



Museum Development London
Dynamism Programme: Museums Re-set grants
2023–24
Guidance Notes

Museum Development London is pleased to continue to support London Museums to respond to challenges through its Dynamism Programme's Re-set grants, which are generously supported by the Art Fund.

Museum Re-set Grants

The MD London Re-set Grants are aimed at London Museums that are responding to increasing challenges, such as changes to visitor behaviour post pandemic, rising costs and addressing increasing effects of climate change, without any increase in their budgets. With this in mind Art Fund, working in partnership with Museum Development has generously made funding available towards projects that might help museums with projects around three key themes:

1. **Developing the use of collections in new ways**
2. **Audience development**
3. **Volunteer and workforce development**

A total grant fund of £16,000 is available to provide 4 grants of **£4,000** to support projects identified by museums through the MD Organisational Health Check process.

Applications are invited from museums that are looking at strategic approaches towards developing strong and flexible organisations that are able to adapt and

respond to the challenges, both expected and unexpected and to the changing needs of the communities they serve.

What will the successful museums need to do?

Successful applicants will be asked to work with the MD London team to complete the [MD Organisational Healthcheck](#) (see paragraph about the MD Organisational Health Check below)

They will then receive, within 2 weeks, a short Advisory Report from the Museum Development Officer which will summarise the findings, set out the priorities and signpost useful references & resources to help you with each priority.

Applicants can use the Advisory Report to prepare their project proposal setting out how they will use the grant of up to £4k towards making improvements.

What sorts of projects might be funded?

- Developing the use of collections in new ways (this means new ways for your museum)
 - co-creation with local communities
 - enhanced use of digital resources
 - developing contemporary collecting projects
- Developing your audience/community engagement capabilities
 - Exploring new partnerships and/or working with new audiences or existing audiences in a new way
 - Developing an evaluation framework, which could involve creating new audience surveys and/or running focus groups for users/non-users to find out more about what people want
 - Making reasonable adjustments to ensure your building, stories and offer to audiences is as accessible as possible
 - Developing either a Marketing or Audience Development Plan
 - Develop an Advocacy/Impact Report framework so you are able to better showcase the impact of your service as well as advocate and influence your funders and stakeholders

- Training for the workforce, paid and volunteer, to address skills gaps within the organisation
 - staff and volunteer retention and training
 - support for in-house training
 - wellbeing offers for staff and volunteers
 - bespoke personal development opportunities to upskill collection and curatorial staff.

We are willing to consider any suggestions, within these broad parameters. Please do let us know if you would like to have a chat about the Re-set programme before applying, just contact the [Museum Development Team](#) prior to submitting an application.

What we can't fund

- 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](#) for details regarding Accreditation).

b) Selection Criteria

Many museums have a need to re-assess their positions and revise business plans in the light of changed visitor behaviour and medium to long term challenges. Applicants to this programme should be willing to make an honest assessment of their current position using the Museum Development Organisational Health Check tool – which will help them to identify priorities for their service. They should also

be able to demonstrate a commitment to continuous improvement and ongoing self-assessment. You can view the MDN Health Check online at [2023–24 Survey link](#)

We welcome new applications from previous participants.

What we'll be assessing

Does the application demonstrate:

- A clear commitment to review their current operational practice with a view to identifying areas of best practice and those where development is needed?
- 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 4 grants of £4,000 available through this programme.

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.

MD Organisational Health Check

Over the past three years we've successfully used the MD Museums' Organisational Health Check in our Recovery grants programme to help museums to carry out an organisational self-assessment to identify priorities for improvement

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 with facilitation from Museum Development London. If you have previous experience of carrying out a self-assessment you can carry out your own self-assessment, without MD facilitation if that works better for you.

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 Re-set grants to address priorities identified by the self-assessment process.

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 Re-set project template, to [this MD email address](#).

Deadline for applications to the Re-set Programme:

5.00 pm 26 June 2023

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.

All grants will be paid in two instalments with the final 10% of the grant payable at the end of the project, unless otherwise arranged with the Museum Development Team at the Museum of London. If the final project costs are lower than those stated in the original application then the value of the award will be reduced proportionally.

Successful applicants will be asked to submit a claim and report, including photographs 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 4 March 2024**.

Key dates re application:

Action	Deadline
Deadline for applications	26 June 23
Assessment of applications	27–29 June 2023
Successful applicants notified	3 July 2023
Final deadline for completion of facilitated self-assessment	4 September 2023
Advisory Report sent to participating museums by:	2 weeks after receipt of completed self-assessment (18 September 2022)
Final deadline for submission of recovery project proposals	9 October 2023
Formal Offer Letter, Memorandum Agreement for grant sent to successful museums by:	19 October 2023
Signed Memorandum Agreement due to MDL 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 5 February 2024
Project completed and project report, invoice and proof of expenditure sent to MDL by:	Monday 4 March 2024

Notification to Applicants:

For further information or pre-application advice [contact the Museum Development London team](#) via email. Please put the name of the grant you are applying for (Reset Grant) into the subject header.

Museum Development London Team

Museum of London Docklands, West India Quay, London, E14 4AL

Yvette Shepherd, MDO Organisational Health Tel: 078 4120 6864



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

