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York Museums Trust Museum Development Yorkshire

Newsletter - Fri 20 March 2020

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Dear <<First Name>>

This bulletin is issued fortnightly to keep you up to date with all the latest news from the Yorkshire museums sector.

We hope you find something of interest below - we always welcome new subscribers so please feel free to circulate the bulletin to any friends or colleagues who may also find it useful. However, if you decide not to receive future bulletins please click the unsubscribe button in the footer below.

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**** Date of next bulletin ****

Friday 3 April 2020

**** Deadline for submissions ****

5pm on Wed 1 April

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MDY Notices

Covid-19 Update

MDY are working to ensure that we offer the best service to regional museums so that our sector remains vibrant and strong after this crisis. The team are well set up to work remotely and can offer alternatives to face-to-face meetings.

Throughout the crisis, we will support museums to preserve culture for their communities, whilst looking out for people's health and following government advice. As a team our priority is supporting museums in Yorkshire.

We have made some short-term decisions about how to respond to the Covid-19

- Postpone all our training workshops and forum events
- Seek to deliver online content where appropriate
 - Please continue to book onto events so we can deliver content online
- Be flexible for deadlines for grant claims
- Prioritise supporting museums to remain viable and vibrant organisations
- Work on a one-to-one basis via phone or e-conference
- Honour all our commitments to consultants

PLEASE KEEP IN TOUCH and let us know what is happening and what your needs, questions and concerns are by emailing mdyoffice@ymt.org.uk and coronavirus-queries@artscouncil.org.uk. ACE is collating all queries on a central basis so that they can feedback to DCMS about whether our sector requires further guidance.

If you wish to speak to a specific member of the team you can find all our contact details at the end of this bulletin and also at:
www.museumdevelopmentyorkshire.org.uk/team.

If you are currently unable to access your usual museum email account due to remote or home working, please contact us with an alternative email address so that we can keep in touch.

Keep checking our website and Twitter as we will be updating with further information when we have it!

Museum Development Yorkshire Accreditation Support Review

Closing date: 17 April

We are currently reviewing the way that we provide Accreditation specific support to museums across Yorkshire and the Humber. We would like to ensure that museums gain maximum benefit from the support we offer, and that MDY delivers best value using our public funding from Arts Council England.

To inform our review, we would like to consult with you about your attendance at Accreditation Workshops and your needs going forward.

We would be grateful if you could take some time to complete the below survey. The survey should take approximately 15 minutes to complete and we would appreciate responses by 17 April 2020.

Access the survey at: www.snapsurveys.com/wh/s.asp?k=157659403284.

Thank you for your time and support.

MDY Learning Cohorts Open to ALL Museums in the Region

Deadline for submission: 22 March

ran the following cohorts:

- Collections
- Health and Wellbeing
- Front of House
- Audience Champions
- Fundraising
- Income Generation
- Everyday Innovation

The cohorts generally comprise of between 2 and 4 workshops through the year which will be backed up with a site visit with focused support for your organisation. Each participating museum will be assigned a mentor (non-NPOs only) who will visit them on site and provide feedback, advice and support. A small grant is available to non-NPO museums to support projects resulting from the cohort work. Some cohorts may include additional action learning set peer mentoring.

Your museum will be expected to commit to: a designated lead person attending every workshop; have a specific project or projects that can be brought to the workshops and the progress of which will be reported back through the year.

These groups have had excellent feedback from participant organisations about the additional benefits of learning as a cohort. The sharing of experiences, learning and successes of implementation is very powerful.

See below for further information about the different cohorts in 2020.

[Please complete the initial expression of interest via this link.](#) This can be done in addition to your support menu application.

If your museum has any questions about taking part and wants more information or to suggest an additional cohort, please email Alan Bentley: alan.bentley@ymt.org.uk.

Health and Wellbeing Cohort

[Download information about the Health and Wellbeing Cohort 2020.](#)

To find out more how museums can support the Health and Wellbeing agenda please have a look at the inspiring examples in the [Alumni case study document](#). This has been created by our Museum Development Intern, Lily Wilks.

