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## Respond and reimagine grants

Guidance for applicants

Art Fund\_



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# 1. About

Respond and Reimagine Grants provide funding to help museums, galleries and cultural organisations respond to immediate challenges connected to the COVID-19 crisis, and offer support to adapt and reimagine ways of working for the longer-term future. This programme has been developed in response to your feedback through our [sector consultation](#) which identified our priority areas for support: [Audiences](#), [Collections](#), [Digital](#) and [Workforce](#). You told us what you needed; this is our funding to support you and your ideas as we adapt together.

We want to work with you in a flexible way and for you to continue you tell us what you need. We hope Respond and Reimagine Grants inspire and support you to trial an idea or deliver a project that will provide real change for your organisation.

This guidance will help you consider whether a Respond and Reimagine Grant is right for your project idea and provides further information on eligibility and how to submit a strong application.

If you require this document in an alternative format, please email the Programmes team: [programmes@artfund.org](mailto:programmes@artfund.org)

## Responding to now

Respond and Reimagine Grants can provide practical support to fund what you need now. This could relate to costs connected to re-opening, such as staffing, equipment or training, or planning for future activities. We want you to tell us what will be most helpful to you. If your organisation is experiencing an immediate crisis with no alternative sources of funding, we can consider offering emergency support to help you manage during this difficult period.

## Reimagining the next

We realise that things feel tough out there, but where we can, we want our funding to provide opportunities for organisations to get creative with an idea that might help them adapt for the future. If we fund you and it doesn't work out the way you planned, that's ok – daring to try something which might fail can provide valuable learning or identify an alternative solution. As the landscape continues to change, we want our support to provide the flex that you need to navigate the period ahead beyond re-opening.

## 2. Before you apply

### Funding available

Respond and Reimagine Grants offer grants from £10,000 to £50,000. We will consider 100% funding.

### Aims

The **overall aim** of Respond and Reimagine Grants is to help support organisations deliver projects or activity that will provide a positive change in offering new or improved ways of working during and as part of the longer-term response to the COVID-19 crisis.

### Let us know if you plan on applying

After reading through this guidance, we'd appreciate it if you could let us know if you plan on applying and for which funding round. This helps us plan ahead so we can support as many organisations as possible. Contact us by emailing [programmes@artfund.org](mailto:programmes@artfund.org)

### When to apply

There are three funding rounds for Respond and Reimagine Grants:

- Round 1: Apply by Monday 6 July 2020, and we'll aim to get you a decision by 31 July 2020.
- Round 2: Apply by Monday 17 August, and we'll aim to get you a decision by 21 September 2020.
- Round 3: Apply by Monday 12 October, and we'll aim to get you a decision by 9 November 2020.

### Funding for smaller amounts

If you are looking for funding below £10,000 take a look at some of our other opportunities:

#### Small project grants

These grants provide funding to help museums, galleries and other visual arts organisations realise adventurous projects, up to £10,000, across a range of activities to benefit their audiences. Visit [Small project grants](#)

#### Professional network grants

These grants help professional networks to develop and share knowledge, skills and resources. Visit [Professional network grants](#)

#### Museum Development Network recovery funding

We are funding the Museum Development Network (the nine English Museum Development regional programmes; Museums Galleries Scotland; Welsh Federation of Museums and Arts Galleries in Wales and Northern Ireland Museums Council) to offer small grants within their networks. Get in touch with your local Museum Development Network team for advice on available support.

Visit <https://museumdevelopmentnetwork.org/>

## What we'll fund

We will consider funding projects that meet the **overall aim** (p.3) and connect to at least one of our four **priority areas for support**.

We have listed some of the outcomes we might expect from funded projects in the short to medium term, but this is not an exhaustive list. In your application the main thing to think about is how your idea or project activity connects to a **priority area or areas**.

