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# Weston Loan Programme

Guidance for applicants

Art Fund\_

1.	About	1
2.	Before you apply	2
3.	Your application	6
4.	What happens next	9
5.	Further information and guidance	11
6	Terms and conditions	15

# 1. About

*'Thoroughly recommend this programme to all museums.  
It has been groundbreaking for us'*

Nantgarw China Works Museum

The Weston Loan Programme with Art Fund is designed to provide regional museums and museum visitors with increased access to significant works from museum and gallery collections. The programme is generously supported by the Garfield Weston Foundation. Alongside programmes such as the Touring Exhibition Group's Preparing to Borrow initiative, it will support regional museums to secure important strategic short term loans and maximise loan opportunities in the context of their own collections and communities. We recognise the great value of our national collections being shared more widely across the UK, and hope that museum staff, collections and audiences nationwide will benefit from involvement with this programme over the next three years, and beyond.

The programme launched in 2017, and will be delivered in two funding rounds per year until the end of 2022.

## 2. Before you apply

### Aims

1. To support the costs of new short term loans of works of art and artefacts to regional museums from the UK's collections.
2. To help regional museums make the most of the opportunities associated with the loan and raise the profile of their own collections. This could include but is not limited to:
  - increasing the infrastructure, capacity and confidence in regional museums to secure and manage significant and strategic loans
  - raising the profile of the museum and supporting advocacy amongst its community and stakeholders by, for example, redisplaying and/or reinterpreting items in the borrowing museum's collection, bringing items from the borrowing museum's collections out of store etc
  - encouraging new and/or repeat visitors
  - developing relationships with new and wider audiences
  - promoting the importance and value of loans and partnership at a local, regional and/or national level
3. To encourage new and/or stronger relationships between less experienced borrowers and major lending institutions across the UK.

### What we'll fund

We'll consider applications that:

- Enhance or maximise the possibilities of already planned loans/exhibitions/programming;
- Enable 'quick fire' and 'quick win' loan requests;
- Support long term relationship and display development.

We're happy to fund projects at various stages, you'll just be asked to comment on why funding is needed at the point at which you apply.

We'll support applicant museums with grants of up to 100% of the funding required to cover the costs associated with securing and displaying the loan. These could include, but are by no means restricted to:

- Security reviews
- Insurance (where the Government Indemnity Scheme does not apply)
- Transportation
- Conservation
- Installation
- Additional invigilation (related solely to the funded exhibition)
- Small-scale improvements to the fabric and security of the gallery
- Secure and climate-controlled display cases and/or mounting materials
- Travel and related costs of meetings, training and other relationship development with the lender and/or other relevant stakeholders (including for the collaboration day that Art Fund will convene for grant holders)
- Any other reasonable costs incurred by the lender

We'll also or alternatively support you with funds to maximise the impact of the loan. For example:

- Marketing materials and/or other promotional costs (e.g. image rights and reproduction costs, advertisements, events, press and marketing consultants)
- Refreshing galleries and/or gallery displays related to the loaned object(s) and/or exhibition
- New labels, information panels, interpretation materials and/or catalogue
- Digital activity
- Audience/community engagement activity, including design and delivery
- Gallery talks from external curators and other experts
- In-house training

In this second phase of funding we have widened the pool of eligible collections that can be borrowed from as part of the programme. In addition to the Nationals, you can also borrow from, Arts Council England NPO band 3 museums and galleries, and other UK collections that lend under GIS conditions. For further guidance please see [section 5](#).

**Please note that we will not be able to support costs relating to long-term loans, even if they are part of a strategic plan to re-imagine your collection, or for inclusion in a permanent display or exhibition.**

## Eligibility

We welcome applications from museums and galleries who:

- don't have an ongoing relationship with a major lender and wish to use this funding to develop one;
- may have existing relationship(s) but wish to use this funding to establish a new relationship with another major lender;
- have an existing relationship with a major lender and wish to use this funding to substantially deepen that relationship, or need to trial a new way of working.