Front of House Cohort

[Download information about the Front of House Cohort 2020.](#)

Front of House Workshops:

1. Valuing your Visitor, Monday 15 June 2020

This first workshop will cover Front of House essentials, thinking about barriers to interaction, the visitor journey and upselling strategies for encouraging secondary spend

listening to and acting on feedback either on site or via methods such as Trip Advisor

3. **Developing Tours, Thursday 15 October**

Based at one of the cohort member museums, this practical day will focus on developing formal and informal tours and improving general interaction with visitors in the galleries.

4. **Making everyone feel welcome! Tuesday 12 January 2021**

This workshop will highlight two important themes. In the morning we focus on understanding the needs of visitors with disabilities. Whereas in the afternoon we look at supporting family audiences with a presentation from Kids in Museums.

If you have any queries about these two Cohorts, please email liz.denton@ymt.org.uk.

[Please complete the initial expression of interest via this link](#). This can be done in addition to your support menu application and is available to all museums in the region.

MDY Audience Champions Cohort

Museums Development Yorkshire is offering an opportunity for up to 8 museums to take part in Audience Champions 2020. This follows a well received pilot in 2019.

Through Audience Champions, you will gain in-house skills to take control of your museum's visitor surveying and data analysis, in order to understand who your current visitors are, and who your potential visitors could be. You will then be able to plan your public programme focused on your audiences' needs and target your marketing with confidence at current and potential new audiences.

The programme will support your museum's ambitions to diversify or increase its visitors. It will also support your work on section 8 of the Accreditation Standard 2018.

The programme

Working with The Audience Agency, we are offering the opportunity for a supported start to:

- Introduce Audience Finder visitor survey in their museum
- Learn how to structure and produce an audience development plan
- Learn how to analyse and apply Audience Finder data in an audience development plan
- Build on 12-months of data collection to refine visitor survey questions for the following year

This will be delivered using 3 workshops with a structured tasks in between session in year one followed by another year of audience finder with ongoing peer and MDY support.

[Please download the Word document for further information on Audience Champions](#).

Everyday Innovation 2020 Cohort

Following the fantastically well received pilot programme in 2019, '*This was by far the most rewarding training of the year*', we are offering an opportunity for up to 6 museums to develop skills and knowledge in innovative thinking and behaviours.

MDY and the University of York will bring you a leading expert in innovative thinking, experienced at working with organisations large and small, nationally and internationally. Through this programme, your museum will access her expertise and advice.

Join a group of museums and learn how to introduce innovative thinking techniques into your museum, and how to translate those behaviours into specific plans for innovations large and small within your museum.

We require the same two people from your organisation to attend both workshops. They should be in a position to influence change within your organisation and have capacity to apply the training by developing a pilot innovation activity in between and following the workshops.

It is likely that this activity will be scheduled to run in the autumn, with a gap of approximately 4-6 weeks between the two one-day workshops. Plus action learning in between the workshops

[Download the Word document for more details on Everyday Innovation 2020.](#)

[Please complete the initial expression of interest via this link.](#) This can be done in addition to your support menu application and is available to all museums in the region.

Collections Cohort 2020: 'Banishing the Backlogs'

- **Does your museum have a documentation backlog?**
- **Do you want to improve access to your collections for you and your audiences?**
- **Do you want to speed up enquiries?**
- **Do you want to produce better exhibitions and programmes that come from your collections?**
- **Do you want to understand what to do about your backlog to for Accreditation?**
- **Do you have pressure to rationalise your collections but feel you don't know enough about your collection?**
- **Do you want to make a real impact on your backlog but don't know where to start?**

MDY and the Collections Trust together run the Collections Cohort as part of the 'Banish the Backlogs' programme. The Cohort, led by Sarah Brown Outreach Officer at Collections Trust, helps museums improve procedures and develop realistic plans to improve their documentation.

- 14 April 2020
- 2 September 2020
- 2 February 2021

with the site visits in between. As with other MDY cohorts one member of your museum team will be expected to attend all of these events and you are encouraged to bring colleagues along to the workshops.

The workshops are led by the needs of the cohort but will cover: What is a backlog? Spectrum 5.0 and Inventory, Advocacy and troubleshooting Documentation planning collections biographies, documentation procedural manuals, policy review, loans, disposals, managing risk.

For any questions contact Alan Bentley alan.bentley@ymt.org.uk.

