



London Museum Development

Diversity Matters Programme Grant

2018-2022

Guidance for Applicants

[London Museum Development \(LMD\)](#) is pleased to announce the launch of the 2019-2020 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 Deanne Naula, Museum Development Officer Audiences, to discuss your proposal before submitting your application to the grants scheme.

Closing date for applications: 5.00pm on Tuesday 02 July 2019.

Please note applications submitted after this deadline will not be accepted.

Introduction

The grant will be delivered through LMD. We have allocated **£4,000** per year to support London's non-national museums to develop and embed their diversity practices.

The 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 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](#) agenda. At the heart of the Creative Case for Diversity 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 Creative Case for Diversity **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 these grants will enable museums to make diversity a key issue in relation to the programming, audience development, leadership and workforce of museums. The national agenda focuses on increasing opportunities for people from protected characteristic groups¹ and overcoming the challenges and the barriers to participation and engagement across socio-economic barriers and across geographic location.

Over the four 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 [Creative Case for Diversity](#) agenda
2. Reach more diverse audiences. This falls under ACE's [Goal 2 For Everyone framework](#)
3. Build a more diverse board that leads on equality and diversity. This falls under ACE's [Goal 4 Diversity and Skills framework](#) – particularly board succession planning
4. Recruit and retain a more diverse workforce. This falls under ACE's [Goal 4 Diversity and Skills framework](#) – particularly workforce (volunteer and paid) development

¹ Diversity is defined by Arts Council England through protected characteristic groups, as defined by the Equality Act 2010 and the Equality Duty 2011. These protected characteristics are: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex, and sexual orientation as well as class and socio-economic status.

LMD will run an annual DMP Briefing Session. Attendance at the training session is compulsory for any museum wishing to apply for the grant as it will cover all aspects of diversity practice and give key information about the grant as well as information on developing an overall Equality Action Plan. The Briefing Session in Year One will take place on Friday 15 June 2018.

Year Two (April 2019 - March 2020) Grant Priorities

In Year Two, the grant programme will continue to prioritise grants that support how museums could respond to the Creative Case for Diversity agenda (public programmes/events/exhibitions and collections).

Programmes/work that would contribute to CCD initiative include:

- Considering how you can include in the planning process the voices of people from diverse backgrounds, particularly those your data and evidence tells you are under-represented in your work
- Identifying opportunities for your programming team to see new work and engage with artists from underrepresented groups
- Consulting with people who are underrepresented, for example by working with local organisations or groups who work with under-represented groups
- Recruiting a small number of people from communities you want to engage and training and supporting them to be involved in your programming process
- Exploring new approaches to commissioning and curation to ensure greater diversity
- Promoting access and making reasonable adjustments
- Developing exhibitions that specifically respond to diversity issues such as age, disability and socio-economic status
- Collecting objects that reflect the diversity of the communities you work with
- Presenting and interpreting existing work in new ways through working with diverse individuals and roles – e.g. artists, curators, librarians – to make your collections more relevant to all communities. For example, this might include consulting with a group to understand how different objects mean different things to different people and to capture and present those multiple perspectives
- Considering how you might develop a pathway that supports people from diverse backgrounds to move to higher levels of production

Essentially, you need to showcase how the museum could:

- Consult with diverse and under-represented groups to understand barriers in relation to your programme, people and work to develop artistic talent
- Diversify your programme, collections or exhibitions
- Work with creative and cultural professionals from diverse backgrounds
- Ensure artistic talent development initiatives reach people from diverse backgrounds

What sort of projects will be supported?

LMD 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 groups and be more representative of London's diverse population, such as:

- Working with a group to develop 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 with groups from under-represented communities
- A targeted co-produced event with groups from under-represented communities

While the Creative Case for Diversity 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 Creative Case for Diversity (and work we will support through the DMP grant in Year 1) will also contribute to helping you reach more diverse audiences, and similarly, work to reach more diverse audiences will impact on your programme or collections.

