

E-update for London's Museums – 27 July 2020

London Museum Development has published the findings of our [2019 London Museums Survey](#). Since the survey was conducted, the museum sector in London has been overtaken by the COVID-19 global pandemic, an unprecedented threat to the whole cultural sector and the wider economy. London's smaller independent museums are among those at the most immediate risk of insolvency and permanent closure. [The Survey Highlights report](#) this time around therefore focuses on the contribution of these museums to the cultural and wider economic life of the capital, and reflects on what we would all be losing if they were forced to close permanently. By necessity, our write-up of the 2019 results focuses on those museums who participated in the survey. We need participation to increase further before we can effectively advocate on behalf of the whole non-national sector in London. We have again contracted South West Museum Development based in Bristol to deliver the survey for us. The first wave of survey invitations were sent out last week. The 2nd wave of invitations will be sent out in August. Museums have until October to complete the survey. You can find more information about the 2019 London Museums Survey [below](#) and [on our website](#).

We have launched two new grants programmes, our [Art Fund](#) supported **Museums Recovery Grants (closing date next Monday 3 August) and **Museums Re-opening Grants**.** We are aware that many London Museums are now planning whether and when to re-open. There will be considerable challenges both in terms of ensuring that appropriate measures, equipment and training are in place for a safe re-opening. There may also be a need to re-model audience profiles and business plans to address the 'new normal' post-Covid world. Further information about both programmes, **including updated guidance information for the Re-opening grants**, can be [found below](#) and [on our website](#).

We have also now **launched our Year 3 Diversity Matters Programme Grants**. London Museum Development has **£3,000** (3 grants of £1,000) to allocate to London's non-national museums in 2020-2021. Given recent global events and the advent of the Black Lives Matters movement, this year's programme will focus on enabling museums to work with BAME artists/groups. Further information about the grants can be [found below](#) and [on our website](#).

Arts Council England has re-opened the National Lottery Project Grants, with a budget of £59.8 million available until April 2021. ACE have prioritised reopening this programme to help fund independent organisations, creative practitioners and freelancers as quickly as possible. The new supplementary guidance can be found [on their website](#). Further details about the National Lottery Project Grants [can be found below](#) along with an [invitation to a refresher event](#), hosted by Sue Barnard, Senior Relationship Manager and Mirka Kotulicova, Relationship Manager, Museums from the Museums & Cultural Property team at ACE London. [The refresher event](#), on Thursday 13 August, will address eligibility, types of funded

activity, and application process for both individuals and organisations in the museum sector applying to the fund. [Find out more below](#).

The National Lottery Heritage Fund's [Heritage Emergency Fund](#) closes this week, on Friday 31 July. The grants can be used to help organisations reopen after the coronavirus (COVID-19) crisis. NLHF are also encouraging organisations funded by them more than 10 years ago to apply, as well as those funded by them more recently. Detailed information for the Heritage Emergency Fund, including **who** they will and will not be able to fund, as well as **what** they will and will not fund can be [found here for the £3,000 - £50,000](#) stream and [found here for the £50,000 - £250,000](#) stream. The fund **will close for applications this week, on Friday 31 July.** The NLHF has created a helpful [PDF with relevant applicant information](#) and [guidance videos](#) for organisations thinking of applying to their emergency fund. **If you were unsuccessful with an application to the ACE emergency funding, you are still able to submit an application for the NLHF's 'Heritage Emergency Fund', provided you meet their eligibility criteria.** To check that you meet the NLHF's eligibility criteria, please see who they will and will not be able to fund [on their website](#).

The new guidance on reopening museums has been published by the National Museum Directors' Council (NMDC) with support from DCMS and the Museums and Galleries Working Group. AIM has worked with the national Museum Development Network to produce a [related and accompanying checklist](#) to this new guidance. You can find the Guidance, and the Checklist, on [AIM's website here](#). If you would like help or advice with reopening, do [contact your MDO](#). The Government has also recently clarified how organisations are [expected to support the NHS Test and Trace](#). You can find further information on Test and Trace [on the Gov.uk website](#).

We have added a number of new training session recordings to [our YouTube channel](#). This includes '[Planning for Alternative Futures](#)', '[Assessing your Digital Activities](#)', '[Video Editing](#)' and a series of training sessions on [using social media](#). Don't forget to [subscribe to our YouTube channel](#) and to click the notification button to be notified of when we release new videos, such as a recording of our '[Planning for Reopening](#)' session, led by Ben Melham. You can find more information about our upcoming online training sessions [below](#).

We will continue to offer one-to-one advice to museums and specialist support on Organisational Health, Audiences, Digital Technologies and Collections. You can find the relevant MDO contact information for those specialist areas [on our website](#).

