



London Museum Development

Diversity Matters Programme Grant

2018-2022

Guidance for Applicants

[London Museum Development \(LMD\)](#) is pleased to announce the launch of the 2020-2021 Diversity Matters Programme Grant. This guidance document explains the purpose and process of the Diversity Matters Programme (DMP) 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. She is also available to support you in finding artist(s)/group(s) to work with as part of your proposed project as well as project work.

Closing date for applications: Midday (12.00noon) on Monday 7 September 2020. *Please note applications submitted after this deadline will not be accepted.*

Introduction

Given recent global events and the advent of the Black Lives Matters movement, this year's programme will focus on enabling museums to work with BAME artists/groups. The grants will support projects that enable museums to:

- Work with artists and/or groups from BAME communities to co-curate, co-produce and co-create a public exhibition
- Provide a public platform (through an exhibition) that gives BAME artist(s)/group(s) space to review, reflect and respond to museum collections either by:
 - Enhancing existing collections through a re-visiting collections project, whereby the artist(s)/group(s) responds and reflects on the museum's current themes and objects, or
 - Enabling a contemporary collecting project, which gathers oral testimonies, objects etc. from the artist(s)/group(s) so the museum's collections are up to date and relevant.

If you can answer 'yes' to the following questions the Diversity Matters Programme grant may be for you:

- Does your museum want to create a more diverse collection and exhibition programme for its visitors of all backgrounds?
- Does your museum want to **consult and work with (not for or on behalf of)** diverse and under-represented groups to develop your collections and exhibitions?

- Would your museum like to co-curate, co-produce and co-create an exhibition with BAME artist(s)/group(s)?
- Would your museum like further funding to work with BAME artist(s)/group(s) to support any of the following work to:
 - Diversify your collections through a contemporary collecting programme initiative/project?
 - Diversify your collections through a revisiting collections initiative/project?
 - Create a co-curated exhibition?
- Will your museum be able to **open the exhibition** that showcases the work undertaken as part of the project **by Sunday 28 February 2021**?

If so, LMD would welcome an application and encourage your museum to apply to our Diversity Matters Programme grant.

The grant will be delivered through LMD. We have allocated **£3,000** per year to support London's non-national museums to develop and embed their work with BAME communities.

The overall objectives of the DMP are to:

- Enable non-national museums to embrace and embed diversity practices
- Increase engagement with museum collections and exhibitions from visitors of all backgrounds
- Increase participation in public programmes and activities from visitors of all backgrounds
- Increase the diversity of the museum sector's workforce
- Increase the diversity of the museum sector's board of trustees.

In London the DMP will demonstrate how London's non-national museums are currently embracing and embedding diversity practices to increase engagement with their collection and participation in their public programmes for visitors from all backgrounds (i.e. through contemporary collecting practices, co-produced exhibitions, targeted programming), as well as diversifying their workforce and board of trustees.

Over the 4 years this programme will continue to showcase how museums are embedding diversity and creating organisations, collections and public programmes, which are representative of their respective communities. It will also support emerging diversity practice to enable museums to better reflect the diversity of London and empower its audiences, staff and content creators to feel more represented and want to further engage with museums, collections and public programmes. Each year the programme will be evaluated and the programme will evolve based on feedback we receive from museum staff.

The DMP supports Arts Council England's [Creative Case for Diversity](#) (CCD) agenda. At the heart of the CCD is a requirement that arts and culture in England should reflect the diversity of society and local communities. It recognises both the value of diversity in enriching our arts and cultural offer, as well as ensuring all artists have access to the

opportunities and resources to create truly excellent work that reflects the presence, stories and voices of all our communities. London's non-national museums, with support from LMD, will need to show how they contribute to the CCD **through the work they produce, present and distribute**.

We will expect to see the following from our investments over the 4 years:

- An increase in the diversity of collections, audiences, and public programmes
- An increase in diversity of workforce, leadership and board of trustees
- An increase number of visitors from diverse backgrounds
- An increase in change attitude of visitors from diverse backgrounds who want to engage with a museum

Over the four years the grants can support four key areas of diversity practice, which enable museums to:

1. Diversify its public programmes, events, exhibitions and collections. This falls under ACE's [Goal 1 Excellence framework](#) – particularly the [CCD agenda](#)
2. Reach more diverse audiences. This falls under ACE's [Goal 2 For Everyone](#)
3. Build a more diverse board that leads on equality and diversity. This falls under ACE's [Goal 4 Diversity and Skills](#) – particularly board succession planning
4. Recruit and retain a more diverse workforce. This falls under ACE's [Goal 4 Diversity and Skills](#) – particularly workforce (volunteer and paid) development

Alongside the grant programme, LMD will also run a training series in the autumn to support London's non-national museums to embrace and embed diversity practices. As well as supporting museums to understand ways to increase engagement from people from all backgrounds and protected characteristic groups, it will also support museums to develop meaningful and realistic equality action points for plans going forward. More information on the training series will be available over the coming weeks.

