

London Museum Development Museums Recovery programme 2020-21 Guidance Notes

London Museum Development is pleased to announce a support and grants programme, generously funded by The Art Fund, to support London's Museum services in their post Covid recovery.

Successful applicants will be supported to carry out a self-assessment of the museum using the MD Museums' Organisational Health Check.

What is it for...?

In the light of the Covid_19 it is likely that most museums will need to revisit their priorities and plan for alternative scenarios for the future. The MD Museums Organisational Health Check is a tool to help organisations to assess and analyse all aspects of their organisational health 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 2 hours to complete. Facilitation from London Museum Development is available to assist you with this process.

London Museum Development 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 a recovery grant to address priorities identified by the self-assessment process.

Museum Recovery Grants

A total grant fund of **£20,000** is available. 4 grants from **up to a maximum of £5000**, are available to support projects

The grants will support projects that may:

- stretch thinking by helping museums to evaluate alternative futures and carry out appropriate research e.g. audience research to address post Covid re-

opening, finding new ways to connect to their audiences and local communities

- innovate and pilot new ways of working for organisations – (it doesn't have to be new idea but does need to be a first for the organisation) e.g. developing new approaches to digital working
- explore new and exciting partnerships e.g. with arts and cultural organisations, community organisations and charities
- take a risk or try something new in order to address the need to revise the visitor experience, in the light of post Covid changes to visitor behaviour, or to raise the profile of the organisation

If you would like to have a chat about the Recovery grants programme please contact the Museum Development Team, MDGrants@museumoflondon.org.uk prior to submitting an application.

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
- 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 <http://www.artscouncil.org.uk/what-we-do/supporting-museums/accreditation-scheme/how-do-i-apply/> for details regarding registration).
- This programme is for Museums that have **not** received emergency funding from NLHF, ACE or Historic England

N.B. Those applying to the Art Fund Respond and Reimagine Grants and the new Historic England Emergency Heritage at Risk Response Fund **are** eligible to apply to this fund

b) Selection Criteria

As a result of the Covid crisis many museums will now have an urgent need to revisit their business planning. Applicants to this programme should be able to demonstrate a commitment to continuous improvement and be willing to carry out a self-assessment using the Museum Development Organisational Health Check to identify revisions to priorities for their service in the light of post Covid operations. You can view the MDN Healthcheck online at <https://wh1.snapsurveys.com/s.asp?k=159224228947>

Priority will be given to those museums that can demonstrate

- An urgent need to review and revise their current business plans and models
- How the Covid crisis has impacted on the museum's ability to generate revenue.
- 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 the four recovery grants of £5,000 available through this programme. It is hoped that these grants will allow services to address challenges arising from the covid 19 pandemic and the prolonged period of closure.

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

How to apply ...

Applicants should complete the application form and note their willingness to take part in a facilitated self-assessment process. Once the self-assessment is completed it should be returned to Museum Development Grants and 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 to MDGgrants@museumoflondon.org.uk.

Deadline for applications to the programme

12.00 noon on Monday 03 August 2020.

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.

In view of the current financial situation LMD will discuss details of grant payments with successful applicants in advance of each recovery project.

Successful applicants will be asked to submit a report at the conclusion of the project.

All projects to be completed with reports, grant claim forms and supporting invoices to be submitted by **Monday 22nd February**.

Key dates re application:

Action	Deadline
Deadline for applications	Mon 03 August
Assessment of applications	Thu 06 August
Successful applicants notified	Mon 10 Aug
Deadline for completion of facilitated self-assessment	Mon 21 Sep
Advisory Report sent to participating museums by:	2 weeks after receipt of completed self-assessment (by 01 Oct 2020 at the latest)
Deadline for submission of recovery project proposal	Thu 15 Oct 2020
Formal Offer Letter, Memorandum Agreement for grant sent to successful museums by:	Fri 23 Oct 2020
Signed Memorandum Agreement due to LMD by:	Within 2 weeks after date of formal offer from LMD
Template for Project Report and Grant Claim Form, and Purchase Order number for invoice sent to museums by:	Friday 7 February 2021
Project completed and project report, invoice and proof of expenditure sent to LMD by:	Mon 22 Feb 2021

Notification to Applicants:

For further information or pre-application advice contact the London Museum Development team via the email address below. Please put the name of the grant you are applying for into the subject header:

MDGrants@museumoflondon.org.uk

The London Museum Development Team London Museum Development
Museum of London Docklands, West India Quay, London, E14 4AL

Yvette Shepherd, MDO Organisational Health tel: 078 4120 6864

<https://www.museumoflondon.org.uk/supporting-london-museums/specialist-support/contact-team>



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