# Reimagine grants application form

**Introduction**

Thank you for your interest in the Reimagine programme.

This year, we are accepting all application forms and supporting documents via email. We will not be using the online form due to changes to our system. You should complete this template and send it back to [programmes@artfund.org](mailto:programmes@artfund.org) (with [klloyd@artfund.org](mailto:klloyd@artfund.org) in the Cc line). Please attach your supporting documents to that email too.

Please ensure this application form remains as a Word file (as opposed to PDF); this will enable us to process the information more easily. Your supporting documents (e.g. budget, timetable and letters) can be in different formats if necessary.

**Overview**

On the Reimagine page of our website, you can find a guidance document, which describes the programme in detail. Please make sure you read it carefully before you complete this form. You will need to check that you are eligible to apply before you proceed with this application.

This year, our funding is available to formally constituted, not-for-profit organisations that hold permanent collections. Applicants must not have received a Respond and Reimagine/Reimagine grant in previous years. If you are a past or current grantee, and/or you do not hold a collection, you can support an application as a partner, but please do not apply as the lead organisation.

**How to complete this form**

We have designed this form to be as clear and straightforward as possible.

Throughout the different sections, you will find a series of questions in bold text. Underneath these, you will find some explanatory statements and a few prompts to consider.

In order to avoid repetition in your answers, we suggest you read all the questions before starting your application.

We strongly advise you to be as concise as possible in your responses. We encourage you to use bullet points and short, precise sentences where you can.

Please note, certain questions have word limits. You can expand the text boxes where necessary, but please don’t go over the word counts.

If a question has an asterisk (\*) next to it, that means it is mandatory – please make sure you provide an answer in those sections.

If an application is ineligible or incomplete, we will not be able to take it through the full assessment process.

**Reimagine projects**

The Reimagine programme is designed to inspire creativity and increase resilience in the sector. It supports organisations to develop or refresh their work in response to their current situation.

We do not expect you to create an entirely new project for this programme. Instead, we would like to hear about ideas that you have been considering or developing but have been unable to fund or resource. Similarly, you could apply for projects that you have already trialled and now wish to expand further.

The programme provides room for experimentation. We understand that projects might result in outcomes that are unexpected or that require you to change course. However, we will ask you to show that you can remain committed to a project for its duration.

Later in the form, you will be able to tell us what success and failure might look like for you at the end of your project. We hope you will feel comfortable sharing things that go wrong and telling us what you have learnt from this.

**Your information**

Information requested is for the purposes of administering, monitoring and evaluating grants. Our privacy policy is available online at the following link:

<https://www.artfund.org/policies/privacy-policy>

Please ensure you have relevant consent from any third parties to share any personal details with us.

If you have any queries regarding any of the above, please email [programmes@artfund.org](mailto:programmes@artfund.org).

1. **Application summary**

|  |  |
| --- | --- |
| **Application heading \***  *Please set this out in the following format: your organisation's name, the project title* |  |
| **Please provide a short summary of your project and what you hope to achieve if you are offered a grant. \***  *If successful, this summary may be used to publicise your project in future* | **Limit of 150 words** |
| **Summary of organisation \***  *Please provide a brief description of your typical work and purpose* | **Limit of 150 words** |

1. **Your details**

**Your details**

|  |  |
| --- | --- |
| **First name \*** |  |
| **Surname \*** |  |
| **Job title \*** |  |
| **Email \*** |  |
| **Telephone \*** |  |

**Other contacts**

Please give the details of someone we can contact about this application in your absence

|  |  |
| --- | --- |
| **Full name \*** |  |
| **Job title \*** |  |
| **Email \*** |  |
| **Telephone number \*** |  |

Please give the details of the relevant press contact within your organisation

|  |  |
| --- | --- |
| **Full name \*** |  |
| **Job title \*** |  |
| **Email \*** |  |

