



**Museum Development London**

**Family Friendly Programme Grant**

**2018-2024**

## Guidance for Applicants

[Museum Development London \(MDL\)](#) is pleased to announce the launch of the 2023-2024 re-instated Family Friendly Programme (FFP) Grant. This guidance document explains the purpose and process of the FFP Grant. Please see below for further information, grant guidance and eligibility.

After reading this document, we recommend you contact [Rachael Crofts](#), Museum Development Officer Audiences, to discuss your proposal before submitting your application to the grants scheme.

**Closing date for applications: by 5.00pm on Monday 26 June 2023**

*Please note applications submitted after this deadline will not be accepted.*

## Introduction

Is the Family Friendly Programme grant for you? Can you answer 'yes' to any of the following questions:

- Do you want to offer a more permanent welcoming offer to children, families and young people?
- Do you want to make your gallery spaces, cafés and facilities more family friendly and accessible for all?
- Do you want to work with children, families and or young people to improve your events, displays, exhibitions, marketing and/or social media platforms?
- Do you want to improve and increase engagement to your children, family and young people events and activities planned for May Half Term, the Summer Holidays, October Half Term, Christmas and/or February Half Term?
- Do you want your museum to be a great place to visit for children, families and young people?

If so, MDL would welcome an application and encourage your museum to apply to our Family Friendly Programme grant.

The FFP makes children, family and young people's programmes a key issue for London's non-national museums. This programme is designed to encourage more museums to sign up to and work towards embedding the [Kids in Museums Manifesto](#).

The FFP's grants will be delivered through MDL. We have allocated **£4,000** (8 grants of £500) in 2023-2024 to support London's non-national museums to develop and embed their welcome to children, families and young people.

The objectives of the Family Friendly Programme grant are to:

- Enable non-national museums to embrace and embed their welcome to children, families and young people
- Enable non-national museums to use the Kids in Museum Manifesto as a development tool to increase the number of family-friendly museums
- Increase staff confidence in developing family-friendly activities and work.

The aim of the re-instated FFP grant is to enable non-national museums to showcase how they are working towards embedding children, family and young people-friendly practices and creating museums that are more welcoming to these groups. MDL will expect museums applying to the grant to use the Kids in Museums Manifesto as a development tool to support them with this work and ensure they are working towards a permanent offer to children, families and young people in London's non-national museum sector. Each year the programme will be evaluated and the programme will evolve based on feedback we receive from museum staff.

MDL will expect to see the following from our investment:

- An increase in the number of museums who embed aspects of the Kids in Museum Manifesto
- The number of visits by children, families and young people to increase
- The number of children, families and young people who enjoy their visit to increase
- A change in attitude of children, families and young people who want to actively engage/consult with a museum

## **What sort of projects will the Grants support?**

The funding could support a range of projects which enable museums to embed aspects of the Kids in Museums Manifesto they do not currently meet and enable museums to become more welcoming to children, families and young people, such as:

- Purchasing of equipment to create family friendly areas within your gallery spaces
- Purchasing a range of equipment such as baby-changing facilities, family friendly signs, easy-to-use activities for families, or for tablets to be used by children
- Purchasing a range of equipment and materials to develop children, family and young people activities and events over May Half Term, the Summer Holidays and/or October Half Term Holidays or at weekends to make your museum more accessible to all
- Purchasing a range of equipment, materials and apps to make your website, social media platforms and gallery spaces more accessible for your children, families and young people with disabilities (such as those visitors with autism, who are visually impaired or are deaf or hard of hearing)
- Training for staff and volunteers to make their welcome more children, family and young people friendly
- Consultation/focus group sessions with children, families and young people to inform changes (including website, marketing, activities, café menu, capturing their stories/experiences, new interpretation, chairs/cushions, handling collection and/or family area/space within the museum) and money to implement changes

- Benchmarking activities and consultation with families and other museums to develop family ticket offer, or policies around age of lone visit, and/or new signage to communicate ticketing/offer/new activities in the gallery or creative ways to say ‘don’t touch’ for families
- New evaluation tools to understand children, families and young people’s experience of their visit and/or understand the barriers and help with ways to overcome these such as observation visit training, new questionnaires and or ways to collect and share their comments with other children, families and young people.

For more ideas and suggestions on how your museum can work towards embedding aspects of the Kids in Museum’s [No and low cost ways to meet the Kids in Museums Manifesto](#).

*If you are unsure whether your project and proposed expenditure would be eligible, please do get in touch with Rachael Crofts, Museum Development Officer Audiences ([rcrofts@museumoflondon.org.uk](mailto:rcrofts@museumoflondon.org.uk)), to discuss your planned activities and costs in more detail.*

### **What type of project expenditure we can fund:**

Museums may apply for grants to cover costs relating to:

- Associated project costs (i.e. travel expenses for participants, refreshments for participants, costs for freelancers/consultants, equipment, materials, and marketing)
- Associated marketing, signage, interpretation costs (i.e. costs for freelancers/consultants, equipment, materials and marketing)
- Associated activity event costs (i.e. costs for freelancers, materials and marketing)
- Acquisition of items for handling collections, along with equipment and materials for gallery spaces and exhibitions to create family friendly areas within your museum
- Purchase of a range of equipment and materials to make your activities and events more accessible for children, families and young people with disabilities
- Costs of training staff using an external provider so your volunteers and staff are more welcoming to children, families and young people
- *Please note, this list is not exhaustive and if you are in any doubt, please contact Rachael Crofts, Museum Development Officer Audiences to discuss your planned project and associated expenditure.*

