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## York Museums Trust **Museum Development Yorkshire**

**Latest news for week ending  
Friday 5 February 2021**

**In this Issue**

Dear <<First Name>>

Is Spring around the corner? The MDY team certainly hopes so and with a nod towards the future we're delighted to launch our [Learning Cohorts for 2021](#)! Make sure you download the guidance materials to find out about all eight programmes. We are focused on helping museums post Covid and there is something for everyone, from sharpening your fundraising skills to a new programme supporting you to improve your offer for families.

Don't forget as well that applications are open to [one to one bespoke advice](#).

If you have any questions on how we can support your museum during 2021 please do [contact one of the team](#) – we'd love to hear from you!

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### News and Notices

#### **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.

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

If your museum has any questions about taking part please contact your Museum Development Officer or email us at [MDYOffice@ymt.org.uk](mailto:MDYOffice@ymt.org.uk)

## Museums + Heritage Awards Special Recognition for Challenging Times

### Entry deadline: 31 March

This year's edition of the Museums + Heritage Awards have been adapted to reflect the extraordinary times we have been experiencing and to provide a high-profile platform for the hard work of so many, to be rewarded and celebrated. The period of eligibility has also been adjusted to align with the start of the first lockdown in the UK.

**Find out more:**

[museumsandheritage.awardstage.com/#!/about-the-awards](https://museumsandheritage.awardstage.com/#!/about-the-awards).

## Secure Museum Development Yorkshire Support for Your Project

### Support Opportunities for 2021-2022

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](https://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.**

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## 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](mailto:alice.macpherson@ymt.org.uk).**

## Beck Isle Museum of Rural Life, Pickering

### Audience Development Survey

Have you visited Beck Isle Museum before?  
Maybe you've heard of it but not visited yet?  
Or is Beck Isle Museum unknown to you?

If you said yes to any of these questions, we'd like to know more. Please could you take just five minutes to complete this short survey from Beck Isle Museum to share your views and experiences? It will make a big difference to helping the museum team plan for reopening and developing ideas for the future.

**Access the survey at: [www.surveymonkey.co.uk/r/BeckIsleMuseum](http://www.surveymonkey.co.uk/r/BeckIsleMuseum).**

## Your Week Ahead

## DLNET Twitter Live Chat

### Friday 5 February, 1.00pm

The Digital Learning Network (DLNET) runs a regular Twitter live chat on the first Friday of each month.

This month we are examining the potential for cultural organisations to charge money for online learning materials or virtual lessons for schools or home-learners. So if you have a question, a suggestion, a case-study, a query or you are just interested to find out more, please join us.

**Use the hashtag [#DLNETChat](#) and to keep an eye on the [@DLNET](#) Twitter**

[digitallearningnetwork.net](https://digitallearningnetwork.net).

## Eleveneses with MDY

Don't forget to join us for Eleveneses to find out about ways that MDY can support you in 2021-22. Insightful, interactive and informal, come along to gain new insights from our guests, meet colleagues from the region, and connect with the MDY team. Everyone who works and volunteers in museums in our region is most 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 11 February Environmental Sustainability - Climate Actions

Looking for ways to engage with museum audiences on climate change through your programming? Or ways to make sustainability changes in your operations? Bridget McKenzie, founding director of Climate Museum UK, will join us to talk about their work and how your museum can connect with opportunities to engage with the climate emergency. Lisa Broadest will update us on Leeds Museums & Galleries' work to develop environmental sustainability at their sites.

[www.museumdevelopmentyorkshire.org.uk/event/elevenses-thursday-11th-february](https://www.museumdevelopmentyorkshire.org.uk/event/elevenses-thursday-11th-february).

**View the full Eleveneses schedule at:**

[www.museumdevelopmentyorkshire.org.uk/event-category/elevenses-with-mdy](https://www.museumdevelopmentyorkshire.org.uk/event-category/elevenses-with-mdy).

**If you have any questions about Eleveneses, please contact Alice Macpherson at:** [alice.macpherson@ymt.org.uk](mailto: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](mailto:joanne.bartholomew@ymt.org.uk).

## GEM London Case Studies Live:

### Preparing for Pride, LGBTQIA+ Learning and Engagement

**Thursday 11 February, 10.00am - 11.15am**

GEM London Case Studies Live present three outstanding LGBTQIA+ museum programmes:

- Creating Queer Learning Programming
- Delivering Queer Learning Programming
- Evaluating Queer Learning Programming.

This is a panel event. Each speaker will present their work followed by a facilitated Q+A

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[www.eventbrite.co.uk/e/case-studies-live-preparing-for-pride-lgbtqia-learning-and-engagement-tickets-136319450145](http://www.eventbrite.co.uk/e/case-studies-live-preparing-for-pride-lgbtqia-learning-and-engagement-tickets-136319450145).

