

# Going Places

Guidance for applicants

Art Fund\_



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# 1. About

We are launching a new UK-wide programme, Going Places, that aims to engage and involve underrepresented audiences with museum collections through high quality, collaborative touring exhibitions and public programmes. Through the programme we are seeking to work with small to medium size organisations, with or without collections.

Currently in the development phase, Going Places will establish five networks of 3-5 small to mid-sized museums, with each network producing two touring exhibitions over five years (2025-2030). Local communities will be involved in selecting exhibition themes, outreach programming, and bring their voices and stories to each display.

Networks will receive additional capacity and training alongside mentoring and skills development to support new approaches to community engagement. Networks will embed collaborative working, improve the environmental sustainability of exhibition making and touring, and build long-term fundraising strategies to sustain activities.

The development of Going Places is made possible with support from The National Lottery Heritage Fund.

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Horniman staff checking Asian Yao Priests hat made from hair, part of the exhibition Hair: Untold Stories, 2021.  
© Horniman Museum and Gardens. Photo by Phil Sofar

## The Development Phase

Art Fund has received a development phase grant from the Heritage Fund to establish Going Places. During this initial research and development phase museum partners will:

- gain a better understanding of current and future audiences
- build skills and confidence in collaborating with local audiences and underrepresented groups, including through consultation, co-production and co-curation
- participate in training, skills sharing and mentoring opportunities
- understand touring practicalities and best practices
- be supported in making use of exhibitions tax relief
- be supported to build networks and relationships with organisations across the UK to research and develop new and innovative displays and outreach activities
- have access to funding to support their participation in the development phase – whilst there are no fixed grants in the development phase, there is a flexible budget managed centrally that will cover all the direct costs for museums of participating (travel, community engagement etc), and to cover any extra capacity needs that might be required

Consultants will be appointed to support various aspects of the programme development, including those with expertise on working with communities and sustainability. We invite museum partners with proven skills in these areas to additionally apply for the relevant consultancy roles (participants in Going Places may be both a project partner and consultant).

As with all Heritage Fund supported projects, there is no guarantee that we will be successful with our delivery application at the end of this development phase. However, the development phase is being structured so that it is responsive to museum needs and is useful for participating museums in its own right. We are also committed to exploring other ways to take forward the outcomes of the development phase, even if not at the original scale anticipated.

If funding is granted following the development phase, partners and networks will remain in place for the delivery of the five-year programme and will have the chance to fully deliver the outline exhibition and engagement plans they have created in the development phase. As Going Places is committed to being truly collaborative, and shaped by participating museums and their local communities, the final programme is yet to be determined but it will include sufficient funding for networks to enable:

- up to two touring exhibitions per network
- continued support for community consultation, co-creation, co-curation and engagement
- continued training and mentoring opportunities
- programme evaluation
- support to develop a wider fundraising strategy around their exhibitions and to build the long-term sustainability of the networks

# 2. Before you apply

## Aims

1. To celebrate and share the collections of museums across the UK, promoting the importance and relevance of these objects to contemporary society.
2. To engage underrepresented audiences, offering opportunities for local communities to be involved, and embedding local experiences, stories and voices in displays and outreach programmes.
3. To support small and mid-sized museums to connect with one another and build organisational resilience through collaborative touring exhibitions and public programmes, enabling the participation of museums who may not otherwise have the capacity or expertise to do so.
4. To create high quality touring exhibitions that meet high standards of environmental sustainability.

## Eligibility

We strongly encourage interested applicants to attend a Going Places network building workshop in advance of application. You can apply either as a network (this could be pre-existing, or formed at one of the network building workshops), or as an individual partner (who will, through the programme, become part of a network).

Networks must include two or more partners who meet the below criteria, and individual partner applicants must be:

- a small to mid-sized museum based in the United Kingdom, where museum means any institution where works of art or objects of interest to science or history (either from their own collection, or on loan) are accessible to the public for instruction or enjoyment
- open for at least half of the week for at least six months of the year
- committed to engaging underrepresented audiences, and to collaborating with local communities to inform future displays and outreach activities

Partners do not need to have a collection, and display spaces do not need to have GIS approval but must be suitable for the display of touring or loaned objects.

Beyond the development phase, should funding be awarded, partners will participate in the five-year delivery phase of Going Places.

Partners must be committed to actively participate in all aspects of the Going Places development programme. It may be that various colleagues attend differing aspects of the programme (as relevant to their work), and around half of the meetings will take place online. Once partners have been selected travel costs will be supported for in person attendance.



Visitors at Kettle's Yard, Cambridge. © My Linh Le/ Art Fund 2021

We envisage that the approximate time commitment required per partner museum will be 3-4 working days a month, likely split across various job roles.