[Please complete the initial expression of interest via this link](#). This can be done in addition to your support menu application and is available to all museums in the region.

Fundraising Cohort 2020

- **Do you want to build fundraising skills and confidence?**
- **Have you already applied for grants or received donations but are keen to develop a structured approach to fundraising?**

This cohort is designed to provide fundraising skills looking at all forms of individual giving as well as trusts and foundations. It is designed for all those non-specialists who need to bring in income from grant and donation to their museums.

As part of the cohort, you will gain an insight into why people give to charity and meet grant givers to understand how they assess applications and how they take decisions.

The cohort of up to 6 museums will meet three times between May 2020 and February 2021 with ongoing mentoring from MDY. As with other MDY cohorts one member of your museum team will be expected to attend all of these events and you are encouraged to bring colleagues along to the workshops.

Learning Outcomes:

- Understand what funders expect from a beneficiary
- Understand opportunities to fundraise
- Improve organisational approaches to fundraising

For any questions contact Michael Turnpenny michael.turnpenny@ymt.org.uk.

[Please complete the initial expression of interest via this link](#). This can be done in addition to your support menu application and is available to all museums in the region.

Enterprise Cohort 2020

earned income. Your museum will already be trading through retail, catering or event space hire but wants to make more strategic choices and decisions. This cohort is firmly rooted in the museum and heritage world and will help your organisation increase earned income in a way that reflects your primary purpose. You will hear about examples of museum income generation from across the UK and benefit from the knowledge and experiences of others in the cohort. You will learn how contemporary business theory can help you understand your business in order to make better decisions

The cohort of up to 6 museums will meet three times between May 2020 and February 2021 with ongoing mentoring from MDY. As with other MDY cohorts one member of your museum team will be expected to attend all of these events and you are encouraged to bring colleagues along to the workshops.

Learning Outcomes:

- To understand the financial levers at your disposal
- To understand opportunities to increase profitability
- To be able to assess income generation opportunities.

For any questions contact Michael Turnpenny

michael.turnpenny@ymt.org.uk.

[Please complete the initial expression of interest via this link](#). This can be done in addition to your support menu application and is available to all museums in the region.

Developing Digital Capability

Working in partnership with Culture24, Museum Development Yorkshire (MDY) are offering FREE workshops during 2020 to support development of your museum's digital capability.



These events are aimed at small to medium-sized museums, and will provide an opportunity to help you step up your knowledge and skills in using digital technologies. Your museum can access workshops individually, or in any combination. Each workshop is aimed at a different area of digital activity within your museum.

Culture24 are funded by Arts Council England to support museums and heritage organisations develop the necessary skills and literacies for using digital as a force for positive change, and building resilience and capacity. Find out more at: weareculture24.org.uk.

Refreshments and lunch will be provided at each workshop. These events are free of charge to your museum, and are supported with funding from Arts Council England. If there is high demand for places, priority will be given to museums that do not receive Arts Council England NPO funding.

To book a place, please follow the event links under 'Workshops and Training' below.

To discuss the workshops further, please contact Jo Bartholomew at:

Developing Digital Capability at Regional Museum Forum Meetings

We are also focusing on digital in our forum meetings this year. Forthcoming dates on this theme are:

- **West Yorkshire, Wednesday 8 July at Cartwright Hall, Bradford**
Book here: www.eventbrite.co.uk/e/west-yorkshire-museums-forum-tickets-90770945341.
- **North Yorkshire, Tuesday 6 October at Whitby Museum, Whitby**
Book here: www.eventbrite.co.uk/e/north-yorkshire-museums-forum-tickets-89036970977.

For all forum meeting dates in 2020, please view our calendar:
www.museumdevelopmentyorkshire.org.uk

Regional Forum Meetings

MDY Training Workshops and Events to be Postponed or Delivered Online

From Tuesday 17 March until 30 June 2020 we will delay, or deliver online, all our training workshops and events.

Please continue booking onto events so that we can deliver content online. We will be in touch with everyone who books to agree how and when the content will be delivered

If you are currently unable to access your usual museum email account due to remote or home working, please book with an alternative email address so that we can keep in touch.

Please do not turn up to the advertised venue.