Our **priority areas** for support are:

### – **Audiences:**

We want you to connect with audiences now (including online) and be supported to encourage visitors to return as they reopen, including helping manage the practical and financial challenges of changes to access and operations.

Possible **outcomes** might include:

- Your core audiences remain engaged and return when you re-open
- You will have the opportunity to engage new audiences online or in person
- You will be able to understand any changes to your audience profile, and develop new strategies in response
- Your organisation will be better equipped to manage changes to visitor access and operations

### – **Collections:**

We want to support the future of your collections through exhibition programming, touring and research; safeguarding collections at risk and helping you adapt and improve how collections are managed and cared for.

Possible **outcomes** might include:

- Your museum will better understand your collections through research, and through this activity will be able to continue previously planned, or plan new activities such as exhibitions
- You will be able to identify and safeguard collections at risk; for collections, including those not at risk, you will have the opportunity to improve how they are managed and cared for
- Your collection will be strengthened through collecting or commissioning works of art and objects related to the COVID-19 crisis or other contemporary societal shifts
- Your organisation will be able to ensure that collections-based skills continue to be supported

### – **Digital:**

We want to support you to develop adaptable digital skills and the infrastructure needed to open-up collections and reach new and existing audiences online, now and in the future.

Possible **outcomes** might include:

- Your organisation will be supported in creating engaging digital content
- Your organisation will gain improved digital skills or infrastructure
- You will have the opportunity to be more experimental in your use of digital, moving beyond promotional activity to developing audiences and relationships
- Your organisation will be able to increase income raised through online activities

### – **Workforce:**

We want to support you and your colleagues, as an expert and passionate workforce, through a period of uncertainty and change, and encourage collaboration and the sharing of resources and expertise.

Possible **outcomes** might include:

- Your organisation's staff or volunteers feel confident to adapt to new ways of working
- You will be able to enhance, contribute to or participate with new and existing professional networks

### – **Emergency support:**

If your organisation is at imminent risk and you have not received support from other emergency funds, we may be able to consider requests for emergency support where need is clearly demonstrated. Please contact [programmes@artfund.org](mailto:programmes@artfund.org) and we'll arrange a time for a member of the team to discuss an application with you.

## Costs you can apply for

This funding is designed to be flexible to give you what you need to deliver against the **programme aim** and **priority area(s)** for support.

We'll consider a wide range of costs that include equipment, staffing and unrecoverable VAT. Nothing is off the table, but you'll need to demonstrate how these costs connect to your core needs and activities and/or project delivery. We also need to know why funding might not be available from other sources.

Staffing costs where included should link to the activity you plan to deliver with our funding. We can consider full-cost recovery for existing staff to deliver activity, costs to support you to bring furloughed staff back into the workplace or freelancer support in addition to new roles being recruited for the duration of your project/or funded activities.

If you plan on recruiting new staff or appointing freelancers, please ensure that you consider diversity, salary guidelines and transparency around roles such as those published by the [Museums Association](#) or [Icon](#) or advocated for through the [Fair Museum Jobs](#) campaign. As a funder we want to ensure that best practice is supported in recruitment.

## Are you eligible?

We are happy to receive applications from UK public museums, galleries, historic houses, libraries and archives that:

- Ordinarily have spaces for the public to visit and experience the visual arts or other object-based collections. This could include natural history, maritime and transport, archaeology and social history.

You could show us how you meet this by having a building with a dedicated exhibition space, or an active visitor events programme.

- Can demonstrate that you usually operate to best practice standards or have a good track record in delivering high quality public activity.

Ways you could show this could be through accreditation schemes (such as those managed by Arts Council England) or by sharing examples of a recent project you delivered, referencing partners you have worked with or recognition or awards you have received.

If you are a non-accredited museum, we may seek advice from sector partners such as the Museum Development Network to better understand your organisation and needs, particularly if you are an organisation we haven't worked with previously.