It is therefore possible to apply if you're not entirely new to borrowing, but if you do have experience in this area you'll need to describe in the application form how funding from this programme will develop or enhance current activity.

In addition, the applicant must be:

- a UK public museum, gallery, historic house, library or archive with permanent collections
- and a UK museum/gallery which is regional and/or run by a local authority, university, or have independent/charitable trust status

Your museum should be provisionally or fully accredited under the Arts Council England Accreditation Scheme, managed in partnership with MALD: Museums, Archives and Libraries division of the Welsh Government, Museums Galleries Scotland, and the Northern Ireland Museums Council. If the museum isn't provisionally or fully accredited you will be asked to explain why, and demonstrate a longstanding commitment to care for your collections to the same nationally-recognised standard.

Your museum should also be open for at least half the week for at least six months of the year.

Non-national museums that are also on the list of eligible lenders can apply, as long as you can demonstrate how the project will significantly enhance what you already do, and how it might benefit less experienced borrowers.

## Size of grants

We expect the majority of grants to be for between £5,000 and £25,000, although we'll consider applications for smaller and larger amounts. It should be noted that we're expecting the programme to continue to be highly competitive and, as we want to support as many projects as possible, would only expect to award more than £25,000 in highly exceptional circumstances.

We'll accept applications for 100% funding, but you can apply to this programme as part of a larger funding package of support from a variety of sources.

If successful, we would anticipate paying the grant in two stages, the first at the start of the project and the second at the close.

## Support for developing your project

Art Fund has produced additional guidance documents which focus on developing your partnership, sourcing additional funding and widening access. You'll also find a full list of existing grant holders, who they borrowed from, and advice that they would pass on to any museum or gallery that intends to borrow from another collection.

These can be found on the Weston Loan Programme with Art Fund webpage – <https://www.artfund.org/supporting-museums/programmes/weston-loan-programme>.

You can find further details of our previously funded projects via:

[www.artfund.org/news/2017/12/13/weston-loan-programme-2018-recipient](http://www.artfund.org/news/2017/12/13/weston-loan-programme-2018-recipient), [www.artfund.org/news/2019/02/25/weston-loan-programme-2019](http://www.artfund.org/news/2019/02/25/weston-loan-programme-2019) and <https://www.artfund.org/news/2019/11/15/weston-loan-programme-with-art-fund-extended-for-three-more-years>

On these pages you'll also find a film which focuses on one of the projects funded in the first round. We hope that this will be a useful tool for you to advocate for your project to internal and external stakeholders, and would encourage you to show this to your senior managers so that they understand the benefits of working on this sort of project.

*'The funding being linked to Art Fund helped me clearly explain the purpose [of the application] and gain support'*

[previous applicant](#)

If you have an idea but need funding to explore this further, please talk to us about submitting an application to the Jonathan Ruffer Curatorial Grant Programme. These grants are for travel and other practical costs that enable curators to carry out collection and exhibition research in the UK and abroad. For further information please see [www.artfund.org/ruffer](http://www.artfund.org/ruffer), or contact the programmes team via [programmes@artfund.org](mailto:programmes@artfund.org)

# 3. Your application

## Application process

Please do get in touch with the programmes team at Art Fund to discuss any initial ideas before submitting an application. Don't worry if all the details haven't been worked out, this is just an opportunity to make sure that the project would be eligible before completing a full application.

You will then be asked to complete an application form via Art Fund's [artfund.org/my-art-fund](https://artfund.org/my-art-fund).

We don't expect you to have confirmed approval of any loan request before you apply but you'll be expected to demonstrate that you have discussed the details in depth with the relevant lending museum partner, and ascertained the conditions that will need to be met to receive the loan, and the likely costs. We ask that you complete the object loan template as part of the application process to show us what objects you are considering as part of the project, and the status of your conversation with the lender. An example of a completed template is available in section 5, pg. 14.