Those who do not meet the above requirements but are interested in collaborating with Going Places (for example as a consultant, mentor or community group) can register their interest in alternative Going Places opportunities. Visit here to see a list of [current opportunities](#)

### [Network building workshops and additional support](#)

During September and October, Art Fund and Touring Exhibition Group (TEG) will run a number of network building workshops, enabling partners to begin connecting with one another, strengthen existing relationships, and form networks ahead of applying to Going Places. Workshops will take place in September and October 2023, with opportunities to attend either in person or digitally.

In addition, we intend to organise a number of Q&A webinars ahead of the funding deadline. Full details of these will be shared on the Going Places page on our website.

# 3. Your application

## Application process

If the application portal or form is inaccessible due to your specific needs or requirements please contact Gracie Divall, Going Places Project Manager, [gdivall@artfund.org](mailto:gdivall@artfund.org), to discuss alternative options, and how we can best support you in making your application. Should you have any suggestions as to how we can make our application process more user-friendly please get in touch.

## Application form

We are looking to convene networks of small to mid-sized museums in networks to collaborate in building touring exhibitions with community input. Networks may be formed around subject areas of interest (for example: LGBTQ+, climate change, food, sport), an ambition to unite certain objects within a touring exhibition, an approach to community engagement, or even agreed shared practicalities of lending and borrowing.

Applications can be made by individual museums, or networks (which must contain two or more eligible museum partners). Network applications must be made by a lead partner, but should be completed with the input of the other partners.

In the application form we are looking to understand what your involvement in Going Places would mean for your organisation, your staff and volunteers, and your local communities. You will be asked to:

- Tell us why you'd like to be part of Going Places. What could this achieve for your organisation, workforce and audiences?
- Outline the themes or subject areas you would like to explore as part of a Going Places network.

- Share ideas of any organisations you would like to partner with. For example: this could be an organisation you have worked with before on a one-off project, or with objects that relate to your audiences and collection that you would like to display.
- Outline your underrepresented local audiences or community groups that you would like to engage with through the programme.
- Provide some details regarding your collections and / or display spaces (if you have them).
- Share any previous touring and community engagement experiences. Neither are required, should you have experience in these areas we will be looking to see how Going Places can build on this.
- An indication of any additional capacity and / or support your organisation would require to participate in the Going Places development phase.

In addition, you will be asked to complete a skills audit for your institution or network – please note this will not form part of the application assessment, but will inform the development of Going Places training, skills sharing and mentoring opportunities.

All applications will need to be submitted via Art Fund's online application portal, but a Word version of the form is also available to download so that you can work on it offline. We strongly advise that you do this, saving the final version of your application as a Word document. If we experience any technical issues, we will ask you to submit the Word application via email.

When working on the application form, please back up your work by saving progress on a regular basis.

You'll see that the form has some mandatory fields which must be completed before you can submit the form. If you try to submit without completing these, an error notification will appear which highlights the section of the application form that needs amending.

We would suggest getting the input of colleagues across the museum. Applicants for other projects have reported that this has been very helpful, and provides an opportunity to encourage cross-organisational engagement with the programme. The Word version of the form is designed to support this process.

If you encounter an error or difficulty in using the form please contact [programmes@artfund.org](mailto:programmes@artfund.org).

Please ensure that you have relevant consent from any third parties to share any personal details with us. Our privacy policy is available online at the following link:

[www.artfund.org/pages/privacy-and-cookies](http://www.artfund.org/pages/privacy-and-cookies)

## Application support

We want to ensure that our application process is accessible to everyone. If you find it difficult to apply via the online application portal for any reason, there are a number of ways in which we can help you:

Download the Word version of the application form ([Individual](#), [Network](#)) also available in large print ([Individual](#), [Network](#)) which can be used to prepare your application in advance of submission. You can select 'Read Aloud' within the Word version to listen to the document.

If the application portal is inaccessible due to your access needs please contact Gracie Divall, Going Places Project Manager, [gdivall@artfund.org](mailto:gdivall@artfund.org), to discuss alternative options, and how we can best support your application. Should you have any suggestions as to how we can make our application process more accessible please get in touch.



## Support for participation in Going Places development phase

Within the application form you will have an opportunity to indicate whether your organisation would require additional capacity or support to participate in the development phase. We envisage that the approximate time commitment required per partner museum will be 3-4 working days a month, likely split across various job roles.

