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York Museums Trust Museum Development Yorkshire

**Latest news for week ending
Friday 12 February 2021**

In this Issue

Dear <<First Name>>

Working from home has its advantages when there is snow outside, no more slush filled shoes! This week our bulletin is full of ideas about how your museum can access support and training. With the onset of the Downing Street announcement on 15 February, [MDY is keen to support your museum](#) to remain fleet of foot and prepare for uncertainty. There are also some great opportunities to advance your career or move on to pastures new. We are particularly excited by the [opportunity from Collections Trust](#) to make digital collections FAIR.

And finally, I thought I should share a short article about the [two centuries of Valentine's Day cards](#) - does your museum have an older example? Let us know!

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News and Notices

Museum Accreditation Mentor Opportunity Yorkshire Air Museum

The museum has been established for 35 years, welcomes 60,000 visitors per year and has a vast collection of items and records related to aviation history in addition to 60 historic aircraft and vehicles. It is based on the former site of RAF Elvington and has preserved original buildings including a Heritage II listed Control Tower.

Yorkshire Air Museum is looking for an Accreditation Mentor with substantial museum experience including recent managerial experience in one of the three areas covered by the accreditation i.e organisational health, collections or users and experiences.

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		<ul style="list-style-type: none"> • conduct an annual accreditation review • attend at least one trustee meeting • visit the museum and meet staff, and • either attend a mentor networking meeting or show continuing commitment to CPD relevant to the role. <p>The expected commitment for this voluntary role is up to 4 days per year.</p> <p>Please contact Museum Director Barbara George to discuss at director@yorkshireairmuseum.org. For further information on the Yorkshire Air Museum, go to: yorkshireairmuseum.org/about.</p>	

Recognise, Reconnect, Reimagine: Heritage Volunteering Group Online Annual Conference

6 and 7 July 2021 Call for Workshop Sessions

Could you provide a workshop session for Heritage Volunteering Group's (HVG's) online conference in July? HVG are seeking leaders and practitioners from across the sector to create inspirational, imaginative and engaging workshops for their online conference in July, on the theme Recognise, Reconnect, Reimagine.

If you would like to share best practice at your organisation, please read and [complete the attached form](#) and return it by Wednesday 31 March to: heritagevolunteeringgroup@gmail.com.

Conference tickets will go on sale shortly. Find out more about HVG at: www.heritagevolunteeringgroup.org.uk.

Learning Cohorts 2021-22

In 2021-22 we are continuing with our successful programme of themed learning groups known as Cohorts. This is a fantastic opportunity to work with colleagues across the region to discuss, reflect, network and access high quality training for free! Feedback from museum participants consistently highlights the great benefits of being involved. There is so much on offer including:

- fundraising basics
- collections care
- audience development
- health and wellbeing and
- a new programme focusing on developing facilities for family visitors.

[Download the guidance notes](#) for details of all eight programmes! You can apply to join a learning cohort in addition to applying for the MDY support menu.

Please complete the initial [Expression of Interest Form](#) by 12.00pm, Sunday 14 March.

Secure Museum Development Yorkshire Support Opportunities for 2021-22

The MDY programme for the next financial year is now live. We can help support you with collections through to developing your offer for visitors - there are lots of opportunities! The full information is available in our guidance notes, but don't forget that your [Museum Development Officer](#) is always happy to explain the content in detail and on hand to give advice on what might be the best individual approach for your museum. They'll also be able to provide a preview of our cohorts that will be launched shortly.

The guidance notes and links to the application form are available at:

www.museumdevelopmentyorkshire.org.uk/wp-content/uploads/2021/01/MDY_Guidance_Document-2021_Issue.pdf.

We know that the needs of your museum are changing fast, so we are going to run two application rounds for support in 2021-22:

- a first round now, and
- a second round in early summer.

This means that you will also be able to apply for more or different support later in the year. Support given in the first round could run for the entire year, but we are aiming to create more opportunities to respond to your changing needs as the country emerges from the pandemic.

The deadline for this round of applications is 23.59pm on 28 February. We will assess all applications in order of receipt.

Digital Visitor Experience – Testers needed

18 or 19 February

We need your help to test and improve our new Digital Visitor Experience questionnaire.

For many years we have been running the successful Visitor Experience Consortium. Due to the current crisis we have decided for this year to visit museums' digital offer rather than bricks and mortar museums.

We are looking to streamline the process and use current standards to develop a new questionnaire and we need you to help us test and develop the product for launch in the new financial year. We require no more than two hours of your time. It doesn't matter if you have been involved before or are completely new to the idea.