Year Three (April 2020 - March 2021) Grant Priorities

The Year Three grants will focus on supporting museums to work with BAME artists and groups. It will also prioritise grants that enable museums to diversify its exhibition programme through a contemporary collecting or revisiting collections project. You can find more information and tips on developing a contemporary collecting or revisiting collections project [here](#) (PDF 140KB, opens in a new tab). Alternatively, please speak to Rachael Crofts, Museum Development Audiences – Tel: 07540 122540 / Email: rcrofts@museumoflondon.org.uk.

For museums that are unsuccessful in gaining these grants, LMD will be offering 1:1 meetings to signpost alternative sources of funding and provide tips, mentoring and feedback for museums writing bids to support this diversity work.

As such, the grant programme will continue to prioritise grants that support how museums could respond to the CCD agenda. However, LMD will prioritise grants that contribute to CCD initiative in the following ways:

- Including in the planning process the voices of people from BAME backgrounds, particularly those identified within your audience and local borough profiles that are under-represented in your work
- Identifying opportunities for your exhibitions programming team to see new work and engage with artist(s) from BAME groups
- Consulting with people from BAME group(s), for example by working with local BAME organisations or groups to enable you to work with your local BAME residents and communities
- Recruiting a small number of people from your BAME residents and communities you want to engage with and training and supporting them to be involved in co-curating, co-producing and co-creating your upcoming exhibition(s) process
- Developing exhibitions that specifically respond to current diversity issues such as COVID-19, Black Lives Matters, social in-equality, racism, colonial and empire stories from BAME communities and slavery
- Collecting objects and oral testimonies that reflect the diversity of the BAME communities you work with (i.e. a contemporary collecting initiative/project)
- Presenting and interpreting existing collections in new ways through working with BAME artist(s)/group(s) to understand how different objects mean different things to different people and to capture and present those multiple perspectives (i.e. a revisiting collections initiative/project).

As part of the application process, you need to showcase how the museum will:

- Identify the BAME artist(s)/group(s) you plan to work with
- Consult and work with BAME artist(s)/group(s) throughout the process and co-curate, co-produce and co-create the subsequent exhibition together (not for or on behalf of these artist(s)/group(s))¹
- Work with the BAME artist(s)/group(s) to identify themes/collections/objects for a revisiting collecting project and/or the suggested themes/collections/objects that will be captured as part of a contemporary collecting project
- Deliver **one public exhibition** that showcases the work undertaken as part of the project no later than **Sunday 28 February 2021**.²

¹ LMD recognise that social distancing measures and museum capacity may or may not be able to support on-site sessions with BAME artist(s)/group(s) in Autumn 2020/Early 2021. As such, LMD are open to museums exploring how activities and sessions can be run digitally with their identified BAME artist(s)/group(s) to continue to adhere to government guidance and the ongoing COVID-19 situation and use to the grant to pay for the implications this would have on delivering sessions.

² LMD understand that physical on-site exhibitions open to the public within your museum spaces may or may not be possible by February 2021. As such, LMD will continue to monitor the global COVID-19 situation and government guidance accordingly. In the first instance and given current guidance enabling museums to re-open, LMD are open to supporting expenditure being spent on on-site exhibitions opening to the public by February 2021. However, if the pandemic and government guidance changes from the time of the application being submitted and/or during the Autumn, LMD will work with the successful grant holders to discuss possible solutions, changes in outputs and repurposing grant expenditure accordingly. For example, this could involve changing any associated costs initially outlined to deliver a physical on-site exhibition being repurposed to cover associated costs to deliver an online exhibition. However, please note approval and discussions with LMD must take place **before** these changes are made by the museum to ensure that grant holders are still eligible for the full grant initially awarded.

If you are unsure whether your project would be eligible, how much detail to provide, or are interested in further support from LMD to develop and plan your project, please do get in with Rachael Crofts, Museum Development Officer Audiences, to discuss your project in more detail.

What sort of projects will be supported?