**Organisation details**

Please tell us about your organisation

|  |  |
| --- | --- |
| **Type of organisation \*** | Highlight one:   * Public museum or gallery * Historic house * University museum * Other |
| **If 'other', please give details**  Please note, organisations without permanent collections cannot lead on applications in 2025 – you can only support projects as a partner |  |
| **Status of organisation \*** | Highlight one:   * Independent * Local authority * Charity * Community Interest Company/Community Interest Org * Other |
| **If you have selected ‘other’, please give further details** |  |
| **Governing body \***  i.e. the full legal name of the body we would pay if awarded funding |  |
| **Which nation is your organisation based in? \*** | Highlight one:   * England * Northern Ireland * Scotland * Wales * Isle of Man/Channel Islands * UK-wide |
| **Accreditation status \***  *Is your organisation officially accredited under the UK Museum Accreditation Scheme?* | Highlight one:   * Accredited * Working towards accreditation * Not accredited |
| **Are any of your collections Designated or Recognised? \***  *As identified under the Arts Council England Designation Scheme or Museum Galleries Scotland's Recognition Scheme.* | Highlight one:   * Yes * No * Not applicable |
| **If so, please give details** |  |
| **Number of staff \***  For multi-site organisations, please provide figures for the primary venue/venue delivering the project | Highlight one:   * None, entirely volunteer run * Under 5 * 5-15 * 16-25 * 26-50 * 51-100 * 101-200 * 201-500 * 501 or more * Not sure |
| **What are your predicted visitor numbers for the next 12 months? \*** |  |
| **Where will the majority of your activity take place? \***  *Please provide a venue and/or an address.* |  |
| **Organisation’s website** |  |

Please tell us about your existing relationship with Art Fund

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| --- | --- |
| **Are you currently working on a project funded by us? \*** | **Yes / No** |
| **If you answered ‘yes’ to the above, please provide details of the project and timings** | **Limit of 150 words** |
| **Have you received a Respond and Reimagine/Reimagine grant in previous years? \*** | **Yes / No** |
| **If you answered ‘yes’ to the above, please provide details of the grant and project**  *Please note, you are not eligible to lead on an application in 2025 if you are a past or current grantee* | **Limit of 150 words** |

**Joint applications**

|  |  |
| --- | --- |
| **Are you applying in partnership with another organisation? \***  *If you are successful, we will ask you to provide a formal partnership agreement as a condition of the grant.* | **Yes / No** |
| **Partner organisation name and location** |  |
| **Governance structure of partner organisation** |  |
| **Summary of partner organisation**  *Please provide a brief description of its typical work and purpose* | **Limit of 150 words** |
| **Background to partnership**  *Please provide a brief summary of how this partnership developed* | **Limit of 150 words** |
| **If you are applying with more than one other organisation, please provide further details** |  |

1. **Your project**

**Your project**

|  |  |
| --- | --- |
| **What is the main purpose of your project? \***  What do you hope to achieve or find out? | **Limit of 400 words** |

|  |  |
| --- | --- |
| **What will you do during this project or period of activity? \***  *This is your chance to tell us about the activities you will deliver or the work you will carry out.*  *You can also describe any outputs or resources you intend to create.*  *If possible, we would like to see a bullet point list with specific details.* | **Limit of 400 words** |

**Your situation**

|  |  |
| --- | --- |
| **How does this project relate to your current situation? \***  Please tell us about your recent experiences and the present context for your organisation.  We will want to understand how these things have shaped your idea and approach. | **Limit of 400 words** |

**Planning**

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| --- | --- |
| **How have you developed this idea and/or prepared for this project? \***  *Please describe the work you have carried out prior to submitting this application.*  *This might include things like research, consultation, pilot projects and/or looking at examples of good practice.* | **Limit of 400 words** |

**Need**

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| --- | --- |
| **Who will benefit from this project? \***  *We would like to know about your intended beneficiaries, and why this work is important to them. Please note, this can include your own workforce.* | **Limit of 400 words** |
| **Why is it necessary for this project to happen now? \***  *Why is it important at this time? What would happen if you were not able to carry out the work?* | **Limit of 400 words** |
| **How does this project support equity, diversity and inclusion (EDI)? \***  *We expect grantees to demonstrate a strong and deliverable commitment to EDI, so please explain what this means to you.* | **Limit of 400 words** |
| **Will this project contribute to environmental sustainability or responsibility? \***  *We would like to understand what environmental sustainability/responsibility means to your organisation and in relation to this project.* | **Limit of 400 words** |

