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York Museums Trust **Museum Development Yorkshire**

**Latest news for week ending
Friday 23 April 2021**

In this Issue

Dear <<First Name>>

Another gloriously sunny week for the MDY team, although working from home means we have to worry more about lawns, pot plants and window boxes. And Alan may have some top tips soon on laying an eco-lawn. It sounds like NatSCA are on the ball with this - their [2021 conference](#) focuses on how natural science collections can address or engage with environmental breakdown.

This week, lots of topics for the bulletin have focused on reopening with [next week's Elevenes](#) looking at 'spring cleaning', MDY has a [reference guide on reopening](#) and there is a [forthcoming Elevenes](#) on visitors and visitor services.

The other theme that jumps out was about how we can make the best of digital. Museum Development Teams across the north are inviting museums to be [digital Mystery Shoppers](#) and the University of Leeds are on the hunt for a consultant to research the digital capabilities of heritage organisations.

And this week sees (perhaps) the [first 2021 mention of Christmas](#) in our bulletin...thanks Association for Cultural Enterprises! I now need to be distracted by more articles about [Tom Cruise filming at the North York Moors Historical Railway Trust](#)...or watch Alice's '[And Relax](#)' suggestion about springtime lambs.

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Events Listings

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News and Notices

New Covid Secure Reopening Advice from MDY

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Trust have been working with MDY to produce a set of suggestions and guidelines to help you through the reopening process. Full of useful links and examples from museums all over the UK, the guidance document offers suggestions of options to consider and processes to go through while you are planning your reopening, designed with small museums in mind.

You can read the full document on our website here:

www.museumdevelopmentyorkshire.org.uk.

Or, you can skip straight to your chosen section:

- [Introduction](#)
- [Cleaning and Hygiene](#)
- [Changes to Operational Procedures](#)
- [Taking Care of your Volunteers and Staff](#)
- [Visitor Experience](#).

About the authors:

Jo Taylor and Chloe Bradley are Visitor Experience Team Members at York Art Gallery and the Yorkshire Museum respectively, currently redeployed to Museum Development Yorkshire during site closures and previous alumni of MDY's Front of House Training Cohort.

Mystery Shopping for your Website!

Virtual Visitor Experience 2021 Sign up by 9 May

The last year has changed much for museums and many have responded by giving renewed attention to their online presence. The Virtual Visitor Experience programme is a great chance to get some structured and considered feedback on your digital presence from your museum colleagues.

Open to all museums in the North of England, your staff or volunteers are asked to review three other museum websites over a 4 week period in May/June. You are asked to assess the website's visit information, online content and social media through an online survey. In return, your museum will receive three reports from people from other museums who have reviewed your website.

The programme has developed from the in-person Visitor Experience Consortium which has been running successfully for several years and we hope it will be carried out by front of house teams as a part of their development.

There is no charge to take part, simply sign up by 9 May using the online form: wh1.snapsurveys.com/s.asp?k=161847809969.

The reviews must be carried out by 21 June.

If you have any questions please contact Janet Thompson, the programme organiser on jthompsonyork@outlook.com.

Sculpture available on long-term loan

The V&A have been working hard to decant collections from the Museum of Childhood, ahead of refurbishment. Amongst the objects in the process of being demounted is the Childhood Cube. It is a sculpture consisting of little scenes arranged as a cube, created by the artist Sarah Raphael (1960-2001) in collaboration with around 60 children. It was commissioned in the late-1990s for the Millennium Dome Experience and, being her only sculpture, is a key work in the artist's portfolio.



Unfortunately, the work is now likely to go into store for some years. It is a fabulous sculpture and has been much appreciated by visitors to Bethnal Green, so we wondered, therefore, whether any regional museum would be interested in borrowing it on long-term loan.

If you would like to find out more, contact Julia Brettell, National Programmes Lead, email: j.brettell@vam.ac.uk.

Your Week Ahead

Elevenes with MDY - Spring is in the air!

This week we are gleaning some springtime collections housekeeping and care advice from the curators and conservators who always mastermind a major Spring clean – or are on the tracks of seasonal Spring pests.

Spring has sprung ... don't miss out – see you at Elevenes!

Tuesday 27 April Collections Care - Spring Housekeeping

Hear from colleagues with extensive experience of a Spring re-opening, as we are joined by colleagues from Brontë Parsonage Museum, Harewood House and Burton Constable Hall. What is their approach to Spring housekeeping routines and a seasonal re-opening? Talk to the experts and think about your own needs for a Spring clean.

Check the full schedule and find joining links here:

www.museumdevelopmentyorkshire.org.uk/event-category/elevenses-with-mdy.

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If you have any questions about Elevenses, please contact:

alice.macpherson@ymt.org.uk.

If you have any suggestions of topics you'd like to see covered or would like to speak about your current or emerging work, please let us know at:

joanne.bartholomew@ymt.org.uk.

