

Diversity Matters Programme Briefing Session

Date: Friday 15 June 2018

Time: 10.30am – 4.30pm

Location: [Museum of London Docklands, West India Quay, London E14 4AL](#)

Facilitators: Rachael Crofts, Museum Development Officer Audiences

What will be covered?

The London Museum Development (LMD)'s new Diversity Matters Programme will build on the national diversity and [Creative Case for Diversity](#) agenda. The programme will support London's non-national museums to embrace and embed diversity practices to increase engagement with their collection and participation in their public programmes for visitors from all backgrounds and protected characteristics groups (i.e. through contemporary collecting practices, co-produced exhibitions, and targeted programming), as well support museums to diversify their workforce and board of trustees.

As part of the briefing sessions delegates will cover the following topics: definitions of diversity; the picture of diversity in London; areas of diversity practice including ACE's Creative Case for Diversity; planning for diversity activities and initiatives; and developing an action plan.

Through the briefing session LMD will share key information and best practice as well as support the delegates to develop an action plan for their diversity work. The training will focus on the four key areas where museums can develop their diversity practice:

1. How a museum could diversify its public programmes/events, exhibitions and collections. This falls under ACE's [Goal 1 Excellence framework](#) – particularly the [Creative Case for Diversity](#) agenda
2. How a museum could reach diverse audiences. This falls under ACE's [Goal 2 For Everyone framework](#)
3. How a museum could build a board that lead on equality and diversity. This falls under ACE's [Goal 4 Diversity and Skills framework](#) – particularly board succession planning
4. How a museum could recruit and retain a diverse workforce. This falls under ACE's [Goal 4 Diversity and Skills framework](#) – particularly workforce (volunteer and paid) development

Alongside this information delegates will also be introduced to the new Diversity Matters Grants. As part of the programme we will be offering 4 museums grants of £1,000 to delegates of the Briefing Session. In Year One we will prioritise grants that enable museums to address how their museum could diversify its public programmes, events, exhibitions and collections to enable it to be more representative of its local community. The funding could support a range of projects which enable museums to involve and be more representative of London's diverse population, such as:

- Development of a new public programme/activities that reflect the museum's diverse communities
- Events that are shaped by its diverse communities
- Artistic talent development initiatives to emerging, midcareer and established artists from diverse backgrounds and under-represented groups
- Exhibitions that showcase work/partner with artists and companies from diverse backgrounds and under-represented groups
- Activities/Projects/Programmes that support people from diverse backgrounds to overcome barriers of involvement and realise their artistic and creative talents
- A contemporary collecting practice project (with small interpretation panel to make visitors aware of the work)
- Co-produced exhibition
- A targeted co-produced event

Importantly, all LMD funded projects in Year One must have a public facing output (either exhibition and/or event) that encourages visitors from diverse backgrounds and under-represented groups to visit their museum and attend or participate in their associated programme/activity/exhibition.

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.

***** Please note a member of the organisation must attend the whole briefing session to be eligible to apply for the £1,000 grant and further offer of support *****

Who should attend?

This briefing is aimed at:

- Managers, Curators and Learning Staff involved in public programming and exhibition planning

Approximate session timetable

10.30 – 10.45	Arrival
10.45 – 11.00	Welcome and Introductions
11.00 – 11.15	Introduction to Diversity (including definitions)
11.15 – 11.30	Picture of Diversity in London and in London museums
11.30 – 11.45	Understanding the 4 key areas of developing diversity work: Public

	Programming/Exhibitions (Creative Case for Diversity – Goal 1); Audience Development (Goal 2); Workforce (Goal 4); Boards (Goal 4)
11.45 – 12.45	Planning for diversity – understand your users, non-users, community profile, workforce and board, monitoring and evaluation
12.45 – 1.00	Time to look at individual museum data and compare with national/regional data
1.00 – 1.45	Lunch
1.45 – 2.45	Speaker
2.45 – 3.00	Developing an Equality Action Plan, including tips
3.00 – 3.45	Examples of an Equality Action Plan and action planning
3.45 – 4.00	How can LMD help with EAPs... launch of Diversity Matter Grants (Year One will focus on Area One – Creative Case for Diversity – Goal 1); Grant Criteria and examples of what could fund in Year 1
4.00 – 4.15	What happens if unsuccessful
4.15 – 4.25	Questions and next steps
4.25 – 4.30	Evaluation Form and chance for networking
4.30	Finish

Learning objectives

By the end of this briefing you will:

- Understand the picture of diversity in London
- Understand the four key areas of diversity practice and how to develop a Equality Action Plan
- Understand the new Diversity Matters Grant programme and criteria

Support towards Museum Accreditation:

Organisation Health:

- 1.3 Appropriate management arrangements
- 1.7 Appropriate workforce, in numbers and experience, for the museum's responsibilities and plans

Users and their experiences:

- 3.1.1 Understand who its users and non-users are
- 3.1.2 Devise plans to broaden its range of users
- 3.3 Effective and engaging learning experiences

Further information

Please ensure you have your line manager's permission to attend before booking your place as confirmation is sent to the museum. Final confirmation of places will be sent out at least a week before the course. Please keep the **Friday 15 June** available in your diary until your place has been confirmed. A late cancellation (less than 24 hours) / no show charge of **£20** will be applicable.

This session is only for staff working in non-national and non-NPO museums whose museum is officially working towards accreditation, or hold full or provisional accreditation status in the London region.

Refreshments will be provided but please be aware that we will not be providing lunch. Information on lunch locations will be provided to confirmed delegates.



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

