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Museums, Crisis and Covid19

This UKRI Rapid Response project focuses on how museums can contribute to community resilience and wellbeing in a time of crisis.

UKRI Rapid Response project

This UKRI Rapid Response project focuses on how museums can contribute to community resilience and wellbeing in a time of crisis.

It addresses sector adaptability as it adjusts audience engagement and collaboration (such as new collecting practices, programming and exhibitions) in response to Covid-19.

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Museums, Crisis and Covid-19 Blog

Blogs from the museum and heritage sector.



**Reimagining
Connections: How museum youth project
Reimagine Remake
Replay kept young people connected throughout lockdown**

By Clodagh Lavelle. Read about



How the Chester Beatty is engaging differently with their Friends since the COVID 19 pandemic

By Sabhbh Ní Mhaolagáin. Read about the Chester Beatty's new digital innovations and how Covid-19 is reshaping



'Caressez-moi!': touch in the post-COVID museum

By Dr Tom Maguire. Read thoughts on object touch, materiality and digital visitor engagement in the post-COVID museum.



Museums, Crisis and Covid-19

Visit our website
for further
information:

[www.ulster.ac.uk/
museumscovid19](http://www.ulster.ac.uk/museumscovid19)



Museums and Community Wellbeing



Museums and Digital Media: INNOVATION, ENGAGEMENT AND PRACTICE



Museums and the Pandemic: REVISITING PURPOSES AND PRIORITIES



It was all going great guns and then March 2020 hit, and absolutely everything changed.

LYNSEY GILLESPIE (2021), ARCHIVIST PRONI AND PART OF MAKING THE FUTURE

The first thing the pandemic did was expose our weaknesses.

LOCAL AUTHORITY MUSEUM MANAGER, FOCUS GROUP

RECOMMENDATION

The sector needs to respond to the demand to revisit museum purpose. This is a sector aware of the need for change and an appetite for it to happen.

ORGANISATIONAL HEALTH

The organisational health of a museum going into the pandemic had a significant impact on how well placed the institution was to address the challenges posed by closure, loss of income, and staffing changes. **Good institutional health gives more chance for a museum to map out a future beyond the pandemic** and to be able to address further potential challenges.

RECOMMENDATION

We need to support museums to foster further online and in-person engagement with lesser-known collections as well as re-assessment of existing collections.

MANAGING COLLECTIONS

The change of pace during the pandemic enabled some museums to focus attention on their collections, improving collections care, documentation and digitization. The pandemic offered **opportunity to identify themes and priorities for new collecting and to build online awareness of their collections.**

RECOMMENDATION

The sector is asking for support to find new methods to measure museum impacts that reflect the multiple ways people find value in museums.

USERS AND EXPERIENCES

There is now a **better understanding of the inter-dependence of in-person and digital engagement**, recognising one inspires the other. The sector needs to undertake evaluation to garner greater insight into the characteristics of that digital experience, answering questions about quality, impact and diversity of audience engagement.

RECOMMENDATION

Partnerships are garnered that enable research into the health, economic and environmental impacts of museums.

