

# Art Fund AGM 2025

## Questions & Answers

The following questions were asked in advance or live at the 2025 Art Fund AGM. The majority of questions were answered live at the meeting with the answers given included below. There were two questions which were not answered live at the meeting and answers to these questions are also included below for member information.

### Questions submitted in advance and answered live at the meeting

*Q: Could more be done to ensure that museums offer a meaningful reduction on their paid exhibitions when they receive Art Fund funding? Examples include the Dulwich picture gallery and Royal Academy. It seems short sighted to limit the discount in the way and undermines the value of the Art Pass as a product.*

**A:** We always try to negotiate the best benefits for our members. In some cases the membership benefits are not linked specifically to our grant-giving activities, and in other cases we are asked to renegotiate the benefits if no significant funding has been given for some time, if the museums change their admissions policies, or if they are in especially difficult financial circumstances. We try to balance getting the best possible benefit for our members with what our partner museums are able to offer and have regular conversations with the museums in our network to make sure our members feel welcome, and they are making the most of the support we can provide.

*Q: Do you have any plans to create a mobile app? I think it'd be widely used and would be an amazing asset for members.*

**A:** A Digital National Art Pass app is in the works and currently being tested with Art Fund staff. We hope to be able to share more information on a launch date soon. Initially the app will be focused around giving members a digital version of their National Art Pass. Once launched, we will look to develop the app further, taking feedback from members around features they would like to see

### Questions posed at the meeting and answered live

*Q: Was Art Fund involved in the fundraising campaign by Bristol museums to acquire a Turner? If there is any information or learning from that experience?*

**A:** We were disheartened to hear that the Turner painting was lost in private auction earlier this week. We know that Bristol Museum & Art Gallery and their community worked hard to crowdfund such an impressive amount to keep the painting in the public sphere. Please be assured that Art Fund was poised to support and had offered significant financial assistance to help Bristol Museum & Art Gallery purchase the painting, but regrettably, despite all of the astounding community effort pulled together

in a short time frame, they were outbid by the private collector. Whilst we understand this result is extremely disappointing, Bristol Museum & Art Gallery is exploring whether there may be an opportunity to loan the painting. Art Fund will endeavour to support the museum where possible to explore next steps and are in contact with the staff at Bristol regularly.

### Questions posed at the meeting and not answered

*Q: Can Art Fund facilitate access to the Government Art Collection (GAC) for more regional exhibitions? I visited once by booking it directly when they were off Tottenham Court Road and reminds me of the new V&A Storehouse.*

**A:** There is lots of info on the Government Art Collections (GAC) and where it can be seen on the GAC website. The GAC has great relationships with many regional museums and galleries who regularly borrow works from the collection. All [exhibitions are listed here](#).

The GAC no longer have their site at Tottenham Court Road but for any members based in London, there is also an exhibition on between July and November 2025 that they may wish to visit. [Details of this London exhibition can be found here](#).

On the similar subject of touring important works regionally, Art Fund have been running a project called Going Places, which is focused on museums partnering and sharing collections to widen access. You can [read about Going Places here](#).

*Q: There seems to me to be a trend for institutions to declare all tickets sold out for popular temporary exhibitions eg Courtauld's Monet in London, very early on. This is then followed by notification that if one joins their Friends organisation free admission becomes available. Is it possible to negotiate with such organisations that membership of the Art Fund might open up such access, all be it still at a (reduced) cost?*

**A:** We're aware of the practice of major institutions holding back tickets for their own membership schemes, and the frustration this can cause our members and the general public! Art Fund already negotiates free or reduced admission to permanent collections at over 240 museums and galleries. For temporary exhibitions, we secure discounts where possible, but institutions increasingly view special exhibitions as crucial revenue streams, especially post-pandemic. The challenge is that institutions' own membership schemes are often their primary revenue source beyond admissions. Museums may therefore be reluctant to extend similar benefits to external membership schemes. However I have asked the team to endeavour to look into the possibility of reciprocal arrangements.