# IMMERSIVE ARTS

**Funding programme 2024 to 2027**
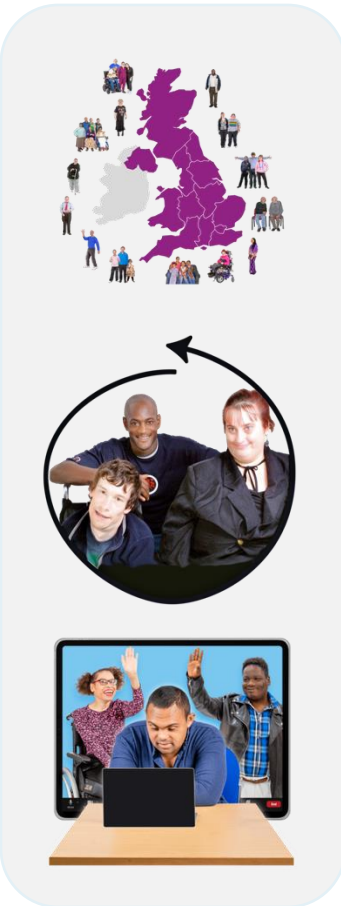
**An easy read guide**

## About



**Immersive Arts** is a brand-new funding and support programme.



The funding programme aims to:

- support artists **across the UK** who are working with technology to make immersive art.

- encourage artists from **all backgrounds** to explore working with immersive technology.

- support artists with **different levels of experience** to explore, experiment and expand how they work.

## What is Immersive Art?



**Immersive art** means making art using technology in a way that creates an engaging experience for an audience.

Immersive art can have different meanings and be made in different ways.

It can mean creating 'virtual realities' or changed reality experiences for an audience that can:

- be multi-sensory

- bridge the gap between physical and digital spaces

- connect people with each other and the environment

- change the way we think about and create art

## Why apply to the fund?

To apply for funding, you just need to be an artist or creative person who is curious about using technology.

You do not need experience of using technology to make art or be 'tech-savvy' (although you can be).



We will support you to figure out what you want to create.



We can help you to do this through a mixture of:

- Funding

- Training

- Research and events

## About the funding



The **Immersive Arts fund** has £3.6 million available for artists.

This is available for artists from **2025 until 2027.**

We will fund over 200 artists based in the UK through **3 funding strands**:

1. **Explore**
2. **Experiment**
3. **Expand**

### 1. Explore

**£5,000** grants for artists with little or no experience of immersive arts. This funding strand will help artists:

- Try out immersive arts

- Develop basic skills and knowledge of immersive arts

- Experience some immersive artworks

- Meet other people making immersive artworks and explore working together

## 2. Experiment

**£20,000** grants are available for artists who are:

- ready to get their ideas off the ground

- want to test their work with an audience

## 3. Expand

**£50,000** grants are available for artists and arts organisations who are:

- already developing an immersive art project

This funding will help artists to progress their project and take it to the next stage

## Who can apply to the fund?

You can apply for an Immersive Arts grant if you:

• are an individual artist or creative Practitioner

• are an arts-based organisation, small group or collective (10 people or fewer for Experiment. Up to 50 people for Expand)

• application is artist-led and/ or arts-focussed

• are based in the UK

• are over 18 years old

• have a UK bank account in your own name
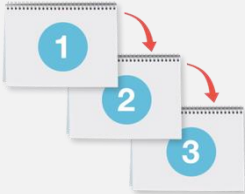
## How to apply to the fund

To apply for a grant, you'll need to create an account on our website.

Here is a link to our application website:

[https://immersivearts.grantplatform.com/](https://immersivearts.grantplatform.com/)



Please read our step-by-step guide before you start your application:

[https://shorturl.at/xJjLA](https://shorturl.at/xJjLA)



You can save your application and return to it. You don't have to complete it in one go.

Make sure you complete all required sections of the application form.

Also make sure you upload all documents we ask for before submitting your application.



If you need help with anything, email us [info@immersivearts.uk](mailto:info@immersivearts.uk)

# When to apply to the fund

**SEP 29**

The first round of funding for all three strands is open until **2pm, Monday 29th September 2025**

## 2025 Funding Timetable

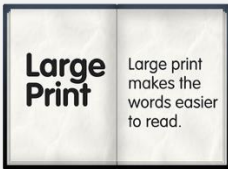| Funding Strand | Deadline | Applicant notified | Project time frame |
|---|---|---|---|
| **Explore** | 29 September 2025 | January 2026 | Feb - July 2026 |
| **Experiment** | 29 September 2025 | January 2026 | Feb - October 2026 |
| **Expand** | This strand has two-stages to the application process, to help protect artists' time. | | |
| **Expand Stage 1** Expression of interest | 29 September 2025 | December 2025 | |
| **Expand Stage 2** Interview | December 2025 | January 2026 | February 2026 – January 2027 |

## How to get support to apply

You can also apply to the Immersive Arts fund using:

- Audio, video or text

You can apply in:

- English or Welsh or British sign language

Our application guidelines are available in different formats:

- Large print

- Audio

- British Sign Language

- Welsh

If you need any support to apply

for example:

- if you need  BSL or language interpreters

- or someone to help write your application

Fill out this form:

https://wkf.ms/4nmWG0Y

# How to request access support

If you need this information in any other format, or have any other questions about access, you can:

- send us an email [info@immersivearts.uk](mailto:info@immersivearts.uk)

- or call or text on **07926 699909.**

Our phone is only staffed during daytime working hours.

If no one answers the phone, leave a message and someone will get back to you.

The deadline for requesting access support is

**5pm, 1st September 2025**

This is four weeks before the application deadline, which gives us a bit of time to ensure you get the support you need.

# Access support if you are awarded a grant

Successful applicants can access support to participate in the programme if they need it.

Where relevant we will provide additional funding for this.

# For more information

You can find full application guidelines here:

https://immersivearts.uk/resources/application-links-downloads/

If you need more information about the programme of how to apply please contact us:

info@immersivearts.uk

See our full Access Support information here:

https://immersivearts.uk/resources/access-support/