



Art Fund_
Museum of
the Year
2023

Application form

THIS DOCUMENT IS FOR REFERENCE ONLY

To apply, you must complete the online form which can be found at artfund.org/museum-of-the-year-apply

This document outlines what to expect in the application, and can be used to help draft your answers. To apply you must do this via the online portal, but if you require an alternative format we are very happy to discuss and accommodate this.

1. Your details

- First name
- Surname
- Job title
- Email address
- Telephone

Other contact: Please give the name of someone we can contact about the application in your absence.

- First name
- Surname
- Job title
- Email address
- Telephone

2. Your organisation

- Organisation name
- Address
- Where is your organisation based?
- Website
- Type of organisation
(i.e. historic house, library or archive, museum or gallery, university...)
- Status of organisation
(i.e. local authority, charity, non departmental public body...)
- Description of organisation
Please provide a short description (100 words or fewer) of your organisation, along with its aims and objectives.

How does your organisation approach equality, diversity and inclusion?

Please summarise in up to 250 words how through your programming and activities you deliver against any EDI objectives. You may refer to visitor demographics if appropriate.



Story Museum, Oxford, Museum of the Year 2022 finalist, © Emli Bendixen/Art Fund

3. Your application

In this section you will make the case for why your organisation should be Art Fund Museum of the Year 2023. Please tell us, in your own words, what you did in the last year which showed imagination and determination, how you connected with audiences, how this made a difference, and how you will sustainably build on this in the future.

You can choose to focus on one thing in your application or give us an overview of several types of activity.

Please make sure you have read the application pack to understand what we are looking for.

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Please answer the following questions in up to 450 words per section.

- a. In what ways has your organisation adapted to meet the challenges of a rapidly changing world?
- b. What positive impact has this had on your venue, organisation and audiences? *Please note your answer here will be stronger if you can demonstrate this with tangible evidence, either through sharing data, impact reports or relevant case studies, along with your supporting material.*
- c. What would being shortlisted for Art Fund Museum of the Year 2023 mean for your organisation?

4. Supporting materials

- A letter of support from your director or Chair confirming their wish for the organisation to be considered for Art Fund Museum of the Year 2023, and agreeing to our terms and conditions.
- Up to three (optional) pieces of additional supporting material to evidence your answers to the application questions.
- Up to eight pieces of supporting digital imagery (photographs, films, screenshots) that best illustrate your application. If you plan to include films, please do not send more than three, and they should have a total running length of no more than 10 minutes. If you plan to send PDFs, please limit this to two existing files. If you are submitting a film or larger files please send these via a file-transfer site (eg Dropbox, WeTransfer, Hightail). Please copy the link here, ensuring that it does not expire in the near future.



Museum of Making at Derby Silk Mill, Museum of the Year 2022 finalist, © Emli Bendixen/Art Fund

5. Submission and agreement to terms and conditions

As with all our programme activity, we ask applicants to agree to certain terms and conditions, as part of their application.

We ask longlisted organisations to:

Be present at an online interview to meet with the judges to discuss your application.

We ask shortlisted organisations to:

1. Work collaboratively with us as part of a joint initiative to celebrate and promote the shortlist. Art Fund can provide advice and press and marketing support as needed.
2. To sign a Memorandum of Understanding which outlines mutual areas of responsibility and expectations between Art Fund and all finalists.
3. Be represented at the judges' visits in June and winner announcement event in July 2023.
4. Support the summer audience engagement campaign with a special benefit for National Art Pass visitors from the date of the shortlist announcement to after the announcement of the winner, the duration and details to be determined in conversation with Art Fund's marketing team. (This could be a free or discounted admission offer, for example, or shop and/or café discount.)
5. Display Art Fund print and digital materials, such as posters and digital assets, at least for the duration of the campaign onsite and online.
6. Work collaboratively with the other finalists to support each other and raise awareness of each other's work.
7. Work with Art Fund to evaluate and provide feedback at the end of the prize process to help us assess the impact of Art Fund Museum of the Year and make improvements for the future.

