Art Fund_

THE HERDS: Application Questions

Applications will open via Microsoft Forms on Monday 6 January, with an application deadline of Monday 20 January. The application questions are detailed below to enable you consider your application ahead of January.

Should you have technical difficulties, or if you require additional support to apply, please contact us via theherds@artfund.org, to discuss how we can best support your application.

We strongly recommend that you read the guidance for applicants before completing this form. Certain questions have word limits (indicated below).

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: https://www.artfund.org/pages/privacy-and-cookies.

Your details:

Organisation	Name	
	Address	
	Region	

Contact	Name	
	Role	
	Email address	
	Telephone number	

About your organisation:

Type of venue
☐ Historic house or building
☐ Library or archive
☐ Public museum or gallery
☐ University
☐ Other (please detail)

Governance Model
☐ Local authority
☐ Charity
☐ Non-departmental public body
☐ University
☐ Other (please detail)

Visitors per annum

Number of paid staff
☐ None, entirely volunteer run
☐ Under 5
☐ 5 – 15
☐ 16 – 25
☐ 26 – 50
☐ 51 – 100
☐ 101 – 200
☐ 201 – 500
☐ 501 +

Art Fund_

Which UK nation is your organisation based in?

☐ England
☐ Northern Ireland
☐ Scotland
☐ Wales
☐ Isle of Man / Channel Islands

Are you currently a member of the National Art Pass Network? *Please note that this fund is only open to members of the National Art Pass network. If you are not sure if your organisation is part of the network, or would like to discuss joining, please contact Jennie Jiricny, National Art Pass Network Manager.	Yes / No
Are you currently working on a project funded by us? (Please only detail project funding, not support for acquisitions/commissions) If yes, please provide further details:	Yes / No
Is this your first application to Art Fund?	Yes / No
Did your organisation take part in the Walk with Amal project If yes, please provide further details:	Yes/No

THE HERDS outreach activities:

Please outline your plans for outreach activities, including any partners you will be collaborating with, the audience(s) you intend to engage, artworks or objects from your collection or local links you'll be exploring:

300 words

Would this activity enable you try something new – for example collaborating with a new partner, engaging with a new audience group, testing a new activity or making new links to a collection item:

300 words

Please confirm the intended date(s) for your activities; if you do not have a specific date in mind please confirm that activities will take place in May – June 2025:

Please confirm the grant amount requested (between £500-£2,000):

Please an indicative budget detailing how you would spend any grant awarded (we realise this may change once plans are firmed up):

Art Fund_

Climate change and carbon tracking:

This section must be completed as part of your application but is not assessed, this data will be used separately to enable us to provide appropriate levels of support to project participants, and to understand the impact that this programme can have for organisations across the UK.

How would you intend to advertise and promote these activities (for example social media, print marketing materials, via schools networks)?

200 words

Tell us briefly about any previous activity your organisation has delivered relating to climate change, carbon emissions or the environment:

200 words

Do you currently have an environmental responsibility or sustainability strategy?

☐ Yes   ☐ Yes, but it needs updating   ☐ No

If yes, does this link directly to your programmes, for example does your public-facing work deliver on any objectives detailed in the strategy?

200 words

Would this be a new area of focus for your organisation?

200 words

How confident do your project delivery team feel in engaging with these themes? (Please select from 1-5 with 1 being not confident at all, and 5 being very confident)
☐ 1
☐ 2
☐ 3
☐ 4
☐ 5

Is there any additional information that you would like to share with us?