

Museum Development Yorkshire

Learning Cohorts 2021-22

Introduction

Our Cohort learning programmes usually comprise between 2-6 workshop sessions through the year, backed up with focused support for your organisation.

Please complete the initial [Expression of Interest Form](#) by 23.59, Sunday 14 March.

Each cohort involves a time commitment of at least 5 days' time per participant. Your museum will be expected to commit a designated lead person to attend every workshop. Museums should also 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.

Each year, we see excellent feedback from museum participants who have benefited greatly from learning as a cohort over an extended programme of work. The sharing of experiences, learning, and successes of implementation is very powerful.

We will normally prioritise places for museums outside the NPO portfolio but welcome applications from all museums. In addition to workshop sessions, we usually offer mentoring support for museums outside the NPO portfolio. Where mentoring is provided, this includes a meeting (on site where possible), plus feedback, advice and support. Please check the details for each cohort.

You can apply to join a learning cohort in addition to applying for the MDY support menu. Please bear in mind the time commitments involved for your museums' staff and volunteers.

If your museum has any questions about taking part and wants more information or suggest an additional cohort, please contact your Museum Development Officer or email us at MDYOffice@ymt.org.uk

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Audience Champions

Due to delays in 2020, we have a new Audience Champions cohort starting on 4th March 2021. We have limited space for additional museums to join this programme, which was recruited for in 2020. If you would like to take this opportunity, please contact Joanne Bartholomew directly at: joanne.bartholomew@ymt.org.uk

Following a successful pilot, we are launching a second Audience Champions cohort in March 2021. This follows a well-received pilot in 2019, which is enabling museums to understand existing audiences and identify opportunities for developing current and new audiences.

Through Audience Champions, you will gain in-house skills to take control of your museum's visitor surveying and data analysis using The Audience Agency's Audience Finder database. You will understand who your current visitors are, and who your potential visitors could be. You will be supported to develop your own Audience Development Plan, enabling you to plan your public programme to meet your audiences' needs, and target your marketing to communicate with existing and potential new audiences.

The programme will support your museum's ambitions re-establish, increase, or diversify your audiences as you plan your organisational recovery from the Covid pandemic.

It will also support your work on section 8 of the Accreditation Standard 2018.

The programme

Working with The Audience Agency, we are offering you a supported start to:

- Introduce Audience Finder visitor surveying in your museum, including COVID-secure practice
- 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 a second year of data collection
- Join an online Audience Finder museum user group in the region for benchmarking and peer support

Delivery will be in 3 phases through short, online workshop sessions covering:

- Understanding Audience Finder and preparing to collect audience data
- Understanding and preparing an audience development plan
- Understanding and using your audience data

There will be structured tasks in between sessions in year one, followed by a second year of Audience Finder data collection, with ongoing peer, MDY and Audience Agency support.

The programme will require you to:

- Sign up to use and access Audience Finder online
- Collect up to 380 visitor surveys in 12 months to achieve robust audience data – we can help you identify how to do this; smaller museums are achieving this too!
- Commit a lead person to attend all sessions, supported by an appropriate second colleague at different sessions

For further information please email Jo Bartholomew at: joanne.bartholomew@ymt.org.uk

Broke to £500k - Fundraising Essentials

- 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 unearned income from grants 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 (12 people) museums will meet six times online between May 2021 and November 2021 with access to 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 further information please email Michael Turnpenny at: michael.turnpenny@ymt.org.uk.

Collections at the Heart

- 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.

The Cohort of up to 6 (12 people) museums consists of 3 workshops and a site visit and ongoing email and phone by Sarah and the Collections Trust. As with other MDY cohorts one member of your museum team will be expected to attend all 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 further information please email Alan Bentley at: alan.bentley@ymt.org.uk.

Everyday Innovation

In the past year, museums have had to innovate more and faster than ever before. Are you looking for help to embed the best aspects of innovative thinking and behaviours into your museum? Or are you aware that your museum needs to change and wondering how to do things in new ways?

Join a growing group of museums in our region who are learning how to introduce innovative thinking techniques into their museum, and how to translate those behaviours into specific plans for innovations large and small.