We also understand that there can be long lead times for borrowing, and if you're awarded funds we don't intend to impose a deadline by which the funds must be spent. We do however expect funded projects to be delivered as soon as is reasonably possible, and that we should be alerted to any unforeseen delays.

## Application form

We expect all applicants to make a robust and convincing case as to how the funding requested will help them to meet the aims of the programme. In the application form you will be asked to:

- Tell us what you want to achieve with this project;
- Describe the planned display and provide information on the objects to be included, both from your collection and the identified loan(s);
- Describe the additional activity you plan to carry out to maximise the value and impact of the loan, such as public engagement activities and/or events;
- Include how the project meets any or all of the aims of the Weston Loan Programme (as detailed on page 2);
- Consider who will benefit from the project (both in terms of within and outside the museum);
- Outline the timescales for all project work;
- Detail the resources required to deliver the project.

Please be aware that if you are awarded funding you will be expected to work with our external evaluator to fully refine your aims, and your plans for collecting data to support these.

All applications will need to be submitted via Art Fund's online application portal, but a Word version of the form is also available to download so that you can work on it offline.

You'll be asked to submit a full and realistically costed budget breakdown for the project as a separate document, following a template available to download from Art Fund's website. It will also be possible to include any images and/or additional documentation that you think will help to illustrate your plans. Please note, that any additional documentation will need to be in word, pdf, or jpeg form.

When working on the application form, please back-up your work by saving progress on a regular basis. The form will automatically save when you move between tab sections, and there's also a save button at the bottom of each section.

You'll see that the form has some mandatory fields which must be completed before you can submit the form. If you try to submit without completing these, an error notification will appear which highlights the section of the application form which needs amending.

Previous applicants have found that getting the input of colleagues across the museum was very helpful, as it provided an opportunity to encourage cross-organisational engagement with the planned activity. The Word version of the form is designed to support this process, but the online form can also be emailed, downloaded or printed at any time so that you can share it with colleagues before submission.

If you encounter an error or difficulty in using the form, or would like to receive it in an alternative format, please contact [programmes@artfund.org](mailto:programmes@artfund.org) or 020 7225 4865. We're afraid that we can only accept application forms completed in English, but would be happy to discuss the further if needed.

Please note, the information requested is in the form for the purposes of administering, monitoring and evaluating grants. Please ensure that you have relevant consent from any third parties to share any personal detail with us.

Our privacy policy is available online at the following link. [www.artfund.org/pages/privacy-and-cookies](http://www.artfund.org/pages/privacy-and-cookies)

## Budget breakdown

The budget breakdown template can be downloaded from [www.artfund.org/my-art-fund](http://www.artfund.org/my-art-fund).

Please include as much details as you can in the template, so that the committee can clearly see what they're being asked to fund.

The majority of costs involved in planning, delivering and evaluating a loan project can be included. It would be particularly helpful to consider the following common unseen costs:

- image and reproduction fees charged by the lending institution
- training eg evaluation and data collection, borrowing best practice, object handling, promotion, social media etc
- upskilling front of house or other staff so that they can support delivery of the project.

An example of a completed template is provided below in [section 5 pages12-13](#).

## Joint applications

You're welcome to submit a joint application with other regional partner museums. If you do submit a joint application we ask that a lead applicant completes the form, but with the input of the other regional partner(s) so that the committee can understand the impact of the project in each of the applicant settings. If successful we would award the grant to the lead applicant and ask them to distribute the funds as necessary.

## Terms and conditions

Once you're ready to submit your application, you'll be asked to confirm that the person with relevant authority in your organisation and any partner organisations has read and understood our terms and conditions. You'll then be asked to sign an agreement confirming that all regional partners accept the terms and conditions if you're awarded a grant.

In particular please note that the contribution of Art Fund and the Garfield Weston Foundation through the Weston Loan Programme must be acknowledged on any related materials, and the lock-up logo used wherever is possible/practical, and Art Fund must approve in advance any display panels, print material, press releases and/or related publicity.