[Click here to download a PDF file with your 2020 MDY Regional Forum Meetings Calendar, including Eventbrite booking links for all meetings.](#)

All dates are also posted in our Training and Events calendar at:
www.museumdevelopmentyorkshire.org.uk.

Industrial Collections Network Meeting

ONLINE

Thursday 23 April, 10.00am – 3.30pm
National Coal Mining Museum for England

Find out more at:

North Yorkshire Museums Forum

ONLINE

Thursday 4 June, 10.00am – 3.30pm
Kiplin Hall, Richmond

Book a place at:

www.eventbrite.co.uk/e/north-yorkshire-museums-forum-tickets-89035572795.

East Riding and North Lincolnshire Museums Forum

ONLINE

Wednesday 10 June, 10.00am – 3.00pm
Normanby Hall

Book a place at: www.eventbrite.co.uk/e/east-riding-and-north-lincolnshire-museums-forum-tickets-85641821995.

South Yorkshire Museums Forum

ONLINE

Thursday 25 June, 10.00am – 3.30pm
South Yorkshire Air Museum

Book a place at: www.eventbrite.co.uk/e/south-yorkshire-museums-forum-tickets-89034798479.

West Yorkshire Museums Forum

Wednesday 8 July, 10.00am – 3.30pm
Cartwright Hall, Bradford

Our theme is Developing Digital Capability. The day will be an opportunity to:

- Learn about new support opportunities for digital development in your museum
- Discuss how and why to develop your digital delivery.

Book a place at: www.eventbrite.co.uk/e/west-yorkshire-museums-forum-tickets-90770945341.

Send Us Your Good News Stories!

In this new section of the bulletin we aim to feature a good news story from one of the regions' museums.

Do you have anything you would like to share across the region? A short paragraph will suffice, so we can share your success and good news with others.

Please submit to mdy-bulletin@ymt.org.uk or speak to one of the Museum Development Team.

Other Notices

Coronavirus Bulletin from DCMS

DCMS are circulating a bulletin for the museums and galleries sector on coronavirus, containing links to government information.

[Download the latest bulletin PDF here.](#)

Marsh Trust Awards: Volunteers for Museum Learning

The British Museum and the Marsh Christian Trust are pleased to announce that applications are now open for the annual Volunteers for Museum Learning Award.

The award celebrates the contribution of volunteers in museums, galleries and heritage sites all over the United Kingdom, recognising their achievements and the innovative ways in which they engage the public.

There will be twelve regional winners, each of whom will receive a £500 cash prize. Additionally, an overall national winner will receive a further £2,000. The awards will be presented at a ceremony at the British Museum on 28 September 2020.

To apply, please visit:

www.britishmuseum.org/support-us/volunteer/marsh-awards.

Closing date: Friday 3 July 2020.

Grants and Funding

Does your museum have a project which just needs that small amount of money to:

- turn a great idea into reality to move the museum forward and better care for its collections
- provide better experiences for your visitors and users
- develop new fundraising ideas
- attend training courses
- implement recommendations made by MDY or
- address areas for improvement for Accreditation?

If so, why not submit an application for a Museum Development Yorkshire small grant?

The Museum Development Yorkshire Small Grants Fund can provide funding for a variety of projects in your museum. Our Small Development Grant Scheme assists museums to implement advice, test new ways of working and make good things happen. It also supports personnel to attend training courses and conferences.

The amount awarded is up to £3,000 per project with a sliding scale of match funding required. The fund for this financial year is now live and available on an open application basis, with assessments made on a monthly basis. All monies must be spent and claimed by the end of the financial year.

For the guidance notes and links to the online application form, visit: bit.ly/MDY18SGApp.

If you need any further advice please contact your local Museum Development Officer who will be pleased to comment on potential projects for funding and assist with any queries on the paperwork.

Workshops and Training

Volunteers and Legal Compliance Virtual Webinar via Zoom

30 March, 10.00am - 11.00am

The session will be facilitated by Naomi Korn, Managing Director, Naomi Korn Associates. If you have any questions before the session or have trouble logging into the session next week, please contact Patrick Ibbotson, Head of Partnerships and Projects on 07931 325456.

You will be able to access the session by clicking the Zoom Meeting link below. We advise, if possible, downloading Zoom prior to the session. This can be done at the following link under 'Zoom Client for meetings': zoom.us/download.