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

- Work with at least **one** group from a protected characteristic, **and**
- Have **one** public facing output (either exhibition and/or event etc.) that encourages visitors from diverse backgrounds and under-represented groups to visit their museum and attend or participate in their associated programme/activity/exhibition
- These group(s) and public facing output(s) should be described 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)
- Exhibition costs (i.e. design and printing of any interpretation panels, and installation)
- Associated event costs (i.e. costs for freelancers, equipment, materials and marketing)

- Acquisition of items for the collections (provided they are collected as part of a community contemporary collecting practice project) to be displayed in the museum

What type of project expenditure is not eligible?

- Projects that do not work with at least one group from Arts Council England's list of protected characteristic groups
- Projects that demonstrate little or no potential benefit to under-represented individuals/groups
- Projects that do not 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
- 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 applications have been notified of the outcome of their applications

Key Grant Information

Overview:

- Museum can apply for a **maximum £1,000**
- Applications received after the stated closing date will not be considered
- Projects must be completed by **Friday 28 February 2020** and all project reports as outlined in the Formal Offer Letter submitted no later than **Friday 13 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, Certified Invoice Summary and Photographs have been submitted to LMD
- 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 DMP Briefing Session in June 2020
- 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 and Equality Action 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:

- LMD will be running DMP Training Session on Tuesday 18 June 2019. Attendance at the training session is advised for any museum wishing to apply for the grant as it will cover all aspects of diversity practice and give key information about the grant as well as information on developing an overall Equality Action Plan
- 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 diverse communities you are hoping to reach have been consulted on the plans and this consultation outlined in the application
- Museums must submit their Equality Action Plan (with appropriate sign off from the Board of Trustees or an accompanying letter of support from the Chair of Trustees) and their current Forward Plan

Project Reporting:

If your application is successful, you will be expected to complete a Baseline Diversity Profile 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 accompany your final invoice in March 2020.

All grant holders will be expected to complete a final impact report, which will include providing information on the diversity of audiences and organisation 12 months (April

2021), following the end of the project. LMD will provide all report form templates one month prior the respective deadlines.

Key Reporting dates:

Information	Deadline
DMP grant applications open:	Monday 20 May 2020
Diversity Matters related training Session – Developing an inclusive museum	Tuesday 18 June 2019
Deadline for grant applications:	5.00pm on Tuesday 02 July 2019
Applicants will be informed of grant outcome:	Tuesday 08 July 2019
Formal Offer Letter, Memorandum Agreement, Purchase Order number, and Baseline Diversity Profile form for grant sent to successful museums by:	Monday 15 July 2019
Detailed feedback, signposting of other funding avenues and outline of possible support to unsuccessful museums by:	Tuesday 23 July 2019
Signed Memorandum Agreement and Baseline Diversity Profile form due to LMD by:	Monday 05 August 2019
Templates for Grant Report and Certified Invoice Summary templates and Purchase Order number for invoice sent to museums by:	Friday 14 February 2020
Project completed by:	Friday 28 February 2020
Grant Report, Certified Invoice Summary, receipts, photographs and invoice due to LMD by:	Friday 13 March 2020
Template for Impact Report sent to museum by:	Monday 29 March 2021
Impact Report due to LMD by:	Monday 26 April 2021

Applying

How to apply?

- After reading this document you can discuss your application in advance with Deanne Naula, Museum Development Officer Audiences
- Application forms are available from Deanne Naula, Museum Development Officer Audiences: dnaula@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 Equality Action Plans and Forward Plans will be considered

- Applications and supporting documents must be emailed by post by **5.00pm on Tuesday 02 July 2019**
- Applications should be emailed to: Deanne Naula, 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 two 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
- Unsuccessful applicants will be contacted to provide feedback and signpost additional sources of funding to support their diversity work
- Grants will be allocated in one instalment in 2019-2020 as outlined in the Formal Offer Letter
- Grants will be paid at the end of the project once the Project Report, Certified Invoice Summary 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 or guidelines, wider Equality Action Plan or you wish to discuss your proposed project in more detail please contact: Deanne Naula, Museum Development Officer Audiences - Tel: 020 7001 9876 / Email: dnaula@museumoflondon.org.uk



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