

Sample form, not for offline completion.

Visit <https://immersivearts.grantplatform.com> to apply.

You would like to submit your Expand application in Text

Expand funding enables artists to significantly progress existing projects or prototypes. This strand is designed to bring well-developed concepts to fruition with comprehensive support.

Expand - £50,000

Ideal for:

- artists with an immersive project in development
- creative collectives and organisations (of 50 people or fewer).

Helps artists to:

- provide support to significantly progress existing projects or prototypes
- bring well-developed concepts to fruition with comprehensive support
- enhance audience engagement and reach
- consider access, diversity and inclusion relevant to the project.

Successful applicants will be supported for up to 12 months (ie for the duration of their proposed project) with:

- bespoke mentoring from Crossover Labs, the Immersive Arts partnership and network support to develop and implement their project
- opportunities to enhance and scale the impact of their work.

Expand funding criteria. The proposal:

- is focused on the development of an existing immersive project/ prototype
- will enable the applicant to expand the application of immersive technology within their creative practice in a new and/ or positive way
- presents a clear ambition for reaching an audience through immersive arts, either in terms of depth of engagement or scale of reach
- contains relevant and appropriate access, diversity and/ or inclusion considerations
- is, alongside the budget and timeline, clear, achievable and resourced appropriately, with a strong team in place to deliver it.

Summary

- Total Sections: 7
- Total Questions: 7
- Approximate Word Count: 1500 words

Application name

ELIGIBILITY

Eligibility criteria

You are eligible to apply for an Immersive Arts grant if you:

- are an individual artist, creative practitioner or creative technologist
- or are applying on behalf of an arts-based organisation, small group or collective (up to 50 people for Expand)
- are based in the UK
- are aged 18 or over
- have a UK bank account in your own name.

I confirm I meet all criteria above. (optional)

APPLICANT DETAILS

Full Name

Contact Information:

Email

Phone

What is your preferred method of communication?

Email

Phone

Organisation or business name (if applicable)

If you are applying on behalf of an organisation, please provide its name, your role and number of staff.

Name of Organisation (optional)

Role within Organisation (optional)

Number of staff (optional)

Website (if you/your business have one) (optional)

Are you located in

- England
- Northern Ireland
- Scotland
- Wales

Postcode

This can be your home address or a business/organisation address, applicants must be based in the uk.

Demographic Information Request

There is clear evidence that people in the UK are unjustly disadvantaged in competitive funding processes on the basis of gender, ethnicity and disability. The Immersive Arts partners believe that without funders taking a proactive approach, this will not change fast enough.

For that reason we are asking you to disclose some information about yourself at this stage if you feel able to.

All applicants to this call will be assessed and scored against the funds Eligibility and Criteria by external reviewers who will not have access to your answers to these questions. The information you provide here will only be shared with select members of the Immersive Arts Management Group and Operations Team for balancing at the final stage of the process (alongside ensuring we fund a diverse range of ideas, art form, geographies and lived experience).

We are weighing up what is reasonable to ask you at an early stage, with having the information we need to make real change - so are only asking now about these three significant areas of inequality. More comprehensive demographic information will be collected from successful applicants anonymously further down the line. We will use this fuller information to understand how well we are representing the populations of each nation.

As this information is considered special category data under data protection laws we require your explicit consent to collect and process this data. Providing this information is voluntary, and you have the option to select "prefer not to say" if you do not wish to disclose this information.

- Your Rights:
- You can withdraw your consent at any time (optional) by contacting info@immersivearts.uk
 - By ticking this box, I give my explicit consent to the collection and use of my demographic data as given in the next 3 questions.

PROJECT PROPOSAL

What is your project name?

50 words

Please provide a working title for your proposal.

Tell us about your project and the stage it has reached so far. Outline its progress to date, including any key achievements and / or audience testing.

200
words

This fund is to provide support to significantly advance existing work or prototypes. Please share the current status of your project, including what has been accomplished so far. We welcome reflections on any setbacks you have experienced and what you have learned from them.

What will this funding help you to do? Describe the project you plan to develop, including its goals and outcomes. 300 words

Please tell us what you hope to achieve using this fund, including the main idea and features of your project.

Who is the main/ target audience of your project, and how will they experience it?

300 words

Please describe who you think your project is for? Tell us about how and where you imagine audiences experiencing it. Do you have ideas for the kinds of venues or platforms where people will see your work? Include how your project proposal might address access, diversity and inclusion. We don't expect you to have all the answers, but we want to understand any steps that could positively impact your project.

What specific technologies, tools, or resources will you use for this project?

150 words

List the technologies, tools, equipment, facilities or technical expertise you imagine you will utilise for your project. The programme will be able to provide some level of support accessing resources and training, so please highlight anything specific you feel you need.