**Programme aim**

The aim of the Reimagine programme is:

* to help organisations reimagine their work with collections.

|  |  |
| --- | --- |
| **How will your project address this aim? \***  *Please explain the significance of your project and how it relates to one or more of our three categories: Relevance; Research and rationalisation, and Resilience.*  *When describing your collections work, please consider if it will achieve any of our priorities for 2025:*   * *Growing and engaging audiences* * *Increasing capacity and expertise in collections work/workforce* * *Encouraging partnerships, shared learning and sustainability in the sector* | **Limit of 500 words** |

1. **Management and risk**

**Management**

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| --- | --- |
| **How will you manage and deliver the activities? \***  *Here, you could tell us about your team, project management structure, external partners, or any resources available to support the project.*  *We want to understand the level of commitment from your organisation and partners.* | **Limit of 400 words** |
| **What are the main risks associated with this project? \***  *Please describe any risks you have identified and the plans you have in place to mitigate these.* | **Limit of 400 words** |

1. **Impact**

**Outcomes**

|  |  |
| --- | --- |
| **What would success and failure look like at the end of this project? \***  *This is your chance to describe the difference your project could make to your organisation and/or the sector.*  *It would be helpful to consider where you are now and where you would like to get to.*  *We are looking for tangible outcomes, so please be as precise as possible.* | **Limit of 400 words** |

**Marketing**

|  |  |
| --- | --- |
| **How will you engage people and/or share the news of your project? \***  *This could include outreach, digital media or other forms of marketing.* | **Limit of 400 words** |

**Evaluation**

|  |  |
| --- | --- |
| **How will you measure learning and legacy from this work? \***  *Do you have any baseline data against which you will be able to compare your activity, such as a regular survey, engagement figures or ratings/scores?*  *How will you gather and analyse feedback from participants/beneficiaries?* | **Limit of 400 words** |
| **Will you be sharing your learning with any groups within or outside the sector? \*** | **Limit of 300 words** |

1. **Budget and timescales**

**Budget**

In this section, we would like you to tell us about your activity costs and how much funding you would like from Art Fund.

**Grant request**

|  |  |
| --- | --- |
| **Total cost of project (£) \*** |  |
| **Amount requested from Art Fund (£) \*** |  |

**Full budget breakdown**

Please provide a supporting budget that details how the grant will be spent.

You can include cash, in-kind support and volunteer time as match funding. In the case of other funding, please tell us if this is confirmed or just applied for.

We will want to see that your budget is reasonable and accurate, and that your project represents good value for money.

**Timescales for delivery**

Please provide a delivery plan that sets out activities, milestones, review periods and dates.

We will want to be confident your timetable is realistic and achievable, so please ensure there is a suitable level of detail.

Please note: your proposed activities should not have started before you expect to receive a decision from us.

You are welcome to complete and attach whatever template is most helpful to you (provided it is a Word, PDF or Excel document). However, please keep the information clear and concise.

1. **Submission**

**Supporting documents**

In addition to the budget and delivery plan, we require draft briefs or job descriptions for any freelancers or new members of staff. We will also need letters of support from any formal partners.

If relevant, you can also share:

* Up to three letters of support (that demonstrate the need/demand for this project)
* Up to six images (that help to explain the project)

Please note: if you apply for staff costs, you will need to include a letter of support from your Director or Board to demonstrate wider buy-in from your organisation. You might also wish to provide a link to your organisational strategy to show how the role fits with your longer-term ambitions and direction.

**Terms and Conditions**

Our Terms and Conditions can be found at the end of the guidance document.

|  |  |
| --- | --- |
| **Have you read and understood the Terms and Conditions? \*** | **Yes/No** |
| **Can you confirm that the Director of your organisation, and of any partner organisations, is aware of this application and agrees to abide with the Terms and Conditions? \*** | **Yes/No** |

**When you are ready, please submit your application via email to** [**programmes@artfund.org**](mailto:programmes@artfund.org) **(with** [**klloyd@artfund.org**](mailto:klloyd@artfund.org) **in the Cc line).** If you do not receive an acknowledgement from us, please send a follow-up email.