We'll also ask you to discuss joining Art Fund's museum network and taking advantage of the opportunities that this has to offer, if you're not already a partner. This is free, and means we can connect your museum with our 159,000 members and the hundreds of thousands of art lovers and museum-goers that access our communications channels.

Please see [Section 6](#) below for all terms and conditions



## 4. What happens next

### Decision making

The final decision on all applications will be made by members of a committee convened by Art Fund, and you will be advised of the outcome within ten working days of the committee meeting.

### Confirmation of outcome and claiming the grant

Art Fund will contact all applicants to advise them of the outcome of the decision-making process. Once contacted awardees are welcome to make a start on their project.

We're expecting to pay grants in two stages, but we can discuss alternative options if your project is awarded a grant.

We'd expect to release the first tranche of funding at the start of the project and, in order to draw down the funds, we would need to have received a signed copy our offer letter, and an invoice for the agreed amount. The final balance would be paid on receipt of an evaluation report, full and final financial statement and invoice for the balance of funds.

### Acknowledging support from the Weston Loan Programme with Art Fund

We'd like to work collaboratively with you in order to celebrate and promote the projects funded through this programme and Art Fund would be very happy to provide advice and press and marketing support as needed.

The support of the Weston Loan Programme with Art Fund must be credited on all materials related to the project and successful applicants will be sent branding and crediting guidelines with the offer paperwork. These are also available to view via <https://www.artfund.org/my-art-fund/application-resources>.

If your project is awarded funding you'll need to contact us in advance with any press and marketing materials so that these can be reviewed and approved. We would advise sending us any materials for approval at least ten working days before they're due to be published or go to print, so that the materials can be reviewed and edited, if needs be.

## Collaboration events and ongoing support

All awardees will be invited to attend collaboration events, either in person or online, throughout the process of the grant award. These will be an important opportunity to meet the other awardees, hear from existing grant holders, and plan for key elements, such as data collection, marketing and press. We would expect somebody from each museum to attend, accompanied by the person who will be managing the press and marketing for the project, and if this takes place in person we'll be happy to cover any related travel costs through your budget request.

Following the collaboration day, Art Fund staff will be happy to offer advice and support throughout your project, and as such would be expected to be kept up-to-date with any key developments, such as dates for related press releases and any opening or other key events.

## Evaluation

Evaluation is an important feature of this programme, but we want it to be as useful as it possibly can be.

Art Fund has therefore appointed Rachel Escott, PM&M Consulting, to help grant holders to plan and carry out their evaluation. This support includes helping grant holders to: identify aims for the project; plan for collecting evidence; and review the data. This support will mainly be delivered through three 'masterclass' sessions: two of these will be towards the beginning of the project and one at the end, and we would expect all grant holders to attend.

## Promoting your exhibition

We would also like to make sure that grant holders are able to promote their funded exhibitions and activity as widely as possible. Art Fund will therefore be commissioning a PR and marketing expert to offer one-to-one support around communications, social media, writing a press releases and other related skills.

# 5. Further information and guidance

## Key dates and deadlines

Thursday 17 September 2020	Applications open
Friday 6 November 2020	Applications close
By mid-December 2020	Applicants informed of committee decision
January 2021	Collaboration event for awardees

## Contact

For further information and to discuss a potential project please contact Penny Bull, Senior Programmes Manager, [pbull@artfund.org](mailto:pbull@artfund.org), 020 7225 4840.

Please be aware that Penny works part-time, so it is usually best to email in the first instance and she'll then be in touch to set up a good time to speak.

If you have a general enquiry you can also contact [programmes@artfund.org](mailto:programmes@artfund.org), 020 8225 4865, to speak to another member of the programmes team.

## Additional guidance and support

Please see Art Fund's website for information that will support the development of your project and partnerships, and help you to advocate for the project to internal and external stakeholders [www.artfund.org/supporting-museums/weston-loan-programme](http://www.artfund.org/supporting-museums/weston-loan-programme)

## Eligible lending institutions

For the second phase of funding we've widened the pool of museums and galleries that can be borrowed from. The list now includes Nationals, Arts Council England NPO band 3 organisations and other UK museums that lend under GIS conditions.

