspiring projects, with audiences and communities at the heart of them. You need to tell us why your work makes your museum unique and the best at what you do.

We are particularly interested to hear how you are leading across these following 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,
- and 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 answer the following questions in up to 800 words per section.

- a. Why do you think you are Art Fund Museum of the Year 2024? This is your opportunity to tell us about your project/s, how you have worked with audiences and communities, and demonstrate your ambition to be the best at what you do.
- b. How has your activity, across the period autumn 2022-winter 2023, made a positive impact and how will this shape your legacy? It's important to illustrate the impact of your work across your organisation and audiences through examples, as well as share your ambitions for the activity's legacy.

- c. What would being shortlisted for Museum of the Year 2023 mean for your organisation? We want to know why you are applying for the prize at this moment in time, what it would do for your organisation and how you would plan to make the most of the opportunity if you were shortlisted?

4. Supporting materials

- 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 2024 and agreeing to our terms and conditions.
- Up to three (optional) 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. 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. 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.

5. Submission and agreement to terms and 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.

We ask shortlisted organisations to:

1. 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.
2. To sign a Memorandum of Understanding which outlines mutual areas of responsibility and expectations between Art Fund and all finalists.
3. Be represented at the judges' visits in June and winner announcement event in July 2023.
4. Support the summer 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.)
5. Display Art Fund print and digital materials, such as posters and digital assets, at least for the duration of the campaign onsite and online.
6. Work collaboratively with the other finalists to support each other and raise awareness of each other's work.
7. 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.