If you are an organisation that is a visual arts agency or festival, we'd be happy to hear from you providing you can meet the above and have a strong visual arts focus. Sadly, we can't support theatre, music, dance or other art forms.

## We can't fund certain types of activity or certain organisations:

We can't consider applications where:

- the project work or activity has already been undertaken. If it has already begun and you are experiencing a shortfall in funds which means the project is at risk of not going ahead, we can consider it but would like to speak to you before you apply to advise.
- applications are from individuals, artists' groups, commercial organisations, hospitals, places of worship, schools or higher education institutions, organisations with a focus on music, drama, dance and artforms outside the visual arts.
- you are applying for a grant under our small project grants programme.

# 3. Your application

## Application process

### Enquiries and questions

Before submitting an application, get in touch with us by emailing [programmes@artfund.org](mailto:programmes@artfund.org), detailing how much you plan to apply for and which funding round you plan to apply to.

If you have any questions about the programme, email us at the above address and a member of the team will be able to help.

### How to apply

You can apply for a grant using our online application system.

For application forms and to apply, log in to My Art Fund or create an account at [www.artfund.org/my-art-fund](http://www.artfund.org/my-art-fund)

You must be registered as a professional user. If you already have a My Art Fund account but are not registered as a professional user, you can add your professional details when logged in.

If you encounter any difficulties registering or accessing the application form please email [programmes@artfund.org](mailto:programmes@artfund.org)

To help with collaborative working and prepare your application, the application form questions can be downloaded as a word document, however other than accessibility needs, please submit your application through your My Art Fund account as this will help us assess your application swiftly. We advise that you work on a word version of the form before adding the information into the online grant application form to ensure your answers are backed up.

## Completing the application form

In the application form we will ask you to:

- tell us about your project or proposed activity and how it meets the **programme aim** and connects to at least one of the priority areas (**audiences, collections, digital and workforce**). We also ask you to tell us what outcomes might be achieved, these could be ones we have suggested above, or ones that are specific to your idea.
- explain why the activity to be funded is a priority for your organisation during this immediate period connected to the COVID-19 crisis
- demonstrate why your organisation needs funding
- tell us about the current impacts COVID-19 has had on your organisation, and what might happen if you don't receive funding from us
- detail other recent funding applications or grants from other sources
- tell us about your audiences and how your activity will engage/benefit them
- provide an outline budget that gives a cost breakdown and income sources
- tell us when the activity will happen, with key milestones and dates



## Application checklist and supporting documents

### Supporting documents required

- budget ([a template can be downloaded here](#)). You can include non-cash, volunteer and cash contributions as income, however we realise at this time organisations may not have these resources available to them, so they are not a requirement.
- timetable detailing key milestones and anticipated completion date

### Optional supporting documents

Please share additional documents with us if relevant to your application:

- Audience development policy
- Draft briefs or job descriptions for any freelancers or new staff to be recruited
- Any illustrative materials

# 4. What happens next

## How will we assess and prioritise applications?

All applications are assessed by an Art Fund grants caseworker. They will introduce themselves to you shortly after you have submitted an application and will be your main point of contact.

If they have any questions about your application they will be in touch with you.

We expect that available funds will be in high demand. When we review received applications, we'll be considering the following questions to help us prioritise applications. Use these as a checklist when thinking about your idea, or completing the application form.

- Do you meet the [eligibility criteria](#)?
- Does your project or activity meet the [programme aim](#)?
- How well do you explain how your project or activity connects to a minimum of [one of the four priority areas](#), and what kind of [outcomes](#) might be achieved?
- Have you shown us that your project or activity is a priority for your organisation, and not just a 'nice to have'?
- Do we feel confident that your organisation is in good enough health to deliver the intended project? Organisational health could concern your track record, governance and financial position. If you are an organisation we haven't worked with previously, we may ask you for some further detail about your operations and core financial information.
- Are your activities well costed, resourced and planned?
- Do we have a sense of what would happen if you didn't get the funding, and your case for needing our funding?