Possible lenders could include the following, but do get in touch if you're at all unsure:

- Arts Council Collection
- Birmingham Museums Trust
- Bristol Museum
- British Museum
- British Library
- Crafts Council Collection
- Courtauld Institute of Art
- Imperial War Museums
- Leeds Museums and Galleries
- Manchester City Galleries
- Museum of London

- National Archives
- National Army Museum
- National Gallery
- National Museums Liverpool
- National Museum of the Royal Navy
- National Portrait Gallery
- National Trust
- Natural History Museum
- Norfolk Museums Service
- Plymouth museums, galleries and archives
- Royal Academy
- Royal Armouries
- Royal Collection
- Royal Museums Greenwich
- Science Museum Group
- Sir John Soane’s Museum
- Tate
- Tullie House
- Tyne and Wear Museums Service
- University of Cambridge
- University of Oxford

- Victoria and Albert Museum
- Glasgow Museums
- National Museums of Scotland
- National Galleries Scotland
- National Library of Scotland
- National Trust for Scotland
- Royal Scottish Academy
- National Museums Wales
- National Museums Northern Ireland

# Weston Loan Programme with Art Fund

## Example budget breakdown and funding package template

Heading	Item	Anticipated cost (excl. VAT if this can be reclaimed)	How have you arrived at this figure? Eg quote received, discussion with lender etc	Is this a cost that you would like Weston Loan Programme funding to cover? Yes/No
<b>Relationship Development</b> e.g. travel, project meetings, Art Fund collaboration day	Travel for x1 staff member to national museum lending partner to finalise project details/view objects	£100	As specified by trainline	Yes
	Travel to Art Fund offices for in-person meetings/collaboration events for x3 staff members	£300	As specified by trainline	Yes
<b>Loans and exhibition</b> e.g. security review, insurance, conservation, transportation, installation, additional invigilation, small-scale improvements to fabric and security of the gallery, new/improved display cases, mounts	Transporting the object from national museum lending partner to venue, and return, including all packaging	£3,500	Quote received from art handler/freight company	Yes
	Accompanying courier travelling with the object for install/pack-down, plus accommodation	£100	As advised by lender	Yes
	New display cases x2	£5000	Quote recieved	Yes
	Dehumidifier for gallery	£500	Quote received	No - internal funding
<b>Additional activity</b> e.g. marketing materials, image licensing fees, promotional costs, refreshed galleries/displays, new labels, information panels, interpretation materials, digital activity, audience engagement activity, staff training	Exhibition posters/fliers	£250	Quote received from printers	Yes
	Copyright fees for three images	£300	As advised by DACS	No - internal funding
	Associated educational events programme	£3000	X3 special events during the run of the exhibition, estimate includes staff time, any speaker fees, refreshments etc.	External sources
<b>Total expected project cost</b>		<b>£13,050</b>		

The Museum can/cannot reclaim VAT (please delete as appropriate)

*Example funding package*

Please include details of all sources of funding that you intend to apply for, have submitted an application for, or been awarded, though you can apply for 100% funding from the Weston Loan Programme. In the final row, please also provide details of any in-kind support that you'll be contributing to the project, and what the expected cash value would be.

Sources of Funding	Amount	Status (e.g. to apply for, applied for, awarded)
Weston Loan Programme with Art Fund request	£9,250	Applied for
Internal Funding	£800	Confirmed
External sources (e.g. HLF)	£3,000	Awarded by local council fund
Total funding package*	£13,050	
<u>In Kind Support</u> e.g. staff time that will be allocated to the project etc	<ul style="list-style-type: none"><li>– Exhibition curator's time for research, planning, install and de-install: x3 days per week x12 weeks</li><li>– Materials for educational events, £150, donated by local art materials shop</li><li>– Volunteer invigilators x3 @ £15 per hour for x22 days</li></ul>	

\* Please note – this figure needs to match the total expected project cost

# Weston Loan Programme with Art Fund

## *Example loan object template*

Project title: XXX

Applicant: XXX

Please provide details of the objects that you intend to borrow as part of your Weston Loan Programme application. Feel free to include all objects on one template, regardless of who you intend to borrow the piece from, and what the status of the loan is.