You will need a compatible device, such as a computer or tablet, with an internet connection to access the session.

Join Zoom Meeting:

zoom.us/j/279680500?pwd=SDJFQU5FNXZ3SVh6YVBoOFJOTE43Zz09.

Dementia and The Arts: sharing practice, developing understanding and enhancing lives

Online - starts 20 April

Explore, challenge and shape your perceptions of dementias through science and the creative arts. In this online course you will discover how the arts can create common ground between people, and in doing so, learn what we can all do to improve the quality of life and care for people living with different dementias.

Estimated learning time is approximately two hours per week across four weeks, at your own pace. Each of the four weeks will showcase current best practice, explain the limits of our current understanding, and set ambitious goals for enhancing the lives of anyone affected by one of these conditions.

The course will also run from 22 June.

Further information can be found at:

www.futurelearn.com/courses/dementia-arts.

Islamic Art and Material Culture Subject Specialist Network

Calligraphy Study Day

POSTPONED UNTIL FURTHER NOTICE

Wed 1 April, 11.00am - 5.00pm
Cartwright Hall, Bradford

Find out more at: islamicartssn.org.uk/uncategorized/calligraphy-study-day-cartwright-hall-bradford-1st-april-2020.

Digital Leadership

POSTPONED OR ONLINE

Wednesday 22 April
York Castle Museum

The opportunities around digital culture can be huge but it's a fast-changing, multi-layered environment that is a challenge for many museums to exploit. A thriving, successful museum needs a digitally literate workforce that understands the ways in which digital technologies, content and culture can best serve their mission. This one-day workshop for museum leaders – directors, trustees and senior leadership - will combine strategy, theory and expert insight with practical advice and peer support.



Digital Storytelling

**Thursday 16 July
Leeds City Museum**



With digitised collections at the core, this workshop will navigate through the trickiness of finding the right channel, tone, voice and techniques to reach and connect with audiences online. We'll look at your mission, identity and purpose; explore the specific tensions and challenges that storytelling with collections content brings and focus on the many advantages that museums and collections have in this space. By sharing examples, practicalities and strategic considerations, you'll leave with plenty of ideas, tips and takeaways to apply to your own social media, website and other platforms.

This one-day workshop is aimed at anyone based in a small or medium-sized museum, who's tasked with creating content for online platforms yet isn't a content specialist.

Book here: www.eventbrite.co.uk/e/digital-storytelling-with-culture24-tickets-89025251925.

Digital Success

**Autumn 2020
Date and venue to be confirmed**



When working with digital channels and audiences, it can be really easy to feel overwhelmed by the vast amounts of data available to us. Knowing where to start with your analytics, how to report on metrics of success and how to make use of what you find out can be challenging.

Aimed at people based in small to medium-sized museums, who use social media, websites, e-comms and other online platforms, this workshop will help you define what success means to you. We will look at how to set sustainable and realistic goals for growth as well as how to effectively communicate how digital activity positively supports physical numbers through the door.

Booking details to be provided shortly.

Conferences and Events

Call for Papers - deadline 31 March

Collections Trust Conference

We've had a number of proposals from potential speakers and are starting to put together the programme for this year's Collections Trust conference. The theme is 'Dynamic information for dynamic collections' and sessions already confirmed include:

- A beginners' guide to AI plus how AI can bring order and meaning to the chaos of unstructured working documents
- A new data standard to help borrowing and lending museums swap information more easily
- Rethinking the disposals process

If you're interested in proposing a paper but haven't got round to it yet, please send a brief summary to Kevin Gosling by the end of March - email kevin@collectionstrust.org.uk.

We're still particularly interested in examples of streamlining the capture and sharing of information to improve workflows and enable museums to work more dynamically with their collections.

From De-Colonial to Anti-Colonial: What's Next for Museum Interpretation?

POSTPONED

**Tuesday 31 March
University of Birmingham**

Join us for a one-day conference exploring the possibilities of decolonial action in the interpretation of museum objects, part of a series of events by the Understanding British Portraits Network, programmed by artist and academic Sonya Dyer. Dealing with the impact of Britain's colonial history within the cultural sector is a process – an on-going series of actions and activities that aim to change the way we interpret our complex and contentious history through portraiture. By sharing ideas, strategies and activism, delegates are invited to take part in a day of conversation aimed at inspiring and empowering them to action within their institutions.