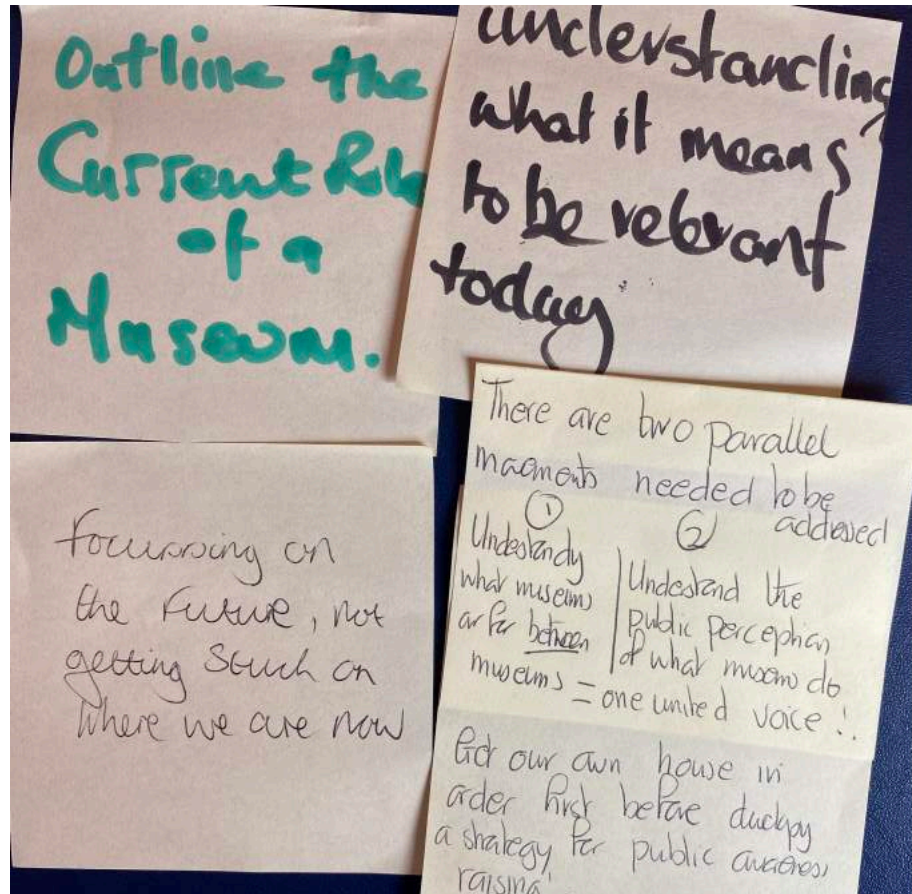
CHANGES, CHALLENGES AND RECOVERY

Museums **need to gather up-to-date evidence base of impact on society,** health and wellbeing, to match the new needs of the society post Covid-19.

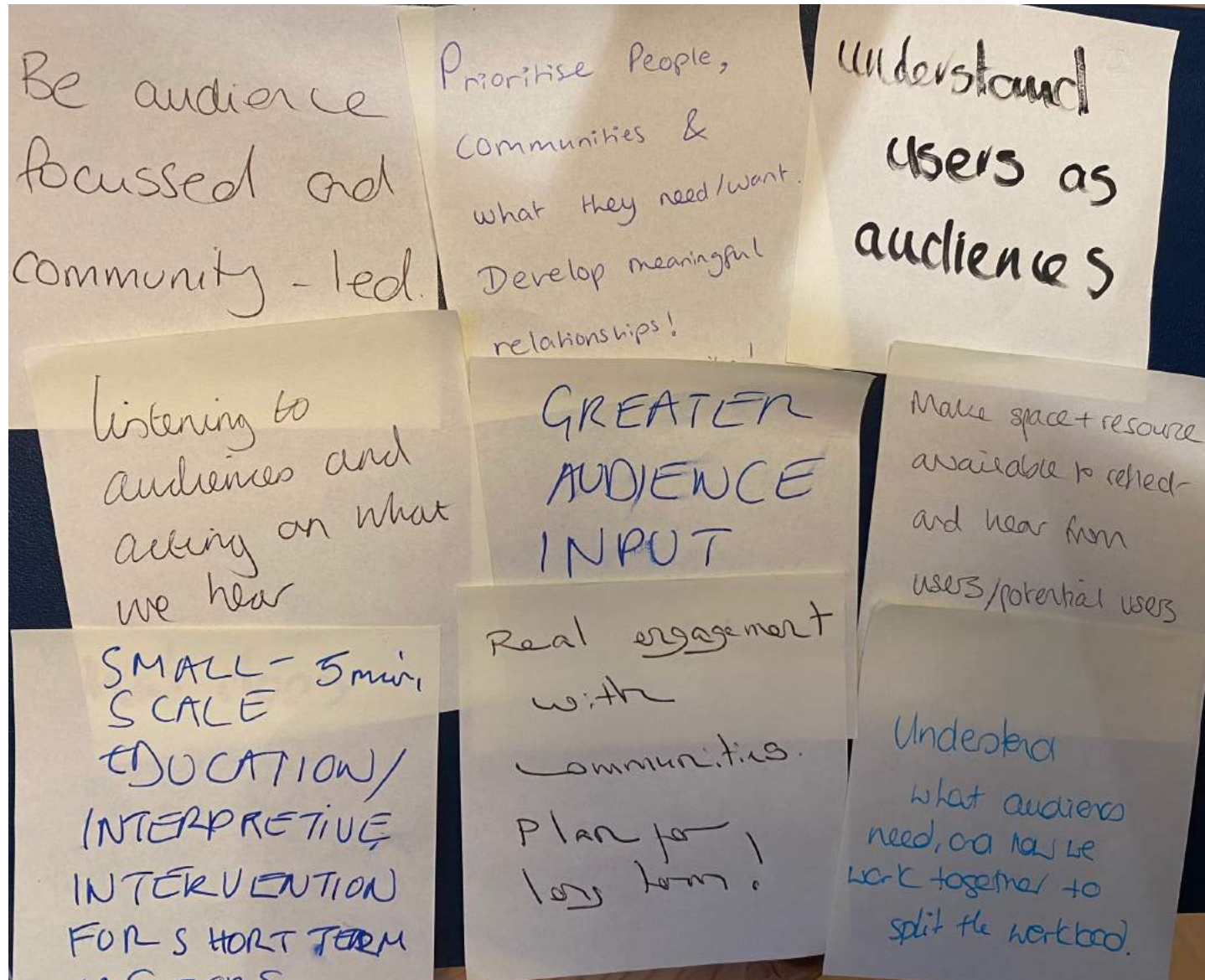
The call to use the pandemic pause to revisit museum purpose, suggests a sector with an appetite for change; it might also imply a sector aware that change was needed.