You do not need to have received formal agreement for the loan object(s) from your museum or gallery lending partner in order to apply, but you do need to have had a detailed discussion with them to identify likely objects and costs.

For the status, please select one of the following:

- Object discussed with lender and agreed in principle
- Loan request ready for submission
- Loan requested submitted
- Loan approved

Add in as many rows as you need to, but don't feel you have to include several objects if you only plan to borrow one.

Object description	Lender	Status
Sunflowers by Vincent Van Gogh, 1888	National Gallery	Object discussed with lender and agreed in principle
Francis Bacon Three Studies for Figures at the Base of a Crucifixion 1944	Tate	Loan request submitted
Raphael (Raffaello Sanzio), The Bridgewater Madonna, About 1508	The Scottish National Gallery	Loan approved
Damien Hirst's Black Sheep with Golden Horns (2009)	Leeds Art Gallery	Loan request ready for submission

# 6. Terms and conditions

If your application is successful, an appropriately authorised person in your organisation will be required to sign an agreement which will set out the terms and conditions of our grant offer. These are as follows:

1. the grant must be used solely for the project and cannot be put towards any other purpose or materials which have already been purchased or for which a contractual commitment to purchase has been made;
2. the payment is a freely given grant payment for your benefit and is outside the scope of VAT;
3. the grant will be paid in accordance with an agreed schedule and subject to the provision by you of certain information including invoices, a financial statement setting out how the grant has been utilised and an evaluation report;
4. the grant will be paid to the museum bank account or, where a joint application has been made, the lead museum bank account;
5. you will be required to work with an external evaluator appointed by us for the duration of the project, and you will be expected to provide us with a final evaluation report together with the financial statement mentioned above, within one month of completion of your project;
6. each of us will obtain the other's prior written approval in advance of publication of any publicity materials relating to the project. However, we and/or the Garfield Weston Foundation at our absolute discretion, may publicise details of the grant offer in any way we think fit;
7. you will 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;
8. we will publish the cost of all projects unless you provide valid reasons as to why such information should be withheld;
9. you must ensure that the support of Art Fund and Garfield Weston Foundation is acknowledged and credited as specified by us on all materials related to the project. You must also obtain our approval in advance of the publication of any display or print materials related to the project. Successful applicants will be provided with our branding and crediting guidelines;
10. you will be required to link any websites owned or operated by you which provide information about the project to the homepage of Art Fund and Garfield Weston Foundation websites. However, such links must not be used to falsely portray any endorsement or affiliation between you and either Garfield Weston Foundation or Art Fund;
11. you will be expected to work with us in good faith to promote and showcase the project and the Weston Loan Programme with Art Fund;
12. you must not use our or Garfield Weston Foundation's name or logo in any way which causes either of us any negative publicity or damages our reputation;
13. your rights and obligations under the agreement must not be transferred in whole or in part in any manner without our prior written approval;
14. if your financial statement indicates that you have not spent the full amount of the grant, we may withhold all or part of the grant or demand repayment of grant monies already paid. We may also require you to provide receipts evidencing any expenditure claimed;
15. neither of us will be liable or responsible to the other for failure to fulfil our obligations under the agreement caused by events beyond our control. In these circumstances, the affected party's obligations under the agreement will be suspended for the duration of the event but both of us will work together during this period to find a way to enable that party to carry out its obligations under the agreement; and
16. we may demand repayment of all or part of the grant at our absolute discretion if you fail to comply with or contravene any of the terms and conditions of the agreement. Interest will be charged on any repayments which have not been made by the date notified to you.