LMD will prioritise grants that enable museums to work with artist(s)/group(s) from BAME backgrounds to deliver an exhibition and enable the museum to be more representative of its local community. The funding could support a range of projects which enable museums to consult, work with and involve under-represented BAME artist(s)/group(s) and be more representative of London's diverse population, such as:

- Working with BAME artist(s)/group(s) to develop an exhibition, which addresses current events
- Working with BAME artist(s)/group(s) to reflect on your current themes and objects to make your collections more relevant to all communities
- Artistic talent development initiatives that support emerging, midcareer and established artists from BAME backgrounds
- Supporting BAME artist(s)/group(s) to overcome barriers of involvement and realise their artistic and creative talents
- A contemporary collecting practice project (with an associated exhibition to make visitors aware of the project/work)
- Co-curated/created/produced exhibition developed in consultation with BAME artist(s)/group(s)

While the CCD is primarily concerned with your creative and cultural programme or collections, work you undertake on the programme can also help you identify the needs and interests of groups who are under-represented in your audiences. It is therefore likely that some of the work you undertake on the CCD (and work we will support through the DMP grant in Year Three) will also contribute to helping you reach more diverse audiences, and similarly, work to reach more diverse audiences will impact on your collections.

However, it's important that all LMD funded projects in Year Three **must**:

- Consult, work with and involve throughout the process at least **one** artist/group from a BAME background, **and**
- Open **one public exhibition** that showcases the work undertaken as part of the project **no later than Sunday 28 February 2021**
- Clearly outline the artist(s)/group(s) you will work with, as well as describe how you plan to work with them over Autumn 2020/Early 2021 to co-curate/produce/create the final exhibition as part of the application form.

What type of project expenditure is eligible?

Museums may apply for grants to cover costs relating to:

- Associated project costs (i.e. room hire, travel expenses for participants, refreshments for participants, costs for freelancers, consultants, equipment,

materials, and marketing as well as equipment, materials, postage costs and software to deliver sessions/workshops digitally)

- Exhibition costs (i.e. design and printing of any interpretation panels, and installation)
- Acquisition and care of items for the collections (provided they are collected as part of a contemporary collecting practice project with a BAME artist/group) to be displayed in the museum.

What type of project expenditure is not eligible?

- Projects that do not consult, involve or work with at least one BAME artist/group
- Projects that demonstrate little or no potential benefit to under-represented individuals/groups
- Projects that are unable to deliver an exhibition that showcases the work undertaken as part of the project, or this exhibition is delivered on/after **Monday 1 March 2021**
- Any proportion of regular staff salaries or backfill costs (however, freelance/consultant staff costs will be eligible)
- Publications and research
- Any project started before the applicants have been notified of the outcome of their applications.³

If you are unsure whether your proposed expenditure would be eligible, please do get in touch with Rachael Crofts, Museum Development Officer, to discuss your proposed project costs in more detail.

Key Grant Information

Overview:

- Museum can apply for a **maximum £1,000**
- Applications received after the stated closing date will not be considered
- Projects (including opening the exhibition) must be completed by **Sunday 28 February 2021** and all project reports and information as outlined in the Formal Offer Letter submitted to LMD no later than **Midday (12.00noon) on Wednesday 10 March 2020**
- If project costs are lower than those stated in the original application then the value of award will be reduced proportionally
- Grants will be paid at the end of the project once the Final Project Report and Grant Claim Form, proof of expenditure and Photographs have been submitted to LMD. However, LMD are open to paying 50% of outlined costs upfront and 50% at the

³ Please note initial conversations with BAME artist(s)/group(s) to discuss a potential project and how this could evolve as well as potential themes/collections/ideas that the project and exhibition could focus on can take place, is actively encouraged before the application is submitted and will not affect your eligibility for this grant programme. However, if successful the grant will not cover costs of any sessions/workshops that have already taken place (i.e. cover associated back-fill project costs) before applicants have been notified of the outcome of their application.

end of the project. As such successful applicants will be asked if this would be beneficial when notified of the success of their application.

- 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 London Museum Development 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 London Museum Development Team as requested
- Grant recipients must be committed to share learning and contribute to the evaluation of the grants programme for LMD as well as submit information to be used as website case studies and present at the next training session in 2021
- By applying for a grant, you are acknowledging that you will provide LMD with a baseline diversity profile, along with details of what has been bought as a result of the funding, case studies of funded projects (including high-quality photographs), evidence of expenditure and activity reports and a final impact report.