Find out more at:

www.britishportraits.org.uk/events/from-de-colonial-to-anti-colonial-whats-next-for-museum-interpretation-31-march-2020.

Sporting Heritage and the Armed Forces Showcase

POSTPONED - NEW DATE TBC

**Thursday 2 April, 10.00am - 4.00pm
Heritage Quay, Huddersfield**

Come and join us for our packed end of project showcase. Through the Sporting Heritage & Armed Forces project, AMOT and Sporting Heritage have built on their existing partnership to develop a greater understanding of the relationship between

Those involved in the project have worked to preserve, protect and provide access to heritage related to sport and the armed forces. By working together these collections have been opened up to new and different audiences.

Find out more at: bit.ly/SportingHeritageShowcase.

Touring Exhibitions Group (TEG) Marketplace 2020

30 April - 1 May POSTPONED
People's History Museum, Manchester

In light of current government advice and the likely long-term effects, we have decided to postpone the TEG Marketplace and Seminar that were due to take place on 30 April and 1 May 2020.

We are looking at options for holding the Seminar in October and another two-day event, including the Marketplace, in spring 2021. We are discussing this with our hosts at People's History Museum in Manchester. If you have already purchased tickets, they will be valid for the re-arranged events and in support of TEG and our community, we hope you will be happy to attend on the rescheduled dates. Should this not be possible, we will of course offer refunds. Please bear with us for now, while we make new arrangements.

We understand that calling off the events is going to cause disappointment and disruption but I am sure that you understand why we have opted to do so. If you have any questions please direct them to Andrew Deathe, TEG Coordinator, andrew@teg.org.uk.

Jobs, Volunteering & Consultancy Opportunities

The British Library (London or Boston Spa) Audience Data Analyst

Salary: £32,000 or £29,000

We are looking for an exceptional candidate to help utilise the power of data and insights to improve the British Library's marketing and audience engagement activity.

Working in a small team, you will bring your analysis, programming and reporting skills to deliver the data and business intelligence to inform and improve the organisation's impact.

Establishing strong, productive relationships with marketing and other business colleagues, you will build an understanding of the Library's different audiences and be proactive in delivering the data to support work that will deepen these audience relationships.

Find out more at:
britishlibrary.recruitment.zellis.com/birl/pages/vacancy.jsf?latest=01002213.

Tullie House Museum and Art Gallery Project Curator (Cumbria's Past, Our Future)

**Salary: £24,343 - £25,972 pro rata (4.5 days pw)
Fixed term (22 months)**

Experienced collections specialist sought to work with Designated geology collections at an award-winning museum.

This role is a fantastic opportunity to champion collections care and engagement through an Arts Council England Designation Development Fund project. The Project Curator will lead work to catalogue and digitise our designated geology and palaeontology collections and work with colleagues to develop public outcomes and engagement relating to it. We are looking for a candidate with knowledge of geology or palaeontology, and experience of collections management, and who has a good understanding of how we can use collections to engage and inspire communities.

Find out more at: www.tulliehouse.co.uk/project-curator.

Deadline: 12 noon, 27 March.

Tullie House Museum and Art Gallery Project Assistant (Cumbria's Past, Our Future)

**Salary: £17,226 - £18,009 pro rata (2 days pw)
Fixed term (10 months)**

This role is a fantastic opportunity to champion collections care and engagement through an Arts Council England Designation Development Fund project. The Project Assistant will support work to catalogue and digitise our designated geology and palaeontology collections and work with colleagues to deliver public outcomes and engagement relating to it. We are looking for a candidate with an interest in geology or museum collections, and who is keen to learn new skills.

Find out more at: www.tulliehouse.co.uk/project-assistant.

Deadline: 12 noon, 27 March.

Contacts

The Museum Development Yorkshire Team

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If you have any comments about this e-bulletin or would like to contribute a news item, event or job vacancy, please email: mdy-bulletin@ymt.org.uk.

Visit the MDY website at: www.museumdevelopmentyorkshire.org.uk



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