Yorkshire Industrial Collections Network Brew Up!

28 April, 3.00pm - 5.00pm

MDY is delighted that Paul Jarman, Assistant Director of Beamish will be speaking on Beamish: Collections Lockdown challenges and opportunities at our next Brew up! meeting.

To join us please book on Eventbrite:

www.eventbrite.co.uk/e/yorkshire-industrial-collections-network-brew-up-tickets-135660978639.

Yorkshire Accessible Museums Network (YAMN) Meet Up

Thur 29 April, 9.30 - 11.00am

YAMN is a group of museum professionals who want to make spaces, places and programmes more inclusive. The focus of the next YAMN meet-up is on Covid-secure and digital sensory engagement.

We would love to see you there for a catch up and a natter.

Find out more and book at:

www.eventbrite.co.uk/e/yorkshire-accessible-museums-network-yamn-meeting-29-april-2021-tickets-147983760411.

Dates for Your Diary

Eleveneses with MDY - coming up

Thursday 6 May **11:00-12:30**

Re-Opening Special – Visitors and Visitor Services

Join us for an extended Eleveneses Special with Ben Melham, our trainer from last summer's first re-opening. There'll be a focused update from Ben on new rules and up-to-date good practice, plus lots of opportunity to ask questions and join in discussion, including breakouts. This session will focus on issues for visitors and visitor services.

Wednesday 12 May

Springwatch Special - Museum Insect Pests

Find out more about the less welcome springtime visitors to our museums – insect pests! Our guest, Helena Jaeschke, Conservation Development Officer from South West Museum Development, will share expert knowledge about managing your insect pests and answer your questions on what to watch out for and tackling problems.

Check the full schedule and find joining links at:

www.museumdevelopmentyorkshire.org.uk/event-category/elevenses-with-mdy.

Ignite Yorkshire Show and Tell

A sharing event of recent heritage projects with young people

Wed 5 May, 2.00pm - 4.30pm

Ignite Yorkshire is a National Lottery Heritage Fund project with a mission to ignite a revolution in how Yorkshire's industrial heritage is viewed, understood, enjoyed and looked after by young people.

In this sharing event we will hear from some of the projects Ignite Yorkshire has worked with in 2020. Despite Covid-19 impacts we have worked with some fantastic organisations to continue to reach young people in the region.

All of the speakers will talk about the development process of their projects, share feedback from young people, and talk about how they incorporated industrial heritage into their work with young people.

Find out more and book:

www.eventbrite.com/e/ignite-yorkshire-show-and-tell-tickets-151619166007.

NatSCA Conference 2021

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27 and 28 May

#NatSCA2021 will explore the role of natural science collections in addressing or engaging with one of the planet's biggest issues - environmental breakdown; as well as sharing other exciting developments from the sector. The conference will include an engaging range of keynotes, presentations, panel discussions, quick-fire ideas lightning talks and virtual tours.



Places are free for individual members – a promo code to unlock a ticket will be emailed to members. If you're a member and don't receive a code, get in touch with membership@natsca.org.

NatSCA has also made a small number of free tickets available for unwaged non-members who might not otherwise be able to attend. If you order one of these tickets in error, or are no longer able to attend, please get in touch with conference@natsca.org to cancel your booking so that someone else may use the ticket.

Find out more: www.natsca.org/natsca-2021.

Your Wellbeing

Why Sadness Matters - with Helen Russell

Thurs 29 April, 7.00pm
Open to all with optional donation

Join us for a special event with author Helen Russell to learn how a healthier approach to sadness can help us cope better and live happier.

If you've been feeling sad at all recently, that's okay – you're certainly not alone. Having researched happiness for the past eight years, Helen has come to realise that sadness is more common than society would have us believe – and it's also taboo. We're often so busy trying to avoid feeling sad that we undermine our wellbeing and actually make things worse. This is a big problem, especially now in the middle of a global pandemic.

www.eventbrite.co.uk/e/why-sadness-matters-with-helen-russell-tickets-145229546483.

Job Opportunities and Volunteering

Brontë Parsonage Museum

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Salary: £9.13 per hour/£10,682 pa Part-time (22.5 hrs pw)

Our Visitor Experience team are ambassadors for the Museum, responsible for the day-to-day security of our important collections while ensuring that everyone enjoys a first-class visitor experience that will inspire repeat visits, recommendations and retail sales.

While full training will be given, previous experience in a customer-facing environment would be an advantage. The ideal candidate should also be able to demonstrate excellent communication skills, a strong commitment to working within a vibrant and busy heritage setting and a willingness to learn about the Brontës and our world-class collections.

Find out more at: www.bronte.org.uk/vacancies.

Deadline 28 April.

Interviews: w/c 3 May.

