

## Sample form, not for offline completion.

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

# Expand

This strand is for artists wanting to develop an existing immersive artwork prototype/ proof of concept. It helps artists to:

- significantly progress an existing prototype
- bring well-developed concepts to fruition with comprehensive support
- enhance audience engagement and reach
- embed access, diversity and inclusion relevant to the project.

We don't require you to make a finished piece of work with the Expand funding (although you can if you wish), but you will need to make significant progress and write a short report at the end.

### Criteria that will be used to review applications:

The proposal:

1. presents a clear and original immersive artwork, focused on the development of an existing prototype or proof-of-concept.
2. shares evidence, documentation and learning from an existing prototype or proof-of-concept, and demonstrates a clear vision and plan for the next stage of their project.
3. presents a clear rationale and plan for reaching an audience, either in depth of engagement or scale of reach.
4. contains relevant and appropriate access, diversity and/ or inclusion considerations in the development and/ or presentation of the work.
5. budget and timeline are relevant, clear and achievable.
6. is appropriately resourced, outlining clearly any relevant team members, collaborators, partners, facilities, and/or technology required.

### Summary

- o Total Sections: 7
- o Total Questions: 38 (or 21 excluding eligibility and applicant qs)
- o Approximate word count: 1750 – 1990 words

Application name

Please answer the questions in this section to check if you are eligible to apply for this funding strand. Instructions:

1 – Tick or select the answers that apply to you

2 – Press the **Check Eligibility** button. This will check if you are eligible to apply

Based on the funding guidelines. If you are eligible, you can then move on to start your application.

### Eligibility Part 1

- ☐ You are an individual artist, creative practitioner or creative technologist
- ☐ You are applying on behalf of an arts-based organisation, small group or collective (up to 50 people)

## Eligibility Part 2

- ☐ You are based in the UK
- ☐ You are aged 18 or over
- ☐ Your application is artist-led and/ or arts-focussed and uses technology to actively involve the audience (our definition of immersive art)
- ☐ You have a project in development/ prototype/ proof-of-concept that has already been tested (including informally) with audiences / users
- ☐ You are applying for the full amount
- ☐ You have a UK bank account in your own name
- ☐ Your budget includes payment for your time and others involved in the project and does not include any ineligible costs. Read our guidelines for more details.

Read [Guidelines](#) for more details

Full Name

Email

Phone

Name of Organisation (optional)

Role within Organisation (optional)

Number of staff (optional)

Website (optional)

Where are you located?

- ☐ England
- ☐ Northern Ireland
- ☐ Scotland
- ☐ Wales

Postcode

Please state your nearest town / city.

Tell us where the majority of your proposed activity will take place (if different to the location you have provided in the previous question). (optional)

Town / City / Region

### Demographic Information Request

There is clear evidence that people in the UK are unjustly disadvantaged on the basis of gender, ethnicity and disability (among other factors). These inequities are well documented in the arts, and are often more pronounced where technology is involved. The Immersive Arts partners believe that without funders taking a proactive approach, this will not change.

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 against the fund's Eligibility and Criteria by a panel of reviewers who will not have access to your answers to the questions below. The information you provide here will only be shared with select members of the Immersive Arts Team at the final stage of the process, for curation/balancing - to ensure we fund a diverse range of ideas, art forms, geography and lived experiences.

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 three headline questions about these significant areas of inequality. More comprehensive demographic information will be requested from successful applicants anonymously. We will use this fuller information to understand how well we are representing the populations of each nation.

<input type="checkbox"/> 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 by contacting <a href="mailto:info@immersivearts.uk">info@immersivearts.uk</a>	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.	(optional)
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What is your project name? 5 words

Provide a working title for your proposal.

Provide a short summary of what you are applying to do. 75 words

In 1-3 sentences, tell us about your proposal to expand an immersive artwork. Think of this as a summary of your application, it might be something you do after you have completed the other parts.

Tell us about your immersive artwork. 200 words

Describe your immersive artwork. You could include descriptions of, what it is about, the format of the experience, what happens during the experience, how it feels to take part or any background or contextual information that will help us to understand your idea.