Eligibility:

The DMP 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 to be submitted as part of the application process

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

Key Assessment Requirements:

- Grant applications will be strengthened where staff can clearly demonstrate how the planned grant activity addresses a need/action point within their Forward Plan/Learning Plan/Audience Development Plan/Access Plan and/or Equality Action Plan or equivalent
- Diversity impact will be a criterion in decision making, with preference given to those who aim to increase and encourage engagement from more diverse audiences so great art / exhibitions / programmes can be experienced and appreciated by everyone. Museums should demonstrate in their application what their diversity impact will be

- Applications will be greatly enhanced where the BAME artist(s)/group(s) you are hoping to work with have been consulted on the plans and this consultation is outlined in the application
- Applications will be greatly enhanced where museums use their own audience and local borough data and/or evidence to identify which BAME artist(s)/group(s) to work with as part of the project
- Museums will need to submit their Forward Plans and associated Resource/Action Plan
- Museums will also need to submit any additional plans, which showcase how they are working on becoming more diverse and inclusive as an organisation as well as within their audience profile and planned activities. In some cases, these action points will be included within the Forward Plan and its Resource/Action Plan. Or, museums will have developed separate documents such as a Learning Plan/Audience Development Plan/Access Plan/Equality Action Plan and/or equivalent to outline this work, in which case these plans will also need to be submitted alongside the Forward Plan and application form to support your application. *If you are unsure which plan(s) to submit to support your application, please do get in touch with Rachael Crofts, Museum Development Officer, to discuss this in more detail.*

Project Reporting:

If your application is successful, you will be expected to complete a Baseline Diversity Profile Form of your audiences and organisation and return it alongside your signed Memorandum of Agreement.

All grantees will be expected to complete a short assessment of their project as part of the reporting process, which will form part of the claim form and will need to accompany your final invoice, along with proof of expenditure (i.e. invoices and/or receipts) and photographs of your project in March 2021.

All grant holders will be expected to complete a final impact report, which will include providing information on the diversity of audiences and your organisation 12 months following the end of the project (i.e. April 2022). LMD will provide all report form templates one month prior the respective deadlines.

Key Reporting dates:

Information	Deadline
DMP grant applications open:	Monday 20 July 2020
Conversations with BAME artist(s)/group(s) and LMD MDO Audiences as needed:	Monday 20 July – Friday 4 September 2020
Deadline for grant applications:	Midday (12.00noon) on Monday 7 September 2020
Applicants will be informed of grant outcome:	Friday 11 September 2020

Formal Offer Letter, Memorandum Agreement, and Baseline Diversity Profile Form sent to successful museums by:	Friday 11 September 2020
Museum projects to start:	Monday 14 September 2020
Detailed feedback and signposting of other funding avenues/support to unsuccessful museums by:	Wednesday 7 October 2020
Signed Memorandum Agreement and Baseline Diversity Profile Form due to LMD by:	Midday (12.00noon) on Wednesday 7 October 2020
Templates for Project Report and Grant Claim Form and Purchase Order number for invoice sent to museums by:	Friday 5 February 2021
Project completed by:	Sunday 28 February 2021
Completed Project Report and Grant Claim Form, proof of expenditure (i.e. invoices and/or receipts), photographs of project activity and invoice due to LMD by:	Midday (12.00noon) on Wednesday 10 March 2021
Template for Impact Report sent to museum by:	Friday 25 March 2022
Impact Report due to LMD by:	Midday (12.00noon) on Wednesday 27 April 2022

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 also available from Rachael Crofts, Museum Development Officer Audiences: rcrofts@museumoflondon.org.uk
- 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 other supporting documents/plans will be considered
- Applications and supporting documents must be emailed no later than **Midday (12.00noon) on Monday 7 September 2020**
- Applications should be emailed to: Rachael Crofts, Museum Development Officer Audiences: mdgrants@museumoflondon.org.uk
- Applications submitted/received after this deadline will not be accepted.

What happens after you apply?

- You will receive confirmation by email upon receipt of your application
- Applications will be assessed by the LMD team
- All applicants will be notified of the outcome of their application within three weeks of the application deadline

- 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 and complete and return a Baseline Diversity Profile Form
- Unsuccessful applicants will be contacted to provide feedback and signpost additional sources of funding to support their diversity work
- Grants will can either be allocated in one instalment in March 2021 or two instalments (50% of total costs in September 2020 and 50% of total costs in March 2021) an as outlined in the Formal Offer Letter
- Either 100% or 50% of the total grants will be paid at the end of the project once the Project Report and Grant Claim Form, invoice, proof of expenditure and photographs have been submitted to LMD as outlined in the Formal Offer Letter
- If the final project costs are lower than those stated in the original application then the value of the award will be reduced proportionally

Further support/questions

If you have any questions or would like to discuss the criteria, guidelines, wider equality action points you need to showcase within your plans and documents, or you wish to discuss your proposed project as well as potential BAME artist(s)/group(s) to work with in more detail please contact: Rachael Crofts, Museum Development Officer Audiences - Tel: 020 7001 9876 / Email: rcrofts@museumoflondon.org.uk.



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