

Sample form, not for offline completion.

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

You would like to submit your Experiment application in Text

EXPERIMENT APPLICATION

The Experiment strand is designed to support individuals or micro-entities to create experimental immersive artworks or prototypes that can be tested with small audiences.

Experiment - £20,000

Ideal for:

- artists who are ready to get their ideas off the ground and test their work out with an audience individuals, small creative collectives or organisations (of 10 people or fewer).

Helps artists to:

- create experimental works, proofs-of-concept or prototypes to test out with small audiences
- experiment with immersive technology in a way that develops their practice
- consider access, diversity and inclusion relevant to their project.

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

- training through our Development Labs (run by Crossover Labs), that will focus on idea development, user experience, approach and audience strategy
- opportunities to test and refine prototypes with small audiences.

Experiment funding criteria. The proposal:

- will enable the applicant to experiment with immersive technology within their creative practice in a new and/ or positive way
- has the potential to be tested with small audiences, to gain insight for the development of the applicant's creative practice and/ or wider sector
- contains relevant and appropriate access, diversity and/ or inclusion considerations
- is, alongside the budget and timeline, clear, achievable and resourced appropriately.

Summary

- Total Sections: 8
- Total Questions: 22
- Approximate Word Count: 2600 - 3100 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 (10 people or fewer for Experiment)
- 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. (optional)

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 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 the name of your proposal?

50 words

Please provide a working title for your proposal.

What will this funding help you to do? Tell us about the immersive art experience you want to test. 300 words

Please tell us what you hope to achieve using this funding, outlining the main features of your project. Describe how you would experiment with immersive technologies, how or when you would test it with an audience.

Tell us about anyone else who will be involved in this project, including any team members, collaborators or partners and their roles. 200 words

Please provide information about the people you plan to work with and their contributions to the project. For example, this could be an artist, collaborator, mentor, or organisation you would like to connect with. You don't need to know or be connected to these yet, but do tell us if you are.

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.

Please describe your creative practice in a few sentences 150 words

Give a short summary of your creative practice, this could be a short bio, information on ideas, concepts, themes or research.

Please tell us about your creative project(s) that you think are particularly relevant to your proposal, up to 3 examples. 300 words

Describe 2 or 3 past, or current artworks and/ or creative projects that are relevant to your project idea you think would help us to understand your creative practice.

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 previous or current 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)



Creative Practice URL 1 (optional)

Creative Practice URL 2 (optional)

Creative Practice URL 3 (optional)

IMPACT & LEARNING

How will this project impact you and your creative practice?

150 words

Tell us more about any specific skills, experiences, connections, or any other things you hope to learn, develop or test. Include details about how this may influence your creative practice.

Tell us about any wider impact you imagine for the project. How might you and your team measure this or know when it's been achieved?

150 words

Describe what a positive outcome would be for your project proposal (eg. for your team, collaborators, partners, test audiences or communities).

Tell us about your intended audience for your project proposal, and how you plan to design your artwork/ experience to allow a range of people to actively engage with your work?

200 words

One of the core aims of the programme is to break down barriers for people of all backgrounds and abilities to engage with immersive arts. Please outline how your project proposal could address this. We don't expect you to have all the answers, but we want to understand any steps that could positively impact your project.

TIMELINE & BUDGET

Proposed start and end dates for your project.

Start date of project

Tell us when you plan to start and finish your proposed activity. Projects should run for no longer than 9 months, starting from March 2025 and ending no later than November 2025. Those with access needs or caring responsibilities will be supported on a timeline that works for their individual needs, read the guidelines for details.

End date of project

Tell us when you plan to start and finish your proposed activity. Projects should run for no longer than 9 months, starting from March 2025 and ending no later than November 2025. Those with access needs or caring responsibilities will be supported on a timeline that works for their individual needs, read the guidelines for details.

Outline the timeline and highlight any key milestones for your project.

200 words

Provide a schedule for your project, including important dates and milestones.

If you prefer, you can use our [Schedule Template](#), or upload a [CSV](#) here. (optional)



Provide a schedule for your project, including important dates and milestones.

Project Budget: provide a breakdown of your total project budget using the [Budget Template available](#), or upload a [CSV](#) here.



Detail the overall costs for your project, showing how you would allocate the £20,000. Provide a breakdown of your budget in a clear way, including costs for materials, equipment, fees and any other relevant expenses. We don't expect you to get exact quotes at this stage, just be as accurate as you can. Applicants are invited to apply for the full amounts available in each strand, not partial amounts. The guidelines have information on eligible cost and fair pay.

If you need to provide additional information on your budget you can add this here. (optional)

100 words

You may want to provide some narrative not able to be described in the template to help us understand your budget or a particular expenditure.

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, immersivarts.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.