- 1. [Sector News](#):** London Museums Survey; Museum Re-opening Grants programme; Museums Recovery Grants programme; Re-focused Diversity Matters Grants Programme; National Lottery Project Grants now open; Refresher on Arts Council National Lottery Project Grants; Culture&'s Black Lives Matter Charter; Impact of COVID-19 on DCMS sectors; Museum of the Year 2020; Reopening the National Gallery; Changing Places toilets compulsory for new museums; Family Friendly Museum Award From Home; Temporary VAT cut; Eat Out to Help Out scheme; Emergency Planning and Response Survey; Guidance on reopening museums; Clarification on Test and Trace; DCMS Covid-19 bulletin; Job retention scheme; Culture at Risk

2. **Funding and Funding Support**: New grant programmes from London Museum Development; Heritage Emergency Fund; £10mill Charity Survival Fund; Respond and reimagine grants; Small Project Grants; Discretionary Grant Fund; National Lottery Community Fund; 'Pay it Forward' platform; Trusts and Foundations for London Museums resource
 3. **Training, advice and resources**: Creating a family friendly environment on reopening; Making Basic Budget Museum Digital Interactives; Ensuring the building is caring for your collections too; Hot and Sweaty?; Flattening the curve; Resources for planning for post Covid re-opening; EMBED Reopening Recommendation; Ticketing resource; ACE Resources on Government and Wider Support; Stay fire safe whilst doors are closed; Legionella risks in closed buildings; Safety guidance for museums coming out of lockdown
 4. **Job Vacancies**: Exhibition Coordinator; Learning & Participation Officer
 5. **Heritage in Lockdown**: Headstone Manor Museum has launched an online exhibition; RAF Museum's 'Adopt an Artefact'; Getting ready to reopen experience; When the Museum Opens up Again; Where's Wally? Spooky Museum Search; Share your #KidsBackInMuseums Stories
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1. Sector News [\(to top\)](#)

London Museums Survey

We have published the findings of the [2019 London Museums Survey](#). Since the survey was conducted, the museum sector in London has been overtaken by the COVID-19 global pandemic, an unprecedented threat to the whole cultural sector and the wider economy. London's smaller independent museums are among those at the most immediate risk of insolvency and permanent closure. Entrepreneurial in generating income and innovative in their programmes, many of these museums have become largely self-sustaining. Yet with the pandemic much of their loyal customer base was cut overnight. These museums and their unique collections are in great peril, and there is the very real possibility of them disappearing from the cultural landscape of London forever. [The Survey Highlights report](#) this time around therefore focuses on the contribution of these museums to the cultural and wider economic life of the capital, and reflects on what we would all be losing if they were forced to close permanently. By necessity, our write-up of the 2019 results focuses on those museums who participated in the survey. We can only speak up effectively for museums who provide us with the data to do so. 2019 participation was up to 48%, a healthy increase of 10% on the first year. But we need participation to increase further before we can effectively advocate on behalf of the whole non-national sector in London. So look out for the first emails concerning the 2020 survey. We have again contracted South West Museum Development based in Bristol to deliver the survey for us. They will be contacting London museums in two waves, the first wave was sent out last week and the 2nd wave will be sent out later in August. Museums have until October to complete the survey.

Museum Re-opening Grants programme (£15K)

Please note slightly revised criteria below. Rolling programme, final applications to be received by: 02 November 2020. This light touch grants programme will provide small grants from £500 - £2000 to enable museums to:

- Support activity to assess risks, viability of and readiness for reopening
- Purchase materials and equipment to support their restart activities
- Support the health and wellbeing of the paid, and volunteer, workforce through to recovery

You can find more information about the grants, including updated application guidance and the application form, [on our website](#).

Museums Recovery Grants programme (£20k) supported by the Art Fund

Deadline for applications to the programme is 12.00 noon on Monday 03 August 2020. This programme, generously supported by the [Art Fund](#), is designed to help museums analyse and assess their current position and to identify priorities for activity to support post Covid recovery through a short, facilitated self-assessment process. Further to self-assessment and analysis, 4 museum recovery grants of up to £5,000 will be available to successful participants to help them to:

- 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 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

Applicants are required to ensure approaches address equality and accessibility. You can find more information about the grants, including application guidance and the application form, [on our website](#).

Re-focused Diversity Matters Grants Programme – Now open London Museum Development

LMD's Year 3 Diversity Matters Programme Grants is now open. London Museum Development has **£3,000** (3 grants of £1,000) to allocate to London's non-national museums in 2020-2021. Given recent global events and the advent of the Black Lives Matters movement, this year's programme will focus on enabling museums to work with BAME artists/groups. Is the re-focused Diversity Matters Programme grant for you? Can you answer 'yes' to any of the following questions:

- Does your museum want to create a more diverse collection and exhibition programme for its visitors of all backgrounds?
- Does your museum want to consult and work with (not for or on behalf of) diverse and under-represented groups to develop your collections and exhibitions?
- Would your museum like to co-curate, co-produce and co-create an exhibition with BAME artist(s)/group(s)?
- Would your museum like further funding to work with BAME artist(s)/group(s) to support this work?

- Will your museum be able to open the exhibition that showcases the work undertaken as part of the project by Sunday 28 February 2021?