Museum Futures Northern Ireland





Museum Purpose



Audiences input
Community led

CENTRALISED
DIGITAL
ADVISORS

Digital Change
is important
but
Content
is the key.

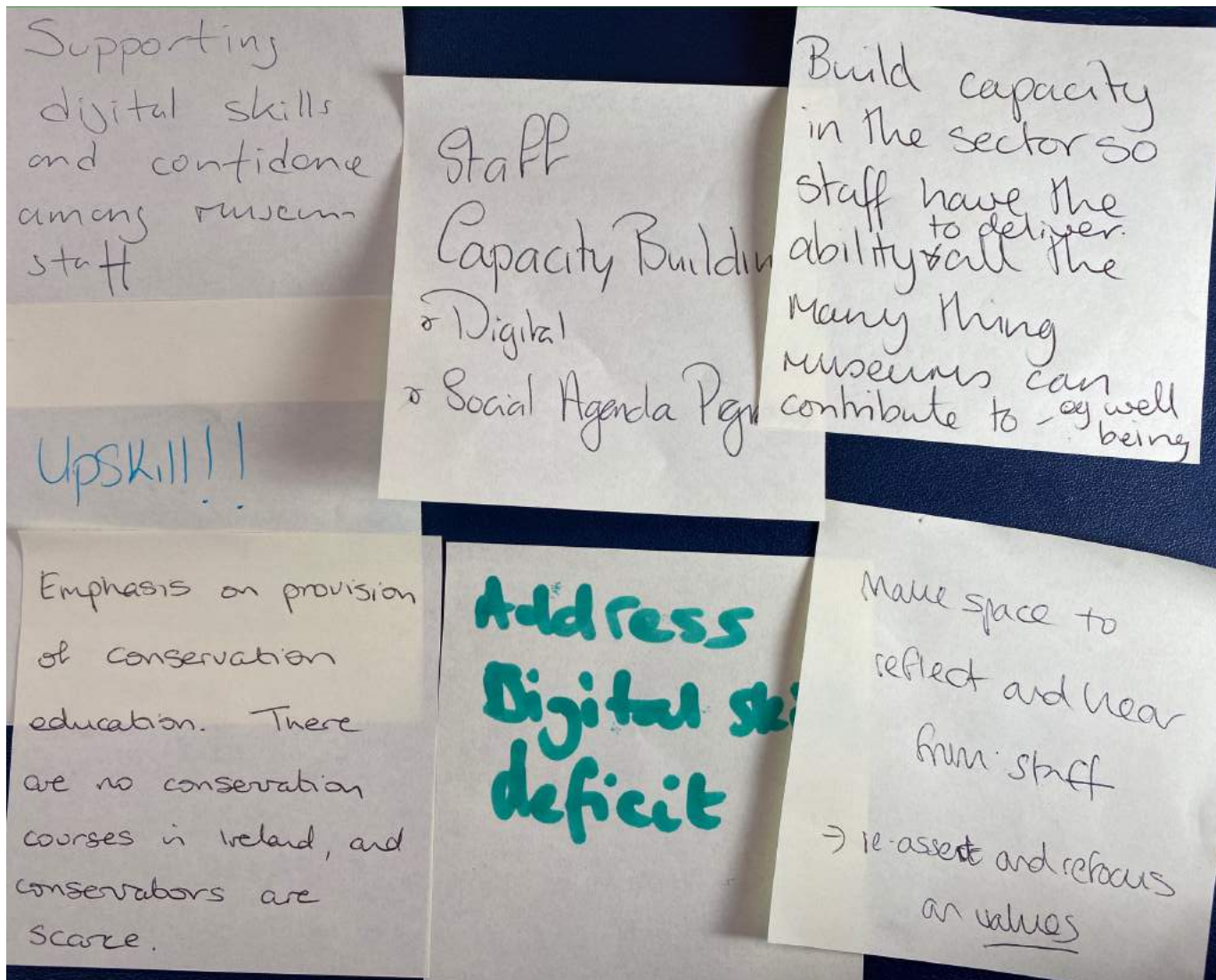
Why digital?
When digital?