If you are interested in helping please send Alice an email with the title 'Digital Visitor Experience Tester' to alice.macpherson@ymt.org.uk.

Eleveneses with MDY - New Series

As ever, we aim to keep it insightful, interactive and informal, so please join us to meet new guests, see colleagues from the region (yay!), and connect with the MDY team. Everyone who works and volunteers in museums in our region is very welcome, including museum freelancers who want to stay connected during this time. There's no need to book, just click the link provided on the events page on the day.

Thursday 18 February

How can we help? MDY Support Opportunities 2021-22

Michael and Liz will brief you on ways that we can help your museum in 2021-22 through MDY Support Opportunities. There'll be time to ask questions and help you explore new support opportunities. Help us to help you! **Your deadline for support requests is 28 February 2021.**

See 'Dates for Diaries' below for future Eleveneses or view the full Eleveneses schedule at: www.museumdevelopmentyorkshire.org.uk/event-category/eleveneses-with-mdy.

If you have any questions about Eleveneses, please contact Alice Macpherson at: alice.macpherson@ymt.org.uk.

If you'd like to speak about your current or emerging work at Eleveneses, please contact Jo Bartholomew at: joanne.bartholomew@ymt.org.uk.

Dates for Your Diary

MDY Eleveneses - Coming Up

Read on for details of our new series of Eleveneses. There are more opportunities to chat to us about ways that MDY can support you in 2021-22, and new opportunities to hear from and ask questions of sector organisations, including Yorkshire Emerging Museum Professionals, the Museums Association and Arts Council England.

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Tuesday 23 February

Learning Together – MDY Cohorts 2021-22

Michael, Alan, Jo and Liz will give insights into the eight learning cohorts available in the coming year. Our cohorts are a great opportunity to follow a sustained programme

and wellbeing, and - new for 2021 - being family-friendly :) **Your deadline for cohort requests is 14 March 2021.**

Thursday 4 March YEMP Takeover!

Yorkshire Emerging Museum Professionals are taking over MDY Elevenses this morning to tell you more about joining them, and opportunities to join their committee. If you're trying to get a job in museums, are new to the sector, or developing your career, join us this morning and check out

www.facebook.com/yorkshireEMP and @yorkshireEMP on Twitter.

Thursday 11 March Meet your new MA Rep - hear news and share your views

Victoria Ryves, from Heritage Doncaster, is a new Museums Association Representative for the North of England. Join us this morning to find out more about the Museums Association's focus campaigns for 2021, and feed back to Victoria on your current museum issues.

Thursday 18 March Accreditation Update

Shabeena Anait joins us from Arts Council England to provide an update on the Accreditation scheme, which was paused in 2020, and to answer questions on your museum's situation with regard to Accreditation. Shabeena is Relationship Manager for Museums Accreditation in the North of England.

2021 Regional Museum Forums

We are looking forward to seeing everyone at our 2021 Regional Museum Forums – you can download the full schedule with booking links here: [Download PDF](#).



Forums will be staying online during early 2021, and we have then tentatively planned to be out on sites from May onwards.

All arrangements are subject to Covid restrictions at the time and place of the meeting. If able to proceed, on-site meetings will be run subject to Covid-secure guidelines on the date of the meeting.

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prove not to be possible, then we will revert to a two-hour online meeting on the scheduled forum dates.

All of the MDY team are really excited about the possibility of returning to face-to-face meetings in due course and getting out to museums around the region – fingers crossed!

Moving on Up: Making an Impact With Your Career

17 March, 11.00am - 4.00pm

Moving on Up is the essential MA conference for mid-career professionals who are ready to take the next step in their careers and want to identify areas for progress, develop their networks and discover how they can demonstrate their impact in the sector.

This online event is for people working in any area of the museum sector, and those employed in a different sector looking to bring their skills and experience to a museum setting. It aims to give you the confidence, contacts and ideas to think innovatively and creatively about how you can progress your career and be a change-maker in the sector.

Find out more at:

www.museumsassociation.org/events/moving-on-up-making-an-impact-with-your-career.

Social Media 101 FREE Workshop

Thursday 25 March, 11.00am – 12.00pm

With many museums increasingly turning to digital outputs to engage with audiences whilst closed, Museum Development North West are collaborating with ACE's Digital Culture Network to deliver an online session primarily aimed at museums that sit within larger organisations such as local authorities, and who may not have full control over their social media output.

The workshop will help you improve your social media, and work effectively within potential externally-set limits, focusing on:

- Creating content pillars
- Content planning
- Defining success and objectives
- The importance of benchmarking
- Internal process - how you and your team work
- How to work with your local authority.