If so, LMD would welcome an application and encourage your museum to apply to our Diversity Matters Programme grant for 2020-2021. Further information about the programme, re-focused criteria, as well as Guidance for Applicants and the Application Form [can be found on our website](#). Application deadline is **Midday (12.00noon) on Monday 7 September 2020**. ***Please note applications submitted after this deadline will not be submitted.***

Arts Council England's National Lottery Project Grants now open

ACE have now re-opened the National Lottery Project Grants, with a budget of £59.8 million available until April 2021. They have prioritised reopening this programme to help fund independent organisations, creative practitioners and freelancers as quickly as possible. The available grants range from between £1,000 - £100,000, with a number of changes made to the fund - including organisations no longer needing 10% matched funding to apply. You can find further information about all of the changes to the National Lottery Project Grants [on their website](#). ACE has [updated the Museums information sheet](#) for the grants, with information for museums looking to apply for funding. ACE says that projects must “involve and benefit at least one Accredited museum, its work and its visitors”. These projects can focus on a wide range of areas such as programming, digital work or touring, but they must involve some element of public engagement. You can find new supplementary guidance for the grants [on their website](#) and the [updated application guidance here](#). The grants remain in two streams, under £15,000 and over £15,000, where possible they will notify applicants of the outcome of their application more quickly than the standard turnarounds of six weeks (for applications under £15,000) and 12 weeks (for applications over £15,000). ACE has also [updated their helpful FAQ section](#), covering some of the commonly asked questions regarding the changes to Project Grants. If you would like a refresher about the grants, and an opportunity to ask questions, you can [attend the refresher session](#) hosted by Sue Barnard, Senior Relationship Manager and Mirka Kotulicova, Relationship Manager, Museums from the Museums & Cultural Property team at ACE London. Further information about this session [is below](#).

Refresher on Arts Council National Lottery Project Grants

Thursday 13 August, 11am – 12pm

Sue Barnard, Senior Relationship Manager and Mirka Kotulicova, Relationship Manager, Museums from the Museums & Cultural Property team at ACE London would like to invite museum colleagues to a refresher on Arts Council National Lottery Project Grants, which reopened on 22 July 2020 with a few temporary changes. This is an open access fund for £1,000 - £100,000 with a budget of £59.8 million, available until April 2021. The session will address eligibility, types of funded activity, and application process for both individuals and organisations in the museum sector. It will include a Q&A, but questions are also welcome in advance, you can email your questions to Mirka on Mirka.Kotulicova@artscouncil.org.uk. The reference documents for this fund can be found [here](#) (specific museum info-sheet) and [here](#) (the key programme guidance, see Step 2: Read the Guidance) and both will be touched upon in the session. You can [follow this link](#), on the day, to attend the session: <https://tinyurl.com/y3n7x6mj>.

Culture&'s Black Lives Matter Charter

“Culture& welcomes the recent statements of ‘solidarity’ with the Black Lives Matter campaign by arts and heritage organisations in the UK and we urge those who did not do so to make their positions clear. However, we do not believe that such statements are credible unless they are backed up with actions”. Culture& has highlighted those actions within their Black Lives Matter Charter for the UK heritage sector, which you can [find on their website](#).

Impact of COVID-19 on DCMS sectors: First Report

DCMS has published a report looking at how effectively the Government is dealing with the challenges facing the sport, creative and tourism sectors, and to inform their approach as they work with those sectors on their reopening and longer-term recovery. You can [find the full report here](#).

ArtFund’s Museum of the Year 2020 to be awarded to 5 museums

The 2020 Museum of the Year award will be given to 5 museums, with the organisations sharing £200,000 prize money. You can find out more about the award [on the MA’s website](#).

Reopening the National Gallery

31/07/20 at 9am live on Zoom

The National Gallery reopened on July 8th, after a closure of 111 days. In this webinar they will share how they did it and why, and the lessons they’ve learnt along the way. Plus, they’ll share up to the minute insight on the audiences returning first to the Gallery. At the heart of the session will be a chance for extensive Q&A with the Gallery senior managers who have created their new visitor experience. If you would like to attend, please RSVP to chris.michaels@ng-london.org.uk.

Changing Places toilets compulsory for new museums and galleries from 2021

“A landmark policy will see new public buildings required to install Changing Places facilities to ensure accessibility for hundreds of thousands of people living with severe disabilities.” Find out [more on the M+H Advisor](#).

Shortlist announced for the Family Friendly Museum Award From Home

Kids in Museums have announced the shortlist for the ‘Family Friendly Museum Award From Home’. This year, they asked families and museums to share what they thought was the best online activity for families during lockdown. Congratulations to the Florence Nightingale Museum, London Fire Brigade Museum and the RA for their nominations! You can find the [full shortlist on the Kids in Museums website](#).

Temporary VAT cut for attraction admission fees

Until the 12 January 2021, the Government has announced a new temporary reduced rate of VAT of 5%, to businesses that make supplies of admissions that are currently taxable at the standard rate – this includes museums. This temporary reduced rate only applies to admission fees. However, where goods are part of the admission fee and are incidental to the main supply, the whole supply is eligible for the temporary reduced rate. Find further information about the VAT cut on the [Gov.uk website](#).