## Decision

Decisions are taken by a panel made up of Art Fund staff and Trustees.

If your application is not successful, we will offer feedback, but ask that you do not reapply with the same project idea unless you receive feedback which encourages you to do so.

If unsuccessful, we would be happy to speak to you about alternative opportunities available or how you might prepare a stronger application for Respond and Re-imagine Grants in future.

## Confirmation of grant offer

If your application is successful we will send our offer paperwork to you by email which includes:

- letter confirming grant offer
- A short questionnaire to be taken before you claim your grant
- a link to our evaluation form
- a link to our grant contract which can be digitally signed

## How to claim your grant

### [Bank details](#)

Our finance team may need to confirm your bank details with you before paying a grant.

### [Payment schedule](#)

Grants are paid on the following schedule:

- At the beginning of the project you can claim 90% of the grant up front.
- When you have finished delivering project activity, you can submit a payment claim for the final 10% of the grant. At this point we ask for a final summary of expenditure along with the evaluation form.

We expect that most grant-holders will claim the first 90% within three-months of our grant offer. If you are unable to take up the grant, please let us know as soon as possible, as we expect the funding available to be oversubscribed.

If your costs or intended activities change, just let us know. If you need to reconfigure your budget, or change how you planned to spend the funding, get in touch with your grants caseworker to discuss the changes. As part of our commitment to be as flexible as possible during this period, we'll be very likely to agree to your proposed changes.

### [To claim the first 90% of your grant:](#)

- Complete the short questionnaire before starting your activity
- Sign our digital contract
- Provide an invoice or a request for payment to Art Fund for 90% of the grant amount

### [To claim the final 10% of the grant, submit:](#)

- a final statement of expenditure, that shows how you spent the grant
- the evaluation form and any images which connect to your project
- evidence of expenditure for costs above £500 (e.g. invoices, receipts) may be requested by your caseworker, so please do keep this information safe until the grant is closed.

## Evaluation and telling us how it went

### [What are the reporting and evaluation requirements?](#)

During this period we understand you are likely to be working under pressure and that completing reports for funders may not be your top priority! We have designed our reporting and evaluation to be light-touch and easy to complete, with findings helping to build insights and inspiration we can share with the sector and increase our available support in future.

- Before you start your project, we will send you a [short questionnaire](#) which should take 5 minutes to complete. This questionnaire will provide us with some key benchmarks that we'll ask you to return to as part of your evaluation.
- Once you have completed your project activity and are ready to claim the final 10% of your grant, you should submit your evaluation form (shared with you when your grant was offered). The [evaluation](#) should take 15 minutes to complete. Once you have completed this and we have paid the final part of your grant, your project is considered complete.

We may also be in touch with individual grant holders to ask you to participate in follow up telephone calls or workshops to promote peer learning. If this is the case we'll be in touch with you directly.

### [How we will use the information you share with us about your grant and activity](#)

- We are committed to the #opengrants movement and will be publishing details of our projects funded under this programme to the 360 Giving platform. This data source is useful for funders so we can see where the money is going, but also grant applicants so they have an understanding of the types of things different funders will support.  
You can find out more and search the database here [grantnav.threesixtygiving.org](http://grantnav.threesixtygiving.org)
- We advocate for the sector and work collaboratively with other bodies. We may share information and insights gained from funded projects to help promote shared ways of working, and opportunities for improved support for the sector in future.
- We are also running a public campaign ‘Together for Museums’ to raise awareness and support for museums and other cultural organisations. We may be in touch with you to ask you to be involved in sharing your organisation’s work and project activity with our members, donors and the wider public through channels such as social media, [artfund.org](http://artfund.org) and our magazine *Art Quarterly*.

### [How we will work with you](#)

We want to make sure that the way we work with you is easy, quick and flexible.

