



London Museum Development

Family Friendly Programme Grant

2018-2022

Guidance for Applicants

[London Museum Development \(LMD\)](#) is pleased to announce the launch of the 2019-2020 Family Friendly Programme (FFP) Grant. This guidance document explains the purpose and process of the FFP 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.

Applications will be considered until all remaining grants are awarded by **Friday 30th August.**

Introduction

The FFP makes children, family and young people's programmes a key issue for London's non-national museums. This new programme is designed to encourage more museums to sign up to and embed the [Kids in Museums Manifesto](#). LMD will offer an annual briefing session and associated grant opportunity to London's non-national museums to support them in embedding their children, family and young people's work.

The FFP's grants will be delivered through LMD. LMD have allocated **£2,000** per year to support London's non-national museums to develop and embed their welcome to children, families and young people.

The objectives of the Family Friendly Programme grant are to:

- Enable non-national museums to embrace and embed their welcome to children, families and young people
- Enable non-national museums to use the Kids in Museum Manifesto as a development tool to increase the number of family-friendly museums
- Increase staff confidence in developing family-friendly activities and work.

Over the 4 years the FFP will demonstrate how London's non-national museums are currently embracing and embedding welcoming practices to increase engagement from children, families and young people. The grant will enable non-national museums to showcase how they are embedding children, family and young people-friendly practices and creating museums that are more welcoming to these groups. As such, the grant will support museums to embed aspects of their work to enable museums to provide a permanent welcoming offer to its children, families and young people.

LMD will expect museums applying to the grant to use the Kids in Museums Manifesto as a development tool to support them with this work and ensure a permanent offer to children, families and young people in London's non-national museum sector. Each year the programme will be evaluated and the programme will evolve based on feedback we receive from museum staff.

LMD will expect to see the following from our investments over the 4 years:

- An increase in the number of museums signed up to the Kids in Museums Manifesto
- An increase in the number of museums who are able to embed aspects of the Kids in Museum Manifesto
- An increase in the number of visits to museums by children, families and young people
- An increase in the number of children, families and young people who enjoy their visit
- A change in attitude of children, families and young people who want to actively engage/consult with a museum

Museums must be signed up to the Kids in Museums Manifesto at the point in which they apply for the Family Friendly Programme Grant.

What sort of projects will the Grants support?

The funding could support a range of projects which enable museums to embed aspects of the Kids in Museums Manifesto they do not currently meet and enable museums to become more welcoming to children, families and young people, such as:

- Purchasing a range of equipment such as baby-changing facilities, family friendly signs, easy-to-use activities for families, or for tablets to be used by children in galleries
- Training for staff and volunteers to make their welcome more children, family and young people friendly
- Consultation and focus group sessions with children, families and young people to inform changes (including website, marketing, programme/activities, café menu, capturing their stories/experiences, new interpretation, chairs/cushions, handling collection and/or family area/space within the museum) and money to implement changes
- Benchmarking activities and consultation with families and other museums to develop family ticket offer, or policies around age of lone visit, and/or new signage to communicate ticketing/offer/new activities in the gallery or creative ways to say 'don't touch' for families.
- New evaluation tools to understand children, families and young people's experience of their visit and/or understand the barriers and help with ways to overcome these such as observation visit training, new questionnaires and or ways to collect and share their comments with other children, families and young people.

What type of project expenditure we can fund:

Museums may apply for grants to cover costs relating to:

- Associated project costs (i.e. travel expenses for participants, refreshments for participants, costs for freelancers/consultants, equipment, materials, and marketing)
- Associated marketing, signage, interpretation costs (i.e. costs for freelancers/consultants, equipment, materials and marketing)

This list is not exhaustive.

What type of project expenditure we can't fund:

- Projects that demonstrate little or no potential benefit to the welcome of children, families and young people going forward
- Projects that do not state which aspect/point of the Kids in Museums Manifesto/Mini Manifesto they plan to embed as part of their project
- Any proportion of regular staff salaries or backfill costs (however, freelance/consultant staff costs will be eligible)
- Publications and research
- The acquisition of items for collections
- Any project work that began before notification of the application outcome.

Key Grant Information

Overview:

- Museums can apply for a **maximum £250**
- Applications will close: **5.00pm on Friday 30 August 2019 if remaining grants have not been awarded before this date.**
- Applications should be sent to: mdgrants@museumoflondon.org.uk
- Applications received after the stated closing date will not be considered
- Projects must be completed by **Monday 3 February 2020** and all paperwork as outlined in the Formal Offer Letter and Memorandum of Agreement completed and submitted no later than **5.00pm on Monday 24 February 2020**
- Grants will be paid at the end of the project once the Project Report and Grant Claim Form, Invoice (with proof of expenditure) and some High-Quality Photographs have been submitted to LMD
- All receipts/evidence of expenditure must be provided to the London Museum Development Team as requested
- If project costs are lower than those stated in the original application then the value of award will be reduced proportionally
- 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 report templates will be provided by LMD

Eligibility:

The FFP 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, which is submitted as part of the application process alongside a Learning/Audience Development Plan (if this is a separate document to your Forward Plan).
- Museums applying for the grant must have signed up to the Kids in Museums Manifesto upon submission
- Successful 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 FFP Briefing Session in March 2020

Applications received after the stated closing date will not be considered. Museums should make their applications on the accompanying application form.

Project Reporting:

If your application is successful, you will be expected to sign a Memorandum of Agreement, agreeing to the grant stipulations.

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.

Projects must be completed by **Monday 3 February 2020** and all paperwork as outlined in the Memorandum of Agreement completed and submitted no later than **5.00pm on Monday 24 February 2020**. All grantees will be expected to complete and submit the following:

- A Project Report and Grant Claim Form
- An Invoice
- Proof of expenditure (copies of receipts/invoices)
- High-Quality Photographs

Key Reporting dates:

Information	Deadline
FFP Briefing Session	Friday 1 March 2019

Applications open:	Monday 02 June 2019
Deadline for grant applications:	Friday 30 August 2019 (if remaining grants have not been awarded)
Applicants will be informed of grant outcome:	Within 3 weeks of receipt of completed application
Formal Offer Letter, Memorandum Agreement sent to successful museums by:	One week after grant decision confirmation
Feedback and signposting of other funding avenues to unsuccessful museums by:	One week after grant decision confirmation
Signed Memorandum Agreement due to LMD by:	One Month after agreement sent by LMD
Template for Project Report and Grant Claim Form, and Purchase Order number for invoice sent to museums by:	Monday 13 January 2020
Project completed by:	Monday 3 February 2020
Project Grant Report and Grant Claim Form, Invoice, receipts, and photographs due to LMD by:	5.00pm on Monday 24 February 2020
Invoices paid by LMD by:	Tuesday 31 March 2020

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 Forward Plans and Learning/Audience Development Plans (if this is a separate document to your Forward Plan) will be considered
- Applications and supporting documents must be emailed to: Deanne Naula, Museum Development Officer Audiences: mdgrants@museumoflondon.org.uk
- Grants will awarded on merit and applications submitted/received after **Friday 30th August** will not be accepted.

What happens once I've submitted my application?

- 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-three 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 alternative sources of funding to support their work
- Grants will be allocated in one instalment in 2019-2020 as outlined in the Formal Offer Letter

Further support/questions

If you have any questions or would like to discuss the criteria or guidelines, 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



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