### **What type of project expenditure we can’t fund:**

- Projects that demonstrate little or have no potential benefit to the welcome of children, families and young people going forward
- Projects that demonstrate little or have no potential to enabling the museum to work towards embedding at least one point of the Manifesto
- Projects that do not state which aspect/point of the Kids in Museums Manifesto they plan to embed as part of their project
- Any proportion of regular staff salaries or backfill costs (however, freelance/consultant staff costs will be eligible)
- Publications and research

- The acquisition of items for the main collections (however, items for the handling collection will be considered)

## Key Grant Information

### Overview:

- Museums can apply for a **maximum £500**
- Deadline for applications is: **5:00 pm on Monday 26 June 2023**
- Applications should be sent to: [mdgrants@museumoflondon.org.uk](mailto:mdgrants@museumoflondon.org.uk)
- Applications received after the stated closing date will not be considered
- Projects must be completed by **no later than Sunday 3 March 2024** and all paperwork as outlined in the Formal Offer Letter and Memorandum of Agreement completed and an invoice submitted no later than **12.00noon on Wednesday 13 March 2024**
- Grants will be paid at the end of the project once the Project Report and Grant Claim Form, Invoice (with proof of expenditure) and some High-Quality Photographs have been submitted to MDL
- If project costs are lower than those stated in the original application then the value of award will be reduced proportionally
- If you are registered for VAT, your project costs should not include VAT that you can claim back
- If you are not registered for VAT, your project costs should include VAT
- The Museum Development London Team's obligation does not extend to paying any amounts in respect of VAT in addition to the grant
- All receipts/evidence of expenditure must be provided to the Museum Development London Team as requested
- By applying for a grant you are acknowledging that you will provide MDL with a Project Report, along with details of what has been bought as a result of the funding, high-photographs and evidence of expenditure.
- All report templates will be provided by MDL.

### Eligibility:

The FFP grants are open to non-national museums that are Accredited or actively working towards Accreditation. The programme is not available to archives or libraries unless part of an eligible museum and are not available to National Museums or National Portfolio Organisations (NPOs).

To be eligible to apply the museum must be:

- Located within the 32 London Boroughs or the City of London
- Accredited (holding either Full or Provisional status) or be actively working towards Accreditation
- A non-National and non-National Portfolio Organisations (NPO)
- Have an in date Forward Plan, which is submitted as part of the application process alongside a Learning/Audience Development Plan (if this is a separate document to your Forward Plan)

- Successful grant recipients must be committed to share learning and contribute to the evaluation of the grants programme for MDL, and be willing to present at MDL-related events and training programmes as requested

Applications received after the stated closing date will not be considered. Museums should make their applications on the accompanying application form.

### Project Reporting:

If your application is successful, you will be expected to sign a Memorandum of Agreement, agreeing to the grant stipulations. All grants will be awarded at the end of the project.

Projects must be completed by **no later than Sunday 3 March 2024** and all paperwork as outlined in the Memorandum of Agreement completed and submitted no later than **12.00noon on Wednesday 13 March 2024**. All grantees will be expected to complete and submit the following:

- A Project Report and Grant Claim Form
- An Invoice with proof of expenditure (copies of receipts/invoices)
- High-Quality Photographs

### Key Reporting dates:

Information	Deadline
Applications open:	Monday 1 May 2023
Deadline for grant applications:	5:00 pm on Monday 26 June 2023
Applicants will be informed of grant outcome:	Friday 7 July 2023
Formal Offer Letter, Memorandum Agreement sent to successful museums by:	Friday 7 July 2023
Signed Memorandum Agreement due to MDL by:	12.00noon on Wednesday 9 August 2023
Template for Project Report and Grant Claim Form, and Purchase Order number for invoice sent to museums by:	Friday 16 February 2024
Project completed by:	Sunday 3 March 2024
Project Grant Report and Grant Claim Form, Invoice, receipts, and photographs due to MDL by:	12.00noon on Wednesday 13 March 2024
Invoices paid by MDL by:	Sunday 31 March 2024

## Applying

### How to apply?

- After reading this document you can discuss your application in advance with Rachael Crofts, Museum Development Officer Audiences
- Application forms are available from Rachael Crofts, Museum Development Officer Audiences: [rcrofts@museumoflondon.org.uk](mailto:rcrofts@museumoflondon.org.uk) or the link below.

- Museums should make their applications on the accompanying [Application Form](#) (no other format will be accepted)
- Only fully completed application forms, with accompanying Forward Plans and Learning/Audience Development Plans (if this is a separate document to your Forward Plan) will be considered
- Applications and supporting documents must be emailed by **no later than 5:00 pm on Monday 26 June 2023** to: Rachael Crofts, Museum Development Officer Audiences **at this email address:** [mdgrants@museumoflondon.org.uk](mailto:mdgrants@museumoflondon.org.uk)
- Applications submitted/received after this deadline will not be accepted.

## What happens once I've submitted my application?

- You will receive confirmation by email upon receipt of your application
- Applications will be assessed by the MDL team
- All applicants will be notified of the outcome of their application within 2 weeks of submitting their application
- Successful applicants will be sent a Formal Offer Letter, which will set out the payment and reporting schedule, and be required to sign a Memorandum of Agreement accepting specified funding conditions
- Grants will be allocated in one instalment in March 2024.

## Further support/questions

If you have any questions or would like to discuss the criteria or guidelines, or you wish to discuss your proposed project in more detail please contact: Rachael Crofts, Museum Development Officer Audiences - Tel: 020 7001 9876 / Email: [rcrofts@museumoflondon.org.uk](mailto:rcrofts@museumoflondon.org.uk).



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