South West Museum Development – Recovery Grants

Recovery Grants – What activity can we support?

Adapt or develop new ways to connect with and engage their community

- **Research:** front-end audience research focusing on developing a baseline understanding of current levels of engagement with communities. Specialist support to develop research methodologies and/or conduct consultation with communities and audiences; audience segmentation to better understand the make-up of your museum's communities through systems such as Audience Spectrum, CACI Acorn; Mosaic etc.; audits of your museum's visitor experience including programmes/offers, journey or visitor facilities; on-site accessibility audits; marketing and communications audits and reviews (non-digital); interpretation audits which may have a particular focus on accessibility; audits and reviews of off-site engagement programmes or activities; audits and reviews of informal and formal learning programmes or activities.
- **Development:** specialist support to develop and write Audience Development Plans and/or strategies; marketing and communications plans and/or strategies (non-digital); interpretation and exhibition plans and/or strategies; formal and informal learning/education plans and/or strategies; all of the above should have a specific focus on creating plans for widening engagement with diverse communities and/or include plans for engaging with a targeted audience group. Formative evaluation/research may also be included.
- **Engagement:** the design and delivery of offers and outputs which will actively widen engagement with diverse communities and/or a targeted audience group. These can include activities, events, programmes, temporary exhibitions; or new or existing permanent exhibitions that have strong elements of consultation, co-curation and/or partnership working with specific audience groups to create content. Representation of the museum within the local community; or the creation and delivery of off-site engagement activities or events hosted by the museum. Creation, design and delivery of marketing and communications outputs (non-digital). Formative evaluation/research may also be included.
- **Evaluation:** developing frameworks for long-term audience evaluation that seeks to track changes in levels of engagement as well as to assess relevance/appropriateness of offers and the impact of engagement. This may include specialist support to develop and build a bespoke evaluation framework for the museum; or for forms of summative evaluation.

Purchase equipment and undertake activity to support readiness to reopen safely

- **Supporting safe visits:** purchase of equipment to manage visitor flow and experience such as barriers, screens, signage, social distancing markers; building modifications to 'front of house' areas to implement sector guidance on reopening only; ticketing systems (applicants seeking to purchase ticketing systems should read the following guide on Ticketing for Museums and Galleries); contactless payment systems; purchase of PPE and hygiene materials. Applicants must ensure visitors with accessibility needs are considered as part of the changes they plan to make.
- **Supporting safe working and or volunteering:** radio systems to reduce face to face contact; screens and barriers to protect staff and volunteers; building modifications to 'back of house' areas to implement sector guidance on reopening only; purchase of ICT equipment to reduce sharing / support home working (applicants must demonstrate a clear need); purchase of software to support remote working; purchase of PPE and hygiene materials. Applicants must ensure staff or volunteers with accessibility needs are considered as part of the changes they plan to make.

South West Museum Development – Recovery Grants

- **Modifying/ creating new experiences for audiences:** making changes to activity areas or interactives to support safe use; repurposing or the creation of spaces to support audience experience e.g. using outdoor spaces to run family friendly activities; purchase of equipment and or software to run online activities, events and programmes; other costs associated with the creation of new events and activities to support audience engagement e.g. development and delivery of content by freelancers; virtual tours etc.,
- **Supporting visitors to return:** specialist support to develop marketing and communications plans and/or strategies (non-digital) or the delivery marketing campaigns to encourage audiences to return.

(!) Applicants cannot apply for costs previously incurred to support readiness for opening.

Invest in the health and wellbeing of their paid and volunteer workforce

- **Supporting wellbeing through creativity:** work with a facilitator, artist or practitioner to plan, develop and deliver activities for volunteer teams to support and enhance individual wellbeing or team cohesion, linked to organisational objectives around workplace culture, cohesiveness and wellbeing or in response to recent change. Projects might include: regular online creative activities led by an artist for volunteer teams; one-off activities for team building; facilitation to support a team to respond to significant change etc.
- **Workforce consultation:** external facilitation to support volunteer teams with internal consultation about new ways of delivering an aspect of the museum's offer (or a new offer) in order to ensure that the work impacts positively on team wellbeing.
- **Workforce development:** specialist support/facilitation for planning new volunteer roles or volunteer projects as a team, where the museum needs to consider widening volunteer recruitment to achieve these aims and where this will involve culture change, skills development and a renewed focus on effective team working.
- **Improving workforce environment:** developing volunteer spaces/facilities to support Covid-19 compliance or to improve workplace conditions.

Enhance existing, or start new, digital activities to increase reach

- **Developing your current website:** this could include:
  - Optimising your current site with externally paid specialist support e.g. user journey, accessibility (read our website accessibility resource)
  - Recruiting freelance support to identify key areas to develop the website and /or support in a digital audience engagement strategy.
  - Specific development with a reputable website developer to implement specific functionality (e.g. online shop integration, ticketing, donations etc.)
- **Support to build a new website**: applicants should consider the process involved and how you would recruit an external developer openly with an advertised brief, an understanding of the specific online audiences you currently engage and how you would expand this to specific demographics, a grasp of the process involved, understanding of content development required from internal team: project managing the process, contracting, creating copy, engaging images, testing functionality. Read our introductory guide to website builds here.
- **Building your online presence on third party platforms**: social media (e.g. Instagram, Facebook, Twitter, Pinterest etc.) or to be present on key third party listing sites. This could be bringing in support to strategically develop a digital engagement strategy, understanding your target online audiences, content creation to engage specifically with these audiences on specific platforms with tailored content and language.

South West Museum Development – Recovery Grants

- **Support in creating content for online engagement**: commissioning video enhanced online offers including talks, online exhibitions, testing out new technologies. With any enhanced development we will want to see an understanding of the need, your current online audiences and an open process when recruiting specialists.
- **Collections online**: projects to generate content to engage target audiences on specific platforms with narrative about your collections. Possibly including: digitisation with identified prioritisation of works, targeted audience identification with detailed online engagement methods e.g. through website articles blog or dedicated pages using social media to bring audiences to the deeper content. *Note: we do not fund the integration of collections management systems onto websites.*

Respond to the environmental emergency and reduce their environmental impact

- **Raising awareness through collections:** informing and challenging audiences with exhibitions, programming, events and activities on climate change and sustainability, using collections to communicate the story of our world and the impact we have on it by encouraging audiences to learn from the past and imagine a better future. Changing exhibition and display practice through the use of sustainable materials.
- **Supporting visitors to make greener choices:** encouraging visitors and staff to use public transport with better signage, information and incentives.
- **Making your commercial offer green:** work with specialists e.g. retail and hospitality to review current commercial offer and how to make the change to sustainable suppliers and products.
- **Enabling nature to thrive:** increasing biodiversity and sustainability in the area outside the museum with changes in planting, switching to peat-free composts and mulches, insect, bird and bat shelters.
- **Energy audits:** Undertake a full audit of the museum's use of non-renewable resources, its carbon footprint and ways it could improve its sustainability, and then use the results to formulate a plan for improvement.
- **Making energy efficiencies:** altering museum lighting to use LED bulbs with dimmer switches and timers or PIRs, using improved circuitry to allow greater flexibility and control. Reducing fossil fuel energy use by improving building insulation, changing the source of heating, switching to a humidistat-controlled system.