What stage has your project reached? Include details and learning of your prototype or proof-of-concept. 300 words

Outline your progress to date; key achievements, milestones or user testing. We want to understand what has happened so far. And welcome reflections on any setbacks you have experienced and what you have learned from them.

Upload supporting documentation that shows your project's development so far.



To support your answer, share documentation (or a link to documentation) of earlier stages, prototyping or proof of concept. Eg photography, walk-through videos, .apk files, etc, that will help us to understand the current stage of the work.

What do you want to do next? How will this funding programme help you to expand your existing project? 300 words

Tell us in more detail about your vision for the project and what you want to do next. How will the funding support your plans and ambitions for the project? The Expand fund offers £50,000, alongside a mentor, 3 x opportunities to talk to an Immersive Arts Producer and facilitated peer support over a 12 month period.

Which immersive technology(ies) do you plan to use?

- ☐ 360-degree video
- ☐ Augmented Reality (AR)
- ☐ Binaural Sound
- ☐ Extended Reality (XR)
- ☐ Haptics and sensory feedback
- ☐ Mixed Reality (MR)
- ☐ Responsive environments
- ☐ Spatial Audio
- ☐ Spatial Computing
- ☐ Virtual Reality (VR)
- ☐ ...

We suggest selecting up to 2 or 3.

If you answered other, you can provide details here (optional) 5 words

Why have you chosen the above technology(ies). How do you plan to use them and how will they actively involve your audience(s)? 300 words

Outline the technologies, tools, equipment, facilities or technical expertise you plan to use for your project. Include how these relate to your concept, ideas and intended audiences.

Who is the main/ target audience for your project? Include how you will consider access, diversity and/ or inclusion.

200 words

Tell us who you think your project is for; how and where you imagine audiences will experience it. This programme aims to break down barriers for people of all backgrounds and abilities to engage with immersive arts. Outline how your project could help do that. We don't expect you to have all the answers, but we want to understand any steps that could positively impact your project.

Select the artform(s) that best describes the lead artist(s) creative practice.

- ☐ Architecture
- ☐ Craft
- ☐ Creative Writing
- ☐ Dance
- ☐ Design
- ☐ Film
- ☐ Game Design
- ☐ Music
- ☐ Sound
- ☐ Theatre
- ☐ ...

If you answered other, you can provide details here (optional)

5 words

Describe the lead artist(s) current 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.

Who else is involved in this project? Include any team members, collaborators or partners, their roles and the status of those relationships.

Role	Description of role - 10 words per person	Name - Where relevant add the names of anyone specific you have in mind	Status Indicated - Availability confirmed (or) Expected (or) Not yet contacted
1			
2			
3			

List the people or organisations you plan to work with. This could include artists, collaborators, technologists, mentors, studios or venues. Briefly describe their role and whether they've agreed to be involved in the project or are to be confirmed at a later date. Highlight those with experience working with immersive technologies

Describe a maximum of 3 past or current artworks and/ or creative projects that will help us understand your proposed project. You can include projects led by you, a team member or collaborators.

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

Share existing links or uploads of past or current projects (maximum of 3). Be specific about what you want us to look at (eg web pages, projects, articles, etc), rather than a general website homepage or social media account. Read the [guidelines](#) on supporting documents for information on format, size and duration. We don't want you to create anything new for this section, and it shouldn't be used as additional word count for any of the other sections or questions.

Up to 3 x weblinks. (optional)

Link	Note for reviewers - 10 words per link
1	
2	
3	

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.

Start date of project

We expect Expand projects to run for up to 12 months, February 2026 - January 2027.

End date of project

We expect Expand projects to run for up to 12 months, February 2026 - January 2027.

Provide a simple overview of how you will use the funding. Apply for the full £50,000 not partial amounts.

The guidelines have information on eligible costs and fair pay. Match funding is not required and applications will not be scored more highly for having additional funding.

You are welcome to share details on a wider project budget if you feel it gives helpful context. But be clear in your budget what the Immersive Arts funding would be used for.

### 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](https://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](mailto: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](mailto: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.