1. [Adaptation of proposed activities](#). As things change, we know that agreed outcomes might not be achieved as originally set out.
2. [Dates and timings](#). We will put in place a schedule for payments and reporting, however deadlines can be flexed according to what you need.
3. [Flexibility on costs](#). If part way through your project you need to use the grant money differently, whether that is for equipment or other unexpected needs – just let us know and we can talk it through.

4. [Advocacy](#). Beyond funding, we see our role as helping to advocate for the sector. To do that, we may need your help and will be in touch if there are opportunities to share learnings and promote your activity. Where we evaluate and monitor your activity, we’ll try and be as light-touch as possible but your participation with this, will help us achieve more together for the sector.
5. [Finally, we want to listen](#). If we are behaving in a way which is not supportive of your needs, tell us.

### [Your main contact at Art Fund](#)

When you apply, you’ll be assigned a grants caseworker who will be your main point of contact for any questions about your application. If you receive a grant, they’ll remain your main point of contact. If your main contact changes, we’ll be in touch to let you know.

### [Announcement and press](#)

We want Respond and Reimagine Grants to share best practice and shine a light on all the amazing work museums do. We will work with you when planning press announcements and promoting news connected with your project through our communications channels. Please contact Lucy Hawes, head of press, on [lhawes@artfund.org](mailto:lhawes@artfund.org) to co-ordinate plans.

### [Images](#)

We may be in touch directly to request images during your project to help illustrate the Respond and Reimagine Grants. Otherwise the only other time we ask for images is when they are submitted along with your evaluation form once your project or activities have concluded.

If you have any queries about supplying images, copyright and how they might be used, please contact [images@artfund.org](mailto:images@artfund.org)

# 5. Being part of our network

## Acknowledging Art Fund

To get the most from our partnership, we ask that you reference Art Fund in all relevant promotional material connected to your grant.

When you acknowledge our support you're:

- Thanking our National Art Pass members and donors for making it possible
- Introducing more people to what we do
- Attracting more visitors to your exhibitons and events whether in person or online
- Generating more funding
- Creating more opportunities for the future

Further guidance on how and where you should credit it us are available online:

[artfund.org/partner-guide](https://artfund.org/partner-guide)

The credit line for this grant is:

*"with Art Fund support"*

Please contact the museum marketing team on [museums@artfund.org](mailto:museums@artfund.org) for sign-off on all materials and allow at least 3 working days for us to respond.

# 6. Terms and conditions

The following conditions are attached to Respond and Reimagine Grants (the Grant):

## 1. APPLICATION OF THE GRANT

The Grant must be used only for the project or activities you have detailed as benefitting from the Grant on your Grant application form (the Project) and for no other purpose whatsoever (costs for staffing must relate to the Project).

## 2. VAT

The Grant is not a consideration for any taxable supply for VAT purposes.

- 2.1. You acknowledge that the Art Fund's obligation does not extend to paying any amounts in respect of VAT in addition to the grant.
- 2.2. If you are registered for VAT, or you subsequently become liable to register for VAT, you must keep proper and up to date records and you must make those records available and give copies to Art Fund when requested.

## 3. PAYMENT SCHEDULE

The Grant will be paid to you in the following stages;

- 3.1. 90% upon your returning to us a signed contract, completion of our questionnaire and an invoice for the amount being claimed.
- 3.2. 10% upon receipt by us of the evaluation report referred to in clause 4 below, a summary of expenditure (evidence of expenditure for amounts above £500 may be requested) and an invoice for the amount being claimed.

## 4. EVALUATION AND REPORTING

- 4.1. You will complete a pre-funding questionnaire prior to claiming the first 90% of your grant and submit an evaluation report when claiming the final 10%.

- 4.2. We are working with external consultants to evaluate this programme, we may request your participation in telephone interviews, survey activity or peer-workshops.
- 4.3. We will publish and share data connected to your grant on 360 Giving as part of the Open Grants movement, this is in addition to our own channels.
- 4.4. We may agree a reporting schedule with you which will require you to update us at regular intervals against the outcomes of your Project and expenditure against the Grant.