You can apply for up to £500 to support:

- Travel costs to attend in person opportunities
- A temporary increase in staff hours or freelance / casual support to enable key staff members to attend training
- Subscription / professional fees, for example to join a relevant membership organisation

What we cannot cover:

- Existing staff salaries

## Terms and conditions

Once you're ready to submit your application, you'll be asked to confirm that the person with relevant authority in your organisation and any partner organisations has agreed to participation in the Going Places development phase.

Successful applicants will enter into a partnership agreement with Art Fund ahead of project commencement.

In particular, please note that the support of The National Lottery Heritage Fund for the development of Going Places must be acknowledged in any related materials or activities. Art Fund must approve in advance any publicly available materials relating to the project.

We'll also invite you to discuss joining Art Fund's museum network and taking advantage of the opportunities that this has to offer if you're not already a partner. This is free, and it means we can connect your museum with our 135,000 members and the hundreds of thousands of art lovers and museum-goers that access our communications channels.

# 4. What happens next

## Decision making

The final decision on all applications will be made by members of a committee convened by Art Fund, and you will be advised of the outcome within ten working days of the committee meeting.

## Confirmation of outcome and timeline

Art Fund will contact all applicants to advise them of the outcome of the decision-making process.

Successful applicants will participate in the 11-month delivery phase of Going Places, draft schedule as follows:

December 2023	Successful applicants notified
January 2024	First partner day (in person attendance) Networks established through collaborative process with selected museums Initial discussions: themes and approaches to community engagement
February – May 2024	3-4 training opportunities provided Sustainability and community collaboration resources shared Mentoring programme begins Networks develop community consultation plans Evaluation framework developed
June – September 2024	Community consultation takes place (funded) Going Places 2025 – 2030 exhibition and outreach plans drafted, supported by Activity Plan consultant
October 2024	Plans and budgets finalised for the Heritage Fund Delivery Phase application
November 2024	Delivery phase application submitted by Art Fund
February 2025	Delivery phase application decision

Partners must be committed to actively participate in all aspects of the Going Places development programme. It is likely that various colleagues attend differing aspect of the programme (as relevant to their work), and around half of the meetings / training opportunities will take place online.

## Ongoing support

Partners will be supported throughout the development process:

- Partners will be consulted throughout the programme to ensure that meetings and training opportunities are of use, accessible, and that partners are able to attend.
- Resources produced will focus on the practicalities of community collaboration and sustainability, and partners will be supported in implementing the recommendations.
- Training opportunities will be tailored to partners skill gaps.
- Networks will provide peer-to-peer support, and a mentoring programme will be available to all partners.
- An Activity Plan consultant will support the networks in developing their 2025-2030 exhibition and community engagement plans.



## Evaluation

Evaluation is an important feature of this programme, but we want it to be as useful as it possibly can be.

Art Fund will be appointing an independent evaluation consultant to support the evaluation of the development phase, and to work with partners to develop an evaluation framework for the delivery phase.

## Acknowledging support from The National Lottery Heritage Fund with Art Fund

The support of The National Lottery Heritage Fund with Art Fund must be credited on all materials related to the project, and successful partners will be sent branding and crediting guidelines with the project agreement.

Project materials must be shared for approval at least ten working days before they're due to be published or go to print, so that the materials can be reviewed and edited if needs be.

Installation of Hair Dress by artist Jenni Dutton in Hair: Untold Stories, Horniman Museum and Gardens.

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# 5. Further information and guidance

## Key dates and deadlines

Tuesday 29 August 2023	Applications for Going Places open
Thursday 21 September 2023	In-person collaboration and network building event, Amgueddfa Ceredigion Museum, Abergavenny, Wales with Welsh translation
Wednesday 27 September 2023	In-person collaboration and network building event, Irish Linen Centre & Lisburn Museum, Lisburn, Northern Ireland
Wednesday 11 October 2023	Online collaboration and network building event
Thursday 26 October 2023	Online collaboration and network building event with Welsh translation
November 2023	Online Q&A webinars
Friday 24 November 2023	Applications close
December 2023	Successful applicants notified

## Contact

For further information, or to discuss any ideas or the application process, please contact Gracie Divall, Going Places Project Manager: [gdivall@artfund.org](mailto:gdivall@artfund.org)



Pitzhanger Manor & Gallery, London, December 2020 taken during COVID-19 face-mask restriction  
© Andy Smith / Art Fund 2020

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Cover image: Visitor with *As a Precursor to Folly*, 2021, by Simeon Barclay on display at the British Art Show 9, 2021-22, installed at Wolverhampton Art Gallery. A Hayward Gallery Touring exhibition organised in collaboration with galleries across the cities of Aberdeen, Wolverhampton, Manchester and Plymouth supported by Art Fund. © Simeon Barclay. Photo: Janie Airey/Art Fund 2022

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