What does
Innovation
mean in terms
of digital

DIGITAL IS
AN ENABLER
(NOT AN END
IN ITSELF)

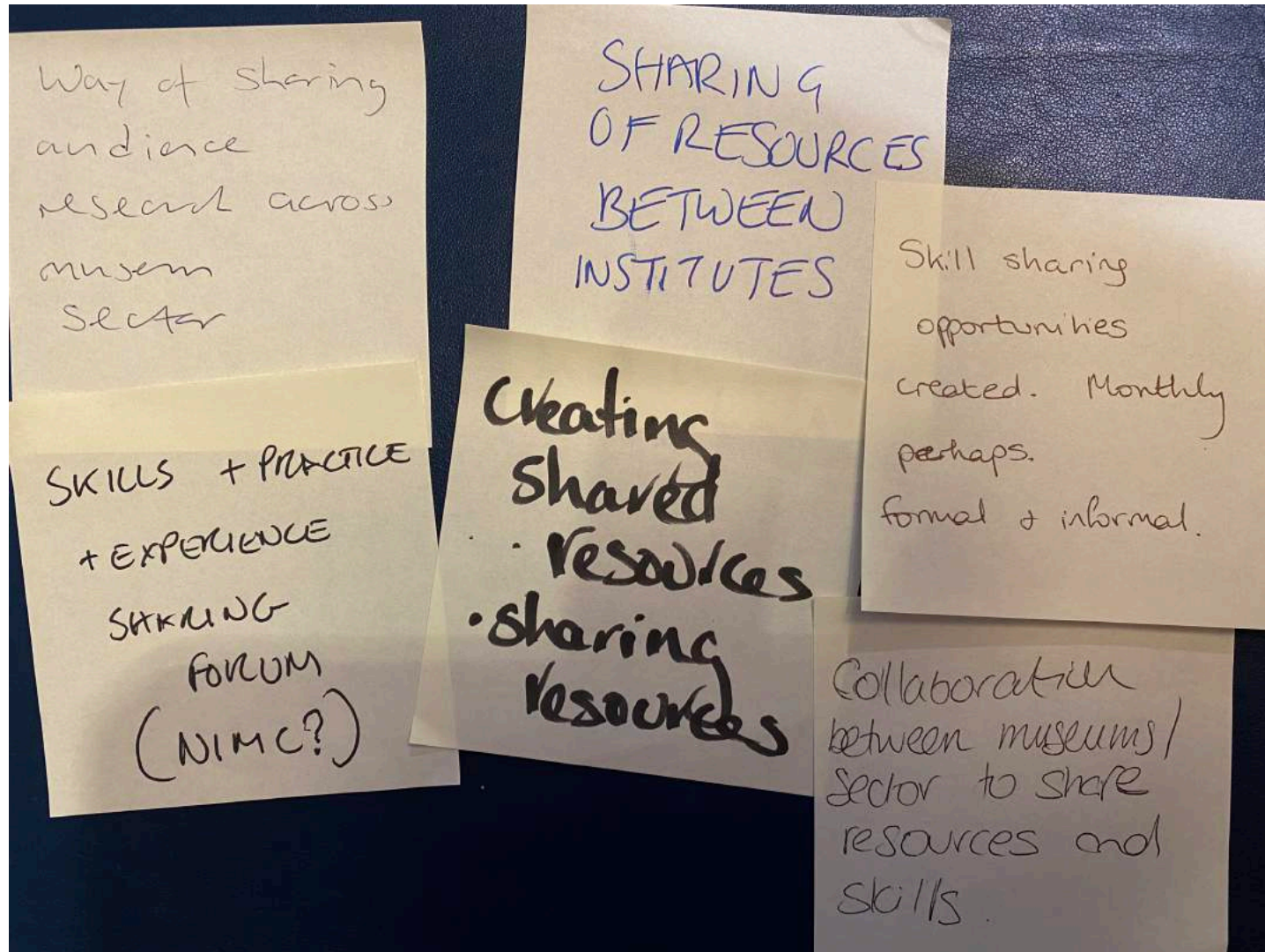
Training
for staff
in
Digital
He W Bings