Cultural Institute, University of Leeds

Consultant Brief: Building the digital capabilities of heritage organisations

Fee: up to £18K incl. all expenses and VAT

We are seeking a suitably qualified and experienced consultant or team of consultants to carry out a short piece of research with the heritage sector to identify their most pressing questions related to the development of digital capabilities for the sector in the areas of:

- Digital leadership and organisational development
- Business models and recovery planning

This information will be used to inform the design of online education and learning resources for workers and volunteers in small and medium heritage organisations.

[Download the full brief.](#)

Deadline: 7 May.

Interviews: 19 May.

Harrogate Borough Council Curator (Exhibitions and Collections)

**Salary: £36,922 - £38,890 pa
Maternity Cover, suitable for Job Share**

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for our collections on a temporary basis to cover maternity leave.

The right candidate will have experience in delivering successful art and/or social history exhibitions and the ability to maintain strong collections management to national standards, bringing creativity and solution-focused thinking to support the museums and gallery in delivering its key objectives for both local people and as part of the wider visitor economy.

Find out more: www.harrogate.gov.uk/jobs.

Closing date: 11 May.

Interviews: 18 and 19 May.

Your Development

Training and Networking Events from Association for Cultural Enterprises:

Christmas Planning in a Pandemic 27 April, 10.00am - 12.30pm

An interactive discussion led by speakers from the British Library, Bletchley Park and National Museums Liverpool looking at how to plan for a successful Christmas season. What are the new opportunities and how we can use the lessons of the year to make a positive impact on plans?

National Talking Shop 29 April, 10.30am - 11.45am

This free virtual Talking Shop is an opportunity for both Full and Associate Members to meet and discuss current issues affecting the sector. This session will focus on Brexit and international trading, with a chance to hear from all sides of the sector and exchange knowledge, experience and advice.

Successful eCommerce 5 May, 2.00pm - 4.30pm

A panel discussion led by ecommerce experts Shopify together with a case study from Edinburgh University Gift Shop. This session will be packed with advice and expertise on successful ecommerce, whether you're just starting out or looking to develop your existing online offer.

Find out more and book at: culturalenterprises.org.uk/whats-on.

GEM Workshop Build it, Brand it, Brave it

Attention Freelancers!

This 2-hour interactive webinar is designed to help build your brand or freelance business in an authentic way that is easy to promote. In this session and through the accompanying workbook you will:

- **Build:** Take a hands-on, practical approach to help you align your brand to your values and purpose.
- **Brand:** Learn how to design an authentic, unique and memorable brand that stands out and connects to your audience through exploring messaging, colour palettes, feel and font.
- **Believe / or Brave:** Explore and reflect on current challenges around self-promotion (confidence, showing up, imposter syndrome) and make achievable actions to overcome them.

Find out more and book:

www.eventbrite.co.uk/e/build-it-brand-it-brave-it-tickets-148197870821.



Funding Opportunities

Covid Essentials Support Apply now to support reopening your museum!

With 17 May on the horizon, when museums are allowed to reopen, do not forget that we have got our Covid Essentials Fund to support your reopening. Even if you are looking to open later in the year, we can support you. Previous projects have included: purchase and installation of screens; hand sanitising stations; contactless donation and payment points; and the purchase of PPE (Personal Protective Equipment) but could support other things, such as an event for visitors or to recruit and train volunteers. We are looking for projects of up to £500 with no match funding. We try to turn the applications around in 7 days but there is a limited pot so get your applications in .

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.

And Relax...!

Alice recommends...

LambWatch has a 'lambcam' where you can watch a livestream of the lambs at a farm on the Yorkshire/Lancashire border. Very relaxing!

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www.lambwatch.co.uk.

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 MDY Updates - 10 March**
www.museumdevelopmentyorkshire.org.uk/2021/03/10/covid-19-updates-10th-march-budget-2021-and-new-guidance-on-ventilation-of-indoor-spaces.

Covid-19 Response - Spring 2021

- **Prime Minister's roadmap out of the current lockdown for England:**
www.gov.uk/government/publications/covid-19-response-spring-2021
- **Further guidance published on 24 February:**
www.gov.uk/government/publications/reopening-businesses-and-venues-in-england,

Other Reopening Resources and Guidance:

- **Updated DCMS Guidance on Volunteering:**
www.gov.uk/guidance/enabling-safe-and-effective-volunteering-during-coronavirus-covid-19.
- **Working Safely During Coronavirus - Government Advice**
www.gov.uk/guidance/working-safely-during-coronavirus-covid-19

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- **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](#).

Other Previous Articles:

- **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.
- **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 Wellness Network: supporting staff wellbeing post-lockdown:**
www.museumsassociation.org/museum-practice/08062020-supporting-museum-workforce-wellbeing-post-lockdown.

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Contributions

Please send items for the next MDY Bulletin

(on Friday 30 April) to: mdy-bulletin@ymt.org.uk

by 5.00pm on Wednesday 28 April.

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