Everyday Innovation is one of our most well-received, new training courses delivered by the University of York. We will offer an additional opportunity in 2021-22, for up to 6 museums to develop skills and knowledge in innovative thinking and behaviours.

Our trainer, Dr Jo North, works nationally and internationally, **supporting organisations large and small to become comfortable with trying new things – both large and small.** Jo is a leading expert in innovative thinking, and, through this programme, your museum will access her expertise and advice.

- The same two people from your organisation will need to attend both workshops.
- Participants 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.
- Everyday Innovation will be delivered as two one-day workshops, with a one-week gap in between.
- Delivery is expected to be online via Zoom - our trainer is expert in online delivery and will support inexperienced online learners throughout in a highly interactive session.

Following the programme, you will join our Innovation Movement and will gain further online support, working with other museums in our region who have experienced and implemented the learning from this programme.

Download the [PDF document](#) for more details on **Everyday Innovation 2021-22.**

For further information please email Jo Bartholomew at: joanne.bartholomew@ymt.org.uk

Family Friendly - NEW for 2021!

This mentoring and development programme, run in partnership with Kids in Museum, specifically focuses on improving services for a target group that will be critical to the popularity of museums post-Covid. It is designed for museums without a dedicated learning/audience officer.

A combination of training, peer to peer support, mentoring and activity will focus on:

Family Friendly basics

- What is a family?
- Motivations for visiting
- Covid Secure adaptations
- Facilities for visitors

Developing a Family offer

- Auditing your facilities
- How to consult with families

Creation and Promotion of your family offer

- Developing resources
- How to promote to families

Learning Outcomes:

- Museums become more confident in providing family friendly services, resources and facilities
- Museums provide services that reflects the needs of visitors returning after Covid
- Museums have a greater understanding of the breadth of their current audience (and have identified targeted groups to develop)
- Museums survive and recover from the Covid-19 crisis, becoming more financially sustainable with a better balance of income streams
- Museums become confident in their equality, diversity and inclusion aims and can articulate their development needs and progress.

Download the [PDF document](#) for more information on Family Friendly 2021-22.

For further information please email Liz Denton at: liz.denton@ymt.org.uk

Front of House

We are planning to run this later in the year with the exact programme to be agreed with participants for an Autumn start. The programme will focus on:

- Valuing your Visitor
- Understanding your Visitor
- Developing Tours
- Making everyone feel welcome!

The programme will be a combination of interactive training, peer discussion and mentoring. There are 8 places available.

Download the [PDF Document](#) for more information on Front of House 2021-22.

For further information please email Liz Denton at: liz.denton@ymt.org.uk

Health and Wellbeing

Now in its sixth year, the cohort is a unique opportunity to develop both knowledge and skills in this increasingly important area. Join a group of up to 8 museums to develop both your knowledge and confidence through training, peer support and mentoring.

Why should you apply?

- Are you confused about what the terms Health and Wellbeing really mean and how they affect museums?
- Are you reconsidering your direction and focus post COVID?
- Have you been approached by a potential partner in the community but are unsure how to develop services?
- Do you have an interest in the subject but lack confidence in leading work?
- Do you want to know about key trends and potential funding?
- Are you unsure how to evaluate projects and demonstrate impact?
- Does your museum already offer services, but you would like some peer review and rigour applied to your work?
- Would you really value expert advice and support for FREE?!

Programme

- Mixture of workshops and individual mentoring
- Combination of online and in-person training - equivalent to three whole-day workshops
- Action learning in between the workshops

Download the [PDF document](#) for more information on the Health and Wellbeing 2021-22.

For further information please email Liz Denton at: liz.denton@ymt.org.uk

Show Me the Money - Enterprise and Intrapreneurship

This cohort is designed for museums that are looking to generate new or additional 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 (12 people) museums will meet six times online between May and November 2021 with access to 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 better communicate your value propositions
- To understand the financial levers at your disposal
- To understand opportunities to increase profitability
- To be able to assess income generation opportunities

For further information please email Michael Turnpenny at:
michael.turnpenny@ymt.org.uk.