Understanding Digital

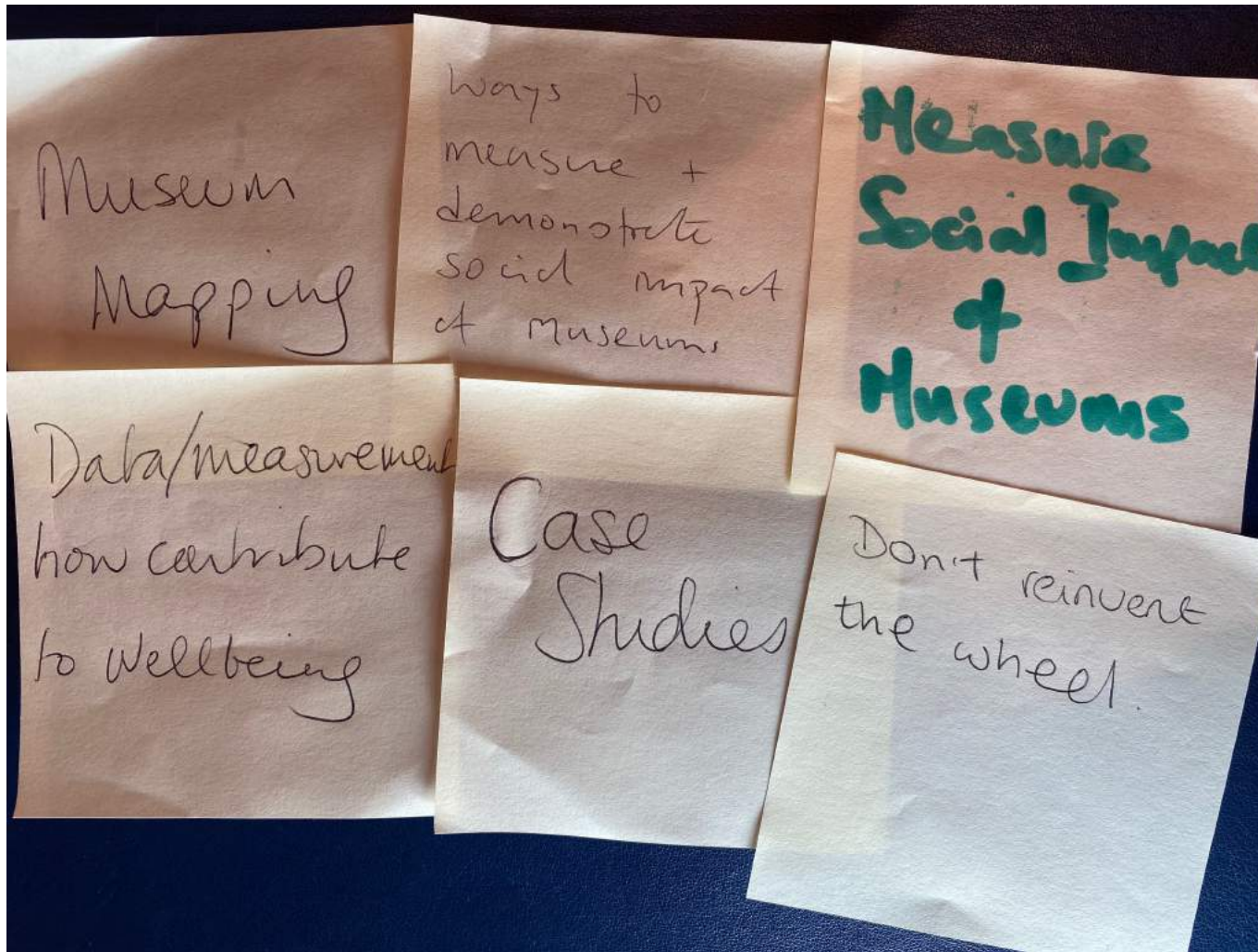


Capacity building