## Dates for Your Diary

### 2021 Regional Museum Forums - save the dates now!

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.

We will keep you updated on any changes as circumstances develop. If site meetings 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!**

### 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

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:**

[www.eventbrite.co.uk/e/ace-digital-culture-network-social-media-101-tickets-138810081691](http://www.eventbrite.co.uk/e/ace-digital-culture-network-social-media-101-tickets-138810081691).

## Your Wellbeing

### Friendly February

It seems that we need some happiness now more than ever. If you haven't already seen them, make sure you have a look at the Action for Happiness monthly calendars.

This month the focus is on reaching out to connect with others and doing our best to be a good friend. In stressful times we're all feeling the strain and these daily suggested actions can help us reflect.

**ACTION CALENDAR: FRIENDLY FEBRUARY 2021**

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1 Send someone a message to say how much they mean to you	2 Ask a friend how they have been feeling recently	3 Do an act of kindness to make life easier for someone else	4 Organise a virtual 'tea break' with colleagues or friends	5 Show an active interest by asking questions when talking to others	6 Get back in touch with an old friend you've not seen for a while	7 Make an effort to have a friendly chat with a neighbour
8 Share what you're feeling with someone you really trust	9 Thank someone and tell them how they made a difference for you	10 Look for the good in people, even when they frustrate you	11 Send an encouraging note to someone who needs a boost	12 Focus on being kind rather than being right	13 Send a friendly message of support to a local business	14 Tell your loved ones why they are special to you
15 Smile at the people you see and brighten their day	16 Check in on someone who may be struggling and offer to help	17 Respond kindly to everyone you talk to today, including yourself	18 Appreciate the good qualities of someone in your life	19 Share a video or message you find inspiring or helpful	20 Make a plan to connect with others and do something fun	21 Actively listen to what people say, without judging them
22 Give sincere compliments to people you talk to today	23 Be gentle with someone who you feel inclined to criticise	24 Tell a loved one about their strengths that you value most	25 Thank three people you feel grateful to and tell them why	26 Give positive comments to as many people as possible today	27 Call a friend to catch up and really listen to them	28 Make uninterrupted time for your loved ones

"The best way to cheer yourself up is to cheer somebody else up" - Mark Twain
 "The only way to have a friend is to be one" - Ralph Waldo Emerson

**ACTION FOR HAPPINESS**

www.actionforhappiness.org

Learn more about this month's theme at [www.actionforhappiness.org/friendly-february](http://www.actionforhappiness.org/friendly-february)

Happier - Kinder - Together

[www.actionforhappiness.org/february](http://www.actionforhappiness.org/february).



## Leeds Museums and Galleries Head of Museums and Galleries

**Salary: £61,284 - £67,431**

In 2021 the service celebrates 200 years since the collections were founded and the civic role of museums in the city began – an amazing time to take on the opportunity to lead our Museums and Galleries Service. The successful candidate will be an adaptive leader able to operate successfully across the interpersonal, operational and strategic domains to deliver tangible outcomes for our residents, partners and visitors.

**Find out more at:**

[leeds.csod.com/ux/ats/careersite/1/home/requisition/3894?c=leeds](https://leeds.csod.com/ux/ats/careersite/1/home/requisition/3894?c=leeds).

**Deadline: midnight on Sunday 14 February.**

## York Museums Trust Senior Curator – York Castle Museum

**Salary: £19,466 - £20,972**

**Part time (22.2 hrs pw)**

We are looking for an ambitious, creative and resourceful Senior Curator to join us in shaping both the immediate future of the museum, and to help us realise our long-term vision to transform York Castle Museum through an ambitious major project.

**Find out more at:**

[www.yorkmuseumstrust.org.uk/about-us/our-people/jobvacancies](https://www.yorkmuseumstrust.org.uk/about-us/our-people/jobvacancies).

**Deadline: 9.00am on Wednesday 24 February.**

**Interviews: Thursday 4 March.**

## 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.

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Find out more at: [www.yorkmuseumstrust.org.uk/about-us/our-people/jobvacancies](http://www.yorkmuseumstrust.org.uk/about-us/our-people/jobvacancies) or contact Michael Turnpenny on 07917 220227 or at [Michael.Turnpenny@ymt.org.uk](mailto: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.**

## National Centre for Creative Health (NCCH)

### Trustees Wanted

Research shows that active engagement with the arts and culture is beneficial for the health and wellbeing of us all. The new National Centre for Creative Health (NCCH) will play a pivotal role in promoting collaboration to enable creative health to become integral to health and social care and wider systems.