CREATIVE TEAM

Please describe the lead artist(s) creative practice in a few sentences.

150 words

Give a short summary of the lead artist(s) current work or creative practice, this could be a short bio, information on ideas, concepts, themes or research.

List anyone else who will be involved in this project and their roles, such as team members, collaborators or partners.

150
words

Please provide brief information on who you plan to work with and their contributions to the project. Describe any people, partnerships or networks you would like to involve (if any).

To support your previous answers, you can provide up to 3 x weblinks, or uploads, of relevant works.

Provide links or upload samples of your proposed, current or previous work that relate to this application and support your answer. This could be links to a website, an online portfolio, or uploaded documents, video, audio, images or presentations. Please see the guidelines for detail on file, types formats, and duration.

Creative Practice Upload (optional)



Guidance on supporting documents

You can upload documents or links to support your application, just make sure they meet the following criteria:

Weblinks

Please link to specific pages, projects, articles, etc, rather than a general website.

Documents can be a maximum of three pages or slides and no more than 5MB We accept the following formats - .pdf/ .doc/ .docx/ .ppt/ .pptx/ .xls/ .xlsx

Image files can be a maximum of 5MB

We accept the following formats - .jpeg/ .jpg / .png/ .gif

Video files can be a maximum of 10MB

We accept the following formats - .mp4/ .mov/ .avi

Audio files can be a maximum of 10MB

We accept the following formats - .mp3/ .wav/ .aac

Note we can only review 10 minutes of audio and video files. If the file you are sharing is longer, please specify the time codes for the 10 minutes you would like us to review.

Creative Practice URL 1 (optional)

Creative Practice URL 2 (optional)

Creative Practice URL 3 (optional)

TIMELINE & BUDGET

Proposed start and end dates for your project.

Projects can run for up to 12 months - their start date needs to be before the end of March 2025 and their end date needs to be anytime up to the end of February 2026.

If you have access needs or caring responsibilities, we can support you on a timeline that works for your individual needs - please read the guidelines for details.

Start date of project

Anytime up to 31 March 2025

End date of project

Anytime up to 28 February 2026

Provide a brief overview of how you will use the funding, including the types of things you plan to spend money on relevant to your proposed project. Please ensure you review the application guidelines for eligible costs. Applicants are invited to apply for the full £50,000 not partial amounts.

RESEARCH QUESTIONS

Invitation to take part in Immersive Arts research

Thank you for applying to one of the Immersive Arts funding opportunities.

In addition to offering funding, Immersive Arts is a UK-wide research programme. We are working to better understand how artists and audiences connect with immersive technologies, and exploring what else might be needed for this sector to develop in an inclusive, accessible and sustainable way.

We would like to invite you to contribute the information you have just submitted to an ongoing research study conducted by Immersive Arts research partners, the University of the West of England and University of Bristol. Contributing your information to the study in this way will help to ensure that the research is representative and accurate, and that the results are meaningful and useful to the creative community.

If you consent to your submission being used in this way, the research team will have access to an anonymised version of your submission. Your name, and the names of your collaborator(s), and any company name(s) and project names will have been removed.

Your data will be stored in a secure setting to which only the researchers will have access in accordance with the University's and the Data Protection Act 2018 and General Data Protection Regulation requirements. Further detail is available in the [PRIVACY NOTICE](#).

Participation in the research is entirely voluntary and you can withdraw your consent up to two weeks after giving initial consent. After two weeks your information will be fully anonymised and analysed with other data making it impossible to remove.

You retain full rights to the intellectual property of the ideas included in the submission, and the Immersive Arts research team will never disclose the specifics of your creative practice or project in any research outcomes. The team are looking for trends, similarities and differences across the whole set of anonymised submissions, and will take care not to reference specific ideas, people, organisations or artworks directly or by inference in any published outcomes.

Results of the research will be shared via the Immersive Arts website, immersivearts.uk and via academic and industry events and publications e.g. peer-reviewed journals and conferences.

For further information, or to withdraw consent, please contact lead researcher, Verity McIntosh verity.mcintosh@uwe.ac.uk

The project has been reviewed and approved by University of the West of England University Research Ethics Committee. Any comments, questions or complaints about the ethical conduct of this study can be addressed to the Research Ethics Committee at the University of the West of England at: Researchethics@uwe.ac.uk

IMPORTANT: Your decision to consent or not consent does not in any way influence the assessment of the application you have just submitted. Assessors reviewing your application will not receive information regarding whether or not you have consented to your information being shared with the research team.

Thank you very much.

Research consent

- I give my consent for my anonymised submission to be shared with the Immersive Arts research team.
- I do not give my consent for my anonymised submission to be shared with the Immersive Arts research team.