Sample form, not for offline completion.

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

Experiment

This strand is for artist who have a creative idea, or concept, they want to develop and test with small audiences or focus groups. It helps artists to:

• create experimental artworks, proofs-of-concept or prototypes to test out with small audiences in order to gain learnings or insights
• experiment with immersive technology in a way that is new, or develops their practice
• embed access, diversity and inclusion relevant to their project.

We don't expect you to make a finished piece of work with Experiment funding (although you can if you wish), but you will be expected to test your project with a small audience, or user-group, and write a short report at the end.

Criteria that will be used to review applications:
The proposed activity:

1. communicates a strong, artistic idea that will enable the applicant to experiment with immersive technology.
2. outlines a clear rationale and plan for testing the work with an audience, and can articulate how this will impact the project development.
3. has the potential to positively impact the applicant(s)' creative practice.
4. contains relevant and appropriate access, diversity and/ or inclusion considerations in the development 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: 1350 – 1590 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 (10 people or fewer)

Eligibility Part 2

☐ You are based in the UK

☐ You are aged 18 or over

☐ Your application is artist-led and/ or arts-focussed

☐ Your proposal includes prototyping or testing an immersive artwork that uses technology to actively involve the audience (our definition of immersive art)

☐ 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   (optional)
provided in the previous question).
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.

☐ 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 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. | (optional)

What is the name of your proposal?   5 words

[   ]

Provide a working title for the proposed activity, it should communicate something of what you plan to do.

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

[   ]

In 1-3 sentences, tell us about your idea for 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.

Provide a more detailed description of the immersive arts idea you want to test.   200 words

[   ]

Describe what you want to create by experimenting with immersive technologies. 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 are your plans for testing your project with an audience? What do you hope to learn from this and how will this impact your project development?

300 words

Experiment funding requires testing your project with a small audience or user-group. This can be informal and does not need to be a public event or exhibition. Outline the aspects you want to test, with who and how you will do it. Tell us about any information you might collect, what you hope to learn and how that will feed into the project development.

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 audience(s).

How will you consider access, diversity and/ or inclusion in the development of the project?

150 words

This programme aims to break down barriers for people of all backgrounds and abilities to engage with immersive arts. Outline how your project proposal could address this in the creation and/ or audience testing. 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 your 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 your current creative practice, including reference to up to 2 past or current projects relevant to your proposal.   300 words

[   ]

Tell us about you and your work. Include information that will help us understand or support your proposed idea. For example this could be a short bio and short descriptions of up to 2 past or current artworks, or creative projects.

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 for more details 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/ uploads of relevant works. (optional)

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

Creative Practice Upload (optional)

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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.

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

Role	Short description of role - Up to 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 any people or organisations you plan to work with. Give a brief description of the kind of roles you need to realise your idea and the status of those relationships. For example this could be an artist, collaborator, technologist, mentor, studio or venue. You don't need to know or be connected to these yet, but distinguish between those who are confirmed and those to be confirmed at a later date. Also highlight those with experience working with immersive technologies.

How will this project impact you and/ or your team's creative practice?   200 words

Tell us about any specific skills, experiences, connections or anything else you hope to learn, develop or test. We recognise you might not have all the skills or knowledge within your team currently. We want to understand how the funding and development of the project could positively impact your work.

Start date of project

We expect that Experiment activity will run for up to 9 months, February - October 2026 .

End date of project

We expect that Experiment activity will run for up to 9 months, February - October 2026 .

Outline the timeline for your project using the

[Timeline Template](#)

, or

[CSV](#)

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Use the timeline template to provide a simple schedule, including any key dates and milestones.

Project Budget: provide a breakdown of your project budget using the

[Budget Template](#)

or

[CSV](#)

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Use the budget template to detail how you plan to spend the £20,000 funding.

Provide a simple breakdown, 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.

Apply for the full £20,000, not partial amounts. The guidelines have information on eligible costs and fair pay. Match funding is not required, 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.

If you need to provide additional information on your budget or timeline you can add it here. (optional)   50 words

If there are any details that did not fit in the templates, but would help us understand your timeline or budget, you can include it here.

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.