They are recruiting Trustees to support the development of NCCH as it becomes established.

**Find out more at:** [ncch.org.uk/news/trustee-advert](http://ncch.org.uk/news/trustee-advert)

**Deadline: 21 February.**

## Tullie House Museum & Art Gallery Trust PA to the Director and Board of Trustees

**Salary: £19,317 – £20,772 pro rata (up to 30 hrs pw)  
Maternity cover (up to 12 months)**

The PA to the Director and Board of Trustees is a pivotal role within the organisation, supporting the smooth operation of the Trust and managing the Director's busy schedule. You'll need expert planning skills, a keen eye for detail and a cool head in this fast-paced environment, where you'll be juggling multiple tasks and priorities each day. The role involves home working while Covid restrictions remain in place, but you'll be surrounded virtually by our supportive and friendly team.

**Find out more:**

[www.tulliehouse.co.uk/pa-director-and-board-trustees-maternity-cover](http://www.tulliehouse.co.uk/pa-director-and-board-trustees-maternity-cover).

**Deadline: 5pm on Wednesday 24 February.**

**Interviews: Thursday 4 and Friday 5 March.**

## Scarborough Museums Trust



## New Website and Rebrand

Scarborough Museums Trust is inviting tenders from qualified organisations or individuals to create a new brand and website for Scarborough Museums Culture and Creative Trust. Scarborough Museums Culture and Creative Trust will comprise Scarborough Art Gallery, the Rotunda Museum and Woodend Creative Workspace (Woodend).

**To download the brief visit:**

[www.scarboroughmuseumstrust.com/about/work-with-us](http://www.scarboroughmuseumstrust.com/about/work-with-us).

**Deadline: 9.00am 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](http://bit.ly/MDY18SGApp).

#### Small Grants Programme

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](http://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](http://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.

## And Relax...!

### Birds Can Dance!

Sit back and relax with this choreographed display of birds 'dancing' to classical music - just two and a half minutes to help you unwind...



[www.youtube.com/watch?v=63\\_-8eUIo-c](https://www.youtube.com/watch?v=63_-8eUIo-c).

## 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](https://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](https://www.nationalarchives.gov.uk/archives-sector/our-archives-sector-role/coronavirus-update).

[during-coronavirus-covid-19.](#)

- **Culture Restart Kit from Indigo**  
[www.indigo-ltd.com/culture-restart-toolkit](http://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](http://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](http://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](http://www.aim-museums.co.uk/museum-reopening-guidance-checklist).
- **EMBED – Reopening Recommendation Guidance focused on Accessibility**  
[embed.org.uk/covid-19-reopening](http://embed.org.uk/covid-19-reopening).
- **Space for Learning - New Guidance for Learning Services**  
[spaceforlearning.org.uk/covid-guidance](http://spaceforlearning.org.uk/covid-guidance).
- **Timed Ticketing - Quick Guide**  
[Download a PDF copy of the guide](#).

#### Other Previous Articles:

- **ACE Culture Recovery Fund**  
[www.artscouncil.org.uk/news/culture-recovery-fund-more-support-arts-and-culture](http://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](http://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](http://www.youtube.com/channel/UC-owfPGAfecnJyW74dD) Agw.
- **Easy Read Marketing Guide**  
[weareunlimited.org.uk/accessible-marketing-guide](http://weareunlimited.org.uk/accessible-marketing-guide).
- **Financial Difficulties Toolkit**  
[www.artscouncil.org.uk/publication/managing-financial-difficulties-guide-and-toolkit](http://www.artscouncil.org.uk/publication/managing-financial-difficulties-guide-and-toolkit).
- **Giving Days Calendar 2021**  
[hub.blackbaud.co.uk/npinsights/giving-days-calendar-2021](http://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](http://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](http://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](http://www.museumdetox.org).
- **Museum and Heritage Access Survey 2020 Report**  
[vocaleyec.co.uk/museum-and-heritage-access-survey-2020](http://vocaleyec.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](http://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](http://www.thespace.org/resource/online-abuse-toolkit-cultural-sector).

## Contributions

**Please send items for the next MDY Bulletin**

**(on Friday 12 February) to: [mdy-bulletin@ymt.org.uk](mailto:mdy-bulletin@ymt.org.uk)**

**by 5.00pm on Wednesday 10 February.**

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If you're unsure which of our team to contact, please email [mdyoffice@ymt.org.uk](mailto:mdyoffice@ymt.org.uk) and your message will be forwarded to the correct person.



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Encourage others in your organisation to receive the MDY Bulletin directly by [subscribing here](#).

**Find out more**

Check out our website at: [www.museumdevelopmentyorkshire.org.uk](http://www.museumdevelopmentyorkshire.org.uk).

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