

## **London Museum Development Museums Recovery programme 2021-22 Guidance Notes**

Museum Development London is pleased to announce a support and grants programme, generously supported by The Art Fund, to support London's Museum services to recover and re-open.

Successful applicants will be supported to carry out a self-assessment of the museum using the MD Museums' Organisational Health Check.

### **MD Organisational Health Check**

The MD Museums Organisational Health Check is a national tool to help museums across England to assess and analyse all aspects of their operations in order to identify what they are doing well and where there are areas for improvement. The Health Check is quick and easy to use and working with a small internal assessment team from your museum it should take no more than 3.5 hours to complete. Facilitation from London Museum Development is available to assist you with this process. If you don't have previous experience of carrying out a self-assessment we would encourage you to opt for a facilitated process

Museum Development London will use the information you have provided to create a short Advisory Report for your museum. This will highlight your self-identified priority areas over the next 12 months and will provide signposting to potential areas of Museum Development support and external resources which may be useful.

Based on the findings from the Advisory Report museums will then be invited to submit a short application for one of the LMD & Arts Funded Recovery grants to address priorities identified by the self-assessment process.

### **Museum Recovery Grants**

A total grant fund of **£32,000** is available and 8 grants **up to a maximum of £4000**, are available to support projects

The grants will support projects that may support long term recovery this might include any of the following but other projects will be considered:

- stretch thinking by helping museums to evaluate alternative futures and carry out appropriate research e.g. audience research to address post Covid re-opening, finding new ways to connect to their audiences and local communities
- innovate and pilot new ways of working for individual organisations e.g. developing new approaches to digital and hybrid working
- explore new and exciting partnerships e.g. with arts and cultural organisations, community organisations and charities
- take a risk or try something new in order to address the need to revise the visitor experience, in the light of post Covid changes to visitor behaviour, or to raise the profile of the organisation
- introducing measures to improve access, enhance the visitor experience and ensure safety

If you would like to have a chat about the Recovery grants programme please contact the Museum Development Team, [MDGrants@museumoflondon.org.uk](mailto:MDGrants@museumoflondon.org.uk) prior to submitting an application.

### **What we can't fund**

- Any proportion of regular staff salaries or backfill costs. However, freelance/consultant staff costs will be eligible
- The acquisition of items for collections
- Any project started before the applicants have been notified of the outcome of their applications

### **Who is it for ...?**

#### **a) Eligibility Criteria**

Applications will be assessed against the following criteria:

- Applications are invited from non-National, non-NPO museums that are located within the 32 London Boroughs or the City of London
- ACE funding can be allocated only to applications from museums that are Accredited or have been recognised by ACE as 'working towards Accreditation', (see the ACE website <http://www.artscouncil.org.uk/what-we-do/supporting-museums/accreditation-scheme/how-do-i-apply/> for details regarding registration).

## **b) Selection Criteria**

As a result of the Covid crisis many museums will now have an urgent need to revisit their business planning. Applicants to this programme should be able to demonstrate a commitment to continuous improvement and be willing to carry out a self-assessment using the Museum Development Organisational Health Check to identify revisions to priorities for their service in the light of post Covid operations. You can view the MDN Healthcheck online at <https://online1.snapsurveys.com/jywugb>

### **What we'll be assessing:**

Does the application demonstrate:

- The need to review and revise their current business plans and models
- How the Covid crisis has impacted on the museum's ability to generate revenue.
- Amounts of emergency funding support already received from other sources i.e. Cultural Recovery Funding from NLHF or ACE will be taken into account and priority will be given to those who have not yet received any support
- A clear understanding of key challenges facing the museum
- A willingness to complete an organisational self-assessment using the Museum Development Organisational Health Check
- A willingness to work with Museum Development, post receipt of an Advisory Report, to develop a recovery project based on priorities identified from the programme.

On completion of the self-assessment and receipt of the Advisory Report, participants will be eligible for one of the 8 grants of £4000 available through this programme. It is hoped that these grants will allow services to address challenges arising from the covid 19 pandemic and the prolonged period of closure.

Grant projects will be expected to demonstrate:

- A direct link to organisational priorities and areas for improvement as identified by the Museums' Organisational Health Check self-assessment
- Clear aims and objectives for the project
- Intended outputs and outcomes linked to Museum's post lockdown recovery
- A realistic cost breakdown, which represents good value for money

### **How to apply ...**

Applicants should complete the application form and note their willingness to take part in a facilitated self-assessment process. Once the completed self-assessment is returned to Museum Development Grants you will then receive an advisory report within the following 2 weeks. Your Advisory Report will provide guidance to resources and or appropriate MDO assistance to help you to address your priority areas for improvement. Once you have had a chance to consider the findings in your Advisory Report and discuss your priority areas with the Museum Development Team you will then be able to submit a grant proposal, using the Recovery Grant project template, to [MDGgrants@museumoflondon.org.uk](mailto:MDGgrants@museumoflondon.org.uk).

# Deadline for applications to the programme

**05 July 2021**

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

All applicants will be notified of the outcome of their application within two weeks of the application deadline.

Successful applicants will be sent a formal offer letter and be required to sign a memorandum of agreement accepting specified funding conditions.

In view of the current financial situation LMD will discuss details of grant payments with successful applicants in advance of each recovery project.

Successful applicants will be asked to submit a report at the conclusion of the project.

All projects to be completed with reports, grant claim forms and supporting invoices to be submitted by 12.00 noon on **Monday 21 February 2022**.

## Key dates re application:

Action	Deadline
Deadline for applications	05 July 2021
Assessment of applications	07/08 July 2021
Successful applicants notified	12 July 2021
Final Deadline for completion of facilitated self-assessment	01 September 2021
Advisory Report sent to participating museums by:	2 weeks after receipt of completed self-assessment (20 September 2021)
Final deadline for submission of recovery project proposals	15 October 2021
Formal Offer Letter, Memorandum Agreement for grant sent to successful museums by:	21 October 2021
Signed Memorandum Agreement due to LMD by:	Within 2 weeks after date of formal offer from MDL

Template for Project Report and Grant Claim Form, and Purchase Order number for invoice sent to museums by:	Monday 07 February 2022
Project completed and project report, invoice and proof of expenditure sent to LMD by:	Monday 21 February 2022

### Notification to Applicants:

For further information or pre-application advice contact the London Museum Development team via the email address below. Please put the name of the grant you are applying for into the subject header:

[MDGrants@museumoflondon.org.uk](mailto:MDGrants@museumoflondon.org.uk)

**The London Museum Development Team** London Museum Development  
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<https://www.museumoflondon.org.uk/supporting-london-museums/specialist-support/contact-team>



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