## 5. ACKNOWLEDGING OUR SUPPORT

Our contribution to the Project must be acknowledged in all literature and/or other materials generated by you to publicise and around the Project including (but not limited to) press releases, webpages, e-communications, promotional film or video, press advertisements, posters, leaflets and brochures about the Project. You will make all reasonable endeavours to ensure any partner organisations do likewise.

6. Our contribution to the Project must be acknowledged through correct use of the credit line with Art Fund support and, where possible, Art Fund's logo. All uses of the logo must be submitted to us for approval prior to publication/printing. You agree to maintain on any web pages that you host in relation to the Project a link to Art Fund's home page at [www.artfund.org](http://www.artfund.org). You will make all reasonable endeavours to ensure any partner organisations do likewise.
7. You will not use Art Fund's name or logo in a way which may adversely affect the image of Art Fund or cause any negative publicity or otherwise damage or injure our reputation and standing.

8. You will arrange for our membership literature and display panels to be prominently displayed at all times in the main foyer of the museum, the size, design and location of the display panels to be mutually agreed. Supplies of our membership literature must be requested from us whenever necessary.

## 9. PUBLICITY AND IMAGES

- 9.1. You agree to work with us in good faith in order to showcase and promote the Project throughout the Project Period. Such activities might include (but are not limited to); facilitating visits for our supporters; online activity (including for example, online blogs and interviews) and features in our magazine *Art Quarterly*.
- 9.2. We each agree that all press releases, web or press copy or related publicity relating to the Project will be submitted to the other for prior written approval in advance of publication. We may publicise the amount and purpose of the Grant in whatever way we think fit, although we will consult with you in advance.
- 9.3. You also agree to provide us at regular intervals throughout the Project with a representative selection of high-resolution digital images illustrating the Project. These images must be suitable for publication and copyright cleared for use by us (where copyright is owned by a third party). Where copyright is owned by you, you agree to grant us a royalty free, irrevocable licence to use the images for all Art Fund purposes.

## 10. COLLECTIONS

You may need to sign Art Fund's additional terms and conditions for any projects where works of art or objects are acquired or commissioned with support under the Respond and Reimagine Grants programme if we so wish.

## 11. COVID-19 GUIDANCE

You agree to have read and complied with the latest guidance and regulations issued by Public Health England and the UK Government in relation to COVID-19: Infection prevention and control guidance.

## 12. PERSONAL DATA

Art Fund may collect your personal data, please see Art Fund personal data policy for grant giving in our privacy and cookies policy on Art Fund website <https://www.artfund.org/pages/privacy-and-cookies>

## 13. TERMINATION

Art Fund will not be liable or responsible to you for any failure to perform, or delay in performance of, any of their obligations under these conditions that is caused by events outside their reasonable control (a "Force Majeure Event"). The obligation for performance under these conditions will be deemed to be suspended for the period that the Force Majeure Event continues, and you will have an extension of time for performance of the Project, if appropriate. Art Fund will each use their reasonable endeavours to bring the Force Majeure Event to a close or to find a solution by which their obligations may be performed despite the Force Majeure Event.

14. If any of the conditions set out in these conditions are breached in a material respect and (if capable of remedy) such breach is not remedied within 60 days, we reserve the right at our sole discretion to require that all or some of the Grant is repaid. We shall exercise this right by specifying in a notice in writing to you the amount of the Grant which is to be repaid. Any sum which is specified in the notice and is not repaid within 60 days of the date of the notice will bear interest charged on a daily basis at the then base rate of our clearing bank.

This programme and our COVID-19 Impact:  
Museum sector research report have been  
made possible with the support and guidance  
of [Wafer Hadley consultants](#)

Art Fund\_

Cover: Visitors at the V&A, London, 2019 Photo: © Andy Smith

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