Book a place at:

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Your Wellbeing

Tech Tip from Michael

Working and volunteering from home can be great but many people find it hard to switch off - it is just too easy to check emails from the sofa, or do 'one more thing' before you finish.

Many tech companies (Microsoft, Apple and Google spring to mind) have digital wellbeing software to help you with this. I've been using [MyAnalytics](#) from Microsoft as it focuses on my work life and not my spare time. These tools do sacrifice some privacy but they can show that sometimes you just need to breathe in, breath out and switch off. And with that, I'm taking a day of annual leave!

Job Opportunities and Volunteering

York Museums Trust Regional Accreditation Adviser

**Salary: £5,640 - £6,013 (£28,203 - 30,067 FTE)
Fixed term until end March 2022 with potential extension
to 2023, 7.4 hours (1 day) pw**

The post holder will work as part of a team to develop excellence within small and medium sized museums in the Yorkshire and Humber region by providing technical Accreditation support so that museums apply for and retain Museum Accreditation. They will also provide professional development support to Accreditation Mentors (formerly Museum Mentors).

Find out more at: www.yorkmuseumstrust.org.uk/about-us/our-people/jobvacancies or contact Michael Turnpenny on 07917 220227 or at Michael.Turnpenny@ymt.org.uk for an informal discussion.

Closing date: 9.00am on Monday 15 February.

Interviews will take place online on Thursday 4 March.

British Ceramics Biennial Artistic Director/Chief Executive Officer

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This is an exciting opportunity for an ambitious, dynamic and imaginative individual to take one of the UK's leading ceramics organisations forward into the next phase of its development, and to take an active strategic role in shaping its artistic future. The candidate may be an artist, curator or other creative leader in the contemporary arts sector with a collaborative approach to working. With a commitment to working on a local, national and international level they will have strong networks in the UK; a proven interest in contemporary visual arts, with an interest/specialism in ceramics; experience of strategic planning and running an organisation.

Find out more: www.britishceramicsbiennial.com/who-we-are/join-us/job-vacancies/artistic-director.

Deadline: noon on Monday 1 March.

GEM (Group for Education in Museums) Communications Manager

**Salary: £28,500 FTE (pro rata salary £17,100)
Parental Leave Cover, 9-mth contract, 3 days pw**

You will be responsible for leading on GEM's communications, digital developments, website, publications, conference / events (online and in person when restrictions allow). This role helps to deliver the GEM membership strategy, ensuring and communicating member benefits and supporting the GEM network of area representatives.

Find out more at:
gem.org.uk/jobs/communications-manager-parental-leave-cover.

Deadline: 12.00pm on 5 March at 12pm.

Interviews: 22 March.

Your Development

GEM Webinar Making Your Learning Website Work for You

Wed 24 March, 10.00am – 12.30pm

Digital Heritage Consultant Martin Bazley will provide insights into how to make a learning website more effective, including practical demos of user testing, to show how it works. There will be opportunities for questions during the session and detailed handouts will be supplied afterwards.

Find out more and book a place at:
www.eventbrite.co.uk/e/making-your-learning-website-work-for-you-tickets-141022115945.

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looking for:

- a few learning websites for testing – useful feedback will be provided on the sites tested, and
- several test participants – this will involve role-playing a teacher using the website and 'thinking out loud' as you browse it.

If you are interested in volunteering and receiving a free session ticket, please get in touch with devon@gem.org.uk.

Free Training from Collections Trust Making it FAIR Project for Small Museums

Do you need help creating online content?

This opportunity offers eight museum places and requires two people (staff and/or volunteers) from each museum to take part over a period of five months, beginning in early April 2021. The group will receive free training, mentoring and technical support to develop digital collections-focused content, helping them to stay connected with existing audiences and to reach new audiences.

With Collections Trust support, participants will plan, carry out, track and analyse a simple digital content activity. Making it FAIR (the FAIR data principles state that data should be Findable, Accessible, Interoperable and Reusable) will give the group a safe and supported space in which to try out new ideas and to develop the skills, approaches, processes and, where relevant, technical solutions they need to create engaging, relevant, fit-for-purpose digital content.

Find out more:

collectionstrust.org.uk/news/do-you-need-help-creating-online-content.

Application deadline: 10.00am on Monday 1 March.

Funding Opportunities

MDY Funding:

New Covid Essentials Support!

In response to the ongoing crisis and demand from museums, we've launched Covid Essentials to help you better survive now and prepare to reopen and relaunch your site. We are encouraging projects of up to £500 with NO match funding.

For speed and simplicity, we are using the existing small grant system. For the guidance notes and links to the online application form, visit:

bit.ly/MDY18SGApp.

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We are reopening our scheme for strategic longer-term projects, offering grants of up to £3,000 (with two tiers of up to £1,000 and up to £3,000).

For full details read the guidance notes

www.museumdevelopmentyorkshire.org.uk/wp-content/uploads/2018/06/MDY_Grant-GuidanceDocument-2018-Issue.pdf

For details about both schemes please visit:

www.museumdevelopmentyorkshire.org.uk/2020/11/24/mdy-small-grants-and-covid-essentials-support-now-available.

Support for Carers

If your museum wants to support you to attend an online workshop or conference but there is an obstacle, we can support your organisation with a small grant. This could pay for a support worker to take over your carer duties for an afternoon or the cost of an alternative technology that makes attending easier.

Please [contact your MDO](#) who will be happy to talk through all opportunities.

And Relax...!

The Fate of Flirts...

Two hundred years of Valentine's cards from the Castle Museum, York.



www.yorkpress.co.uk/news/19061170.the-fate-flirts-200-years-valentines-cards-castle-museum/#gallery0.

Alice Recommends...

Much of Yorkshire has been buried under snow and ice this week as temperatures plummet. But what is it like to live in the coldest inhabited place on earth? The village of Omyakon in eastern Russia is home to 500 people and in winter sees temperatures of -60 degrees Celsius, or -76 degrees Fahrenheit.



Check out this article to discover how the locals cope in this extreme environment: www.rbth.com/travel/2014/13/08/how_to_survive_at_the_pole_of_cold.

Previously...

In case you missed it...

Just in case you missed them first time round, we're listing below snippets of some of the articles published in previous ebulletins that we think you might still find useful:

Covid-19 Updates on MDY Website

www.museumdevelopmentyorkshire.org.uk/category/covid-19.

Other Reopening Resources and Guidance:

- **Guidance for Archives - Planning Your Reopening:**
www.nationalarchives.gov.uk/archives-sector/our-archives-sector-role/coronavirus-update.

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		<p>during-coronavirus-covid-19.</p> <ul style="list-style-type: none"> • Culture Restart Kit from Indigo www.indigo-ltd.com/culture-restart-toolkit. • Working Safely During Coronavirus - Government Advice www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/the-visitor-economy. • NMDC good practice guide on reopening Museums www.nationalmuseums.org.uk/coronavirus-update/nmdc-good-practice-guidelines-opening-museums. • AIM and Museum Development Network 'Reopening Checklist' www.aim-museums.co.uk/museum-reopening-guidance-checklist. • EMBED – Reopening Recommendation Guidance focused on Accessibility embed.org.uk/covid-19-reopening. • Space for Learning - New Guidance for Learning Services spaceforlearning.org.uk/covid-guidance. • Timed Ticketing - Quick Guide Download a PDF copy of the guide. <p>Other Previous Articles:</p> <ul style="list-style-type: none"> • ACE Culture Recovery Fund www.artscouncil.org.uk/news/culture-recovery-fund-more-support-arts-and-culture. • Advice on Holding Meetings Online or by Telephone www.gov.uk/guidance/coronavirus-covid-19-guidance-for-the-charity-sector. • Digital Culture Network - Webinars and Advice Videos www.youtube.com/channel/UC-owfPGAfecnJyW74dD_Agw. • Easy Read Marketing Guide weareunlimited.org.uk/accessible-marketing-guide. • Financial Difficulties Toolkit www.artscouncil.org.uk/publication/managing-financial-difficulties-guide-and-toolkit. • Giving Days Calendar 2021 hub.blackbaud.co.uk/npinsights/giving-days-calendar-2021. • Guidance for Trustees from Charity Commission www.gov.uk/government/news/regulators-new-5-minute-guides-will-support-charity-trustees-to-meet-duties. 	

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- **Mental Health - Directory of Online Courses**
www.futurelearn.com/courses/collections/support-mental-health-in-lockdown
- **Museum Detox - network for museum and heritage workers who identify as of colour**
www.museumdetox.org.
- **Museum and Heritage Access Survey 2020 Report**
vocaleyes.co.uk/museum-and-heritage-access-survey-2020.
- **Museum Wellness Network: supporting staff wellbeing post-lockdown:**
www.museumsassociation.org/museum-practice/08062020-supporting-museum-workforce-wellbeing-post-lockdown.
- **Online Abuse - A Toolkit for the Sector**
www.thespace.org/resource/online-abuse-toolkit-cultural-sector.

Contributions

Please send items for the next MDY Bulletin

(on Friday 19 February) to: mdy-bulletin@ymt.org.uk

by 5.00pm on Wednesday 17 February.

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