

Schedule

- 10.30 Arrival and refreshments
- 11.00 Welcome and introduction to the Weston Loan Programme
- 11.20 Impact of the programme to date
- 11.50 Hogarth's Britons case study
- 12.20 Participant workshop
- 13.00 Lunch and 1:1 sessions with Art Fund
- 13.40 Keynote/inspiration talk
- 14.15 The practicalities of loans projects
- 14.45 Break
- 15.00 Art Fund support and opportunities
- 15.20 Wrap up
- 15.30 Close

Art Fund_

We help museums share great art and culture with everyone.

What we do

01

Fund art

We give grants to help museums and galleries bring remarkable art and objects into public collections.

02

Empower audiences

We help museums to engage new audiences, so that everyone feels empowered to discover, visit and use them.

03

Support professionals

We support the museum workforce by funding training and career development opportunities for museum professionals.

04

Champion the sector

Through our funding, marketing and advocacy, we work towards a future where museums are confident, valued and central to their communities.

Launch event schedule



Pechchaan: Art From Another India, Tramway, Glasgow
(c) Andy Smith

- The Weston Loan Programme with Art Fund
- Impact and evaluation
- Case study and workshop
- Keynote and practical tips
- Other support and questions

Weston Loan Programme with Art Fund

- Background and development
- Successes
- Shape of the programme
- Key information
- Contacts



Courtesy of Museums Northumberland

Short film



<https://www.youtube.com/watch?v=F72pTZ-BLfc>

Background

- Context
- Benefits of the programme
- Approach to funding



Courtesy of Whitworth Art Gallery

Art Fund_


Garfield Weston
FOUNDATION

Phase I

- 2017 to 2019
- Three funding rounds in total
- Over £600,000 awarded to 36 exhibitions in 40 museums and galleries across the UK



Clare Twomey Studio (Art Partners) 2017
© Janie Airey 2017

Phase II



Treasure Plus conference visit to the Staffordshire Hoard gallery,
Birmingham Museum and Art Gallery, 2015

© Holly Pickering 2015

- 2020 to 2022
- Four funding rounds in total
- Broader pool of eligible lenders
- Just under £700,000 to 34 projects/38 museums and galleries

Successes



Visitor figures and income

Fundraising

Profile and reach

Skills and networks



Nantgarw Chinaworks



Evolution of the programme

Investing more in partnerships to stimulate boldness and ambition.

Opening up WLP to a wider network of borrowers.

Tailoring the WLP support package to meet needs and ambitions.

C. £900,000 to award in grants over three rounds.



George Stubbs, Whistlejacket, 1762

The basics

- Who?
- What?
- Why?



Shape of the programme

- Grants of £5,000 to £35,000 (to include capital and infrastructure costs)
- New R&D strand – up to £5,000 to refine your ideas
- Now open to contemporary arts spaces and non-collecting institutions
- Lending and borrowing resource bank

Shape of the programme

- Targeted promotion and mentoring
- An extended pre-application phase
- External PR and evaluation support
- In-person events, e.g., collaboration days



Hokusai, The Great Wave, 1831

The application form

In the main application form, we will ask you to:

- Tell us all about your project, including key aims and desired outcomes.
- Make a case for the project in relation to your own collection, goals and/or borrowing practice.
- Set out how the various elements will be managed.
- Tell us about your intended beneficiaries and how your activity will engage them.
- Provide a budget that gives a cost breakdown and income sources.
- Provide a summary of the loan objects and their status.

In the R&D form, we will ask about your central theme, its significance, how you will refine it, key activities, and what success might look like at the end of your research project.



Key information

The programme opened for applications on 23 October 2023.

The deadline will be 15 December 2023.

We would expect to share decisions at the beginning of March 2024.

Successful applicants will also receive additional support with press, marketing and evaluation.

We are likely to hold an initial collaboration day in April 2024.

Key information

As part of your application, you will be asked to provide the following supporting documents:

- Loan objects list
- Budget breakdown

It is worth looking at the templates on our website ahead of time, so you know what information to compile.

What are we looking for?

- Star objects that elevate collections!
- New and/or stronger relationships.
- Exhibitions of local, national and international significance.
- Clear benefits to audiences and communities.
- Improvements to infrastructure, capacity and confidence.
- Rationale for projects that will take place more than 12 months after submission.

Tips for a strong application

- Read the guidance...and then read the guidance again!
- Work on your application in Word and use our templates
- Ask a colleague to read your application
- Get to the heart of the matter – who, what, where, when and why?
- Don't force a project to fit our funding – eligibility, aims, priorities.
- Sell the idea in relation to your particular context and goals.
- Benefit others, both in the short term and the longer term.
- Ambition and accuracy – planning, timings, skill sets and costings.

Live and upcoming projects

Dates	Location	Exhibition title
Oct 2023 – Feb 2024	Russell-Cotes Art Gallery and Museum, Bournemouth National Horse Racing Museum, Newmarket	In Her Own Voice: the Art of Lucy Kemp-Welch (1869-1958)
Oct 2023 – Jan 2024	Museum of Cider	A Variety of Cultures
July 2023 – Jan 2024	Colchester Castle	Gladiators: A Day at the Roman Games

Live and upcoming projects

Dates	Location	Exhibition title
Mar 2024 – June 2024	North Hertfordshire Museum, Hitchin	Camden Town to Garden City; the Letchworth paintings of Gilman, Gore and Ratcliffe
From May 2024	The Burrell Collection, Glasgow	Degas and Britain
July 2024 – Nov 2024	Valence House Museum, Dagenham	Beyond the easel: Rediscovering Dagenham's forgotten artist

Contacts

Programmes: programmes@artfund.org

- Advice on how to apply for a programme
- Eligibility for applicants
- Technical issues

Weston Loan Programme: Katie Lloyd, klloyd@artfund.org

- Details about the programme
- Feedback on ideas

Contacts

Marketing: Jennie Jiricny, jjiricny@artfund.org

- Joining the Art Fund network
- Brand / logo advice for Art Fund-supported content

Press/Comms: Zosia Gamgee, zgamgee@artfund.org

- Press releases
- Other announcements / comms activity

Thank you!

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