Art Fund_

THE HERDS: Application Guidance

Art Fund are inviting applications from organisations within the National Art Pass network to run outreach activities across May and June 2025, connected to nature and climate storytelling, linked to your collections, programmes and / or local environment, and inspired by the journey of THE HERDS.

Find out more about THE HERDS here: THE HERDS

National Art Pass network organisations can apply for between £500 - £2,000 to support costs relating to THE HERDS outreach activities, including, but not limited to:

- Payment to artists / scientists / local groups who you may wish to collaborate with
- Materials for workshops (guidance will be provided on selecting climate-friendly materials)
- Travel for school or community groups (please consider the environmental impact of this, including public transport options, or whether there might be the option of the workshop going to the participants)
- Digital content
- Movement of collection items (for example out of stores) to enable public access
- Display of outputs (outputs and artworks from workshops, reinterpretation of collection items, etc.)
- Evaluation of your activities

In addition to the above Art Fund will also support successful applicants with:

- Digital and social media activity
- The cost of Welsh translation for any organisation working in Wales

Your outreach activities could be linked to existing programmes (for example regular workshops, or a planned festival), or be entirely bespoke. Activities could include:

- Bringing in artists, scientists, conservationists or climate activists to draw inspiration from your collection or location
- Activities inspired by artworks and objects in your collections related to nature, migration or habitats
- Creating a puppet of an animal from your collection or local to region
- Collaborating with a local nature or climate group
- Use of THE HERDS education programme "Boxed Wilderness" designed to engage schools, families and people across the world with free downloadable resources, education & activity packs, reading lists, lesson plans and open-source puppetry design kids, available in early 2025. The packs will feature templates for making animal puppets (including puffins, hedgehogs and mountain hares), and information about their natural habitats, each relating to a part of THE HERDS journey.

Activities will need to take place from May to June, in the lead up to the arrival of THE HERDS in the UK on 4-5 July. As part of your activities, participants will create a collective message to THE HERDS which will be delivered by Art Fund.

Art Fund will:

- Provide funding (as requested in selected applications)
- Provide additional funding for online promotions, and support if required, and Welsh translation for organisations working in Wales
- Support organisations in receipt of funding through a series of online workshops:
  - Workshop 1 – 9.30 – 11.00, 6 February 2025 – Introduction to THE HERDS
  - Workshop 2 – 9.30 – 11.00, 6 March 2025 – Climate change and the carbon footprint of outreach materials
  - Workshop 3 – 9.30 – 11.00, 20 March 2025 – Social media, digital storytelling and carbon impact
  - Workshop 4 – 9.30 – 11.00, 3 April 2025 – THE HERDS update and evaluation
    (Workshops will also be recorded and shared)

- Create two resources, one showcasing how museums can use their collections, location, and storytelling to create activities to engage audiences with climate change, and a second detailing curriculum links (across all four nations)
- Support participating museums to understand the environmental impact of materials used in outreach programmes and online engagement activities, and make carbon saving swaps

Participating organisations will:
- Attend workshops (as detailed above)
- Deliver activities as agreed
- Participate in, and provide required data for evaluation and carbon impact reporting

For further information please sign up to the Q&A Webinar on Thursday 9 January 11.00 – 12.00 or get in touch with us with any queries or to arrange a time for a chat via theherds@artfund.org.