



London Museum Development
Measuring Up Programme
2018-2022

Guidance for applicants

Closing date for applications: 5.00pm Monday 16 July

London Museum Development is pleased to announce the launch of the 2018 – 19 Measuring Up Programme.

The objectives of the Measuring Up Programme are:

- To increase staff confidence and experience in using self, peer and audience review/evaluation methodologies to inform programming
- To increase the quality of collections research, care and exhibitions
- To increase the quality of the digital offer
- To increase the quality of the visitor experience

There are 3 strands to the Measure Up Programme:

Collection Grants: Four grants of up to £500 are available museums to develop the quality of their collections. The funding can be used to support development, research, care or interpretation initiatives.

Digital Grants: Four grants of up to £500 will be available to museums to develop the quality of their digital offer. The funding could support purchasing equipment to digitalise the collection or enhance digital interpretation in gallery spaces, such as developing an interactive or film and other initiatives.

Mystery Shopper Visitor Experience Project: Four museums will be enabled to better understand the quality of their visitors' experience through participation in a Mystery Shopper Project. Participating museums will be trained as 'secret shoppers' and conduct visits to each other's site using a questionnaire to assess the visitor offer resulting in objective and constructive feedback. Taking part is a great opportunity to experience other sites and learn more about your own organisation by analysing another. In other regions mystery shopper visits have resulted in feedback being used in practical and useful ways.

Museums are welcome to apply to all 3 strands, however London Museum Development will only be able to give one award per museum.

What sort of projects will the Grants support?

Collection Grants:

These four grants are available to support work that will make a tangible improvement to collection care, development, research, or interpretation. Projects must be supported by existing documentation or conservation plans or relate to actions identified further to training or a visit from the Regional Collection Care Development Officer.

Funding might be used to support a range of projects, such as:

- Purchase of equipment or materials to assist with documentation, environmental monitoring, preventive conservation, emergency, disaster preparedness, and photography.
- Procurement of training in collection care, documentation, collection management systems
- Consultancy costs e.g. for conservation audits/assessments, documentation advice re specific problems such as tackling backlogs, procuring a CMS etc

Digital Grants:

These four grants will be available to museums to develop the quality of their digital offer. Projects must be supported by existing digital strategies or relate to actions identified further to training or a visit from a member of the MDO team. The funding could support your collections or programmes.

Funding might be used to support a range of projects, such as:

- Purchase equipment or materials to assist with e.g.:
 - An exhibition which would benefit from digital technologies, i.e. tablet devices, interactive screens
 - A specific project which would benefit from digital technologies, i.e. a scanner for a digitisation project, a camera to photograph collections
 - A piece of equipment which would aid digital based activities, i.e. a tablet to help run a museum's social media platforms, Raspberry Pis to help with learning sessions
- Cost of a specialist to aid with digital projects, needs or training e.g.:
 - A trainer to give specific training, not directly covered by the London Museum Development team, i.e. Google Analytics
 - Funds towards the cost of a website redevelopment

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
- Publications and research
- Any project started before the applicants have been notified of the outcomes of their applications

What will the Mystery Shopper Visitor Experience Project support?

Four museums per year will work together with the MDO Audiences to better understand the quality of their visitors' experience. The project will involve: a kick-off meeting of all four museums to discuss the process and questionnaire in September 2018; three reciprocal visits to take place between October 2018 and January 2019; three anonymised reports for each museum to use which outlines the quality of the visitors' experience, including exhibitions, public programmes and your facilities (signage, toilets, shop and café); an MDO facilitated wrap up session for all four participants to discuss findings, review recommendations and discuss way to further develop the quality of their visitors' experience going forward in February 2019.

The programme will support the museum to:

- Understand and develop its Customer Charter
- Understand and develop its exhibition and public programmes going forward
- Use the reports to inform future funding plans and activity
- Feedback and train staff
- Support Accreditation Section 3 – Users and their experiences questions

End of project reporting

Collection & Digital Grants:

All grantees will be expected to complete a short self-assessment as part of the reporting process and this will form part of the claim form and report to accompany your final invoice in February 2019.

Each grant recipient will also be asked to act as a peer for a partner museum so that all participants will receive a peer assessment of their project in order to provide an objective overview of the project's success. Peer reviews will need to be completed within 2 months of submission of your claim.

Projects that involve training, public events or exhibitions will be required to submit a brief audience assessment at the end of the project. Audience assessments will need to be completed within 2 months of submission of your claim.

London Museum Development will provide all the templates for self, audience and peer assessments, along with the final report and invoice summary templates in January 2019.

Mystery Shopper Visitor Experience Project:

Peer reviewers taking part in reciprocal visits will be paid expenses of up to £30 per visit to cover the costs associated with a museum visit such as: entry fee, lunch/refreshments and a small purchase from the shop (if you have one). Expenses will need to be claimed post

the visit via submission of a claim form and invoice, with receipts, showing proof of expenditure.

Mystery Shopper applicants will be expected to conduct a self-assessment as part of the end of project reporting process in February and March 2019. London Museum Development will provide all final report and invoice summary templates in January 2019.

Eligibility

All three strands of the Measuring Up programme 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. Applications will be greatly enhanced where a need for the work is indicated in strategic documents such as the forward plan, digital strategy, conservation report etc. or as part of advice from qualified specialists or Museum Development Officers.

Museums are welcome to apply to all three strands of the Measuring Up programme, however London Museum Development will only be able to give one award per museum.

What happens once 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.

Collection & Digital Grants:

All grants will be awarded at the end of the project. 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 grant applicants will be asked to submit a brief report, which will include a self-assessment, at the conclusion of the project.

All projects grants will need to be completed and reports, grant claim forms and supporting invoices to be received by **5.00 pm on Monday 11 February 2019**. The peer assessment and audience assessment (if applicable) are to take place between the end of February and beginning of April 2019. These reports are due by **5.00pm on Monday 15 April 2019**.

Mystery Shopper Visitor Experience:

Successful applicants will be invited to an initial kick off meeting to be held on Monday 3 September 2018 and a wrap up meeting on Friday 15 February 2019 at the Museum of London.

Following the end of wrap up meeting successful participants will be expected to complete a short self-assessment of the project and complete a report discussing their experiences and the lessons they have learnt participating in the project. The invoice and associated receipts from the visits and the report is due no later than **5.00pm on Monday 4 March 2019**.

Notification to Applicants

For further information or pre-application advice contact:

Collection Grants:

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Mystery Shopper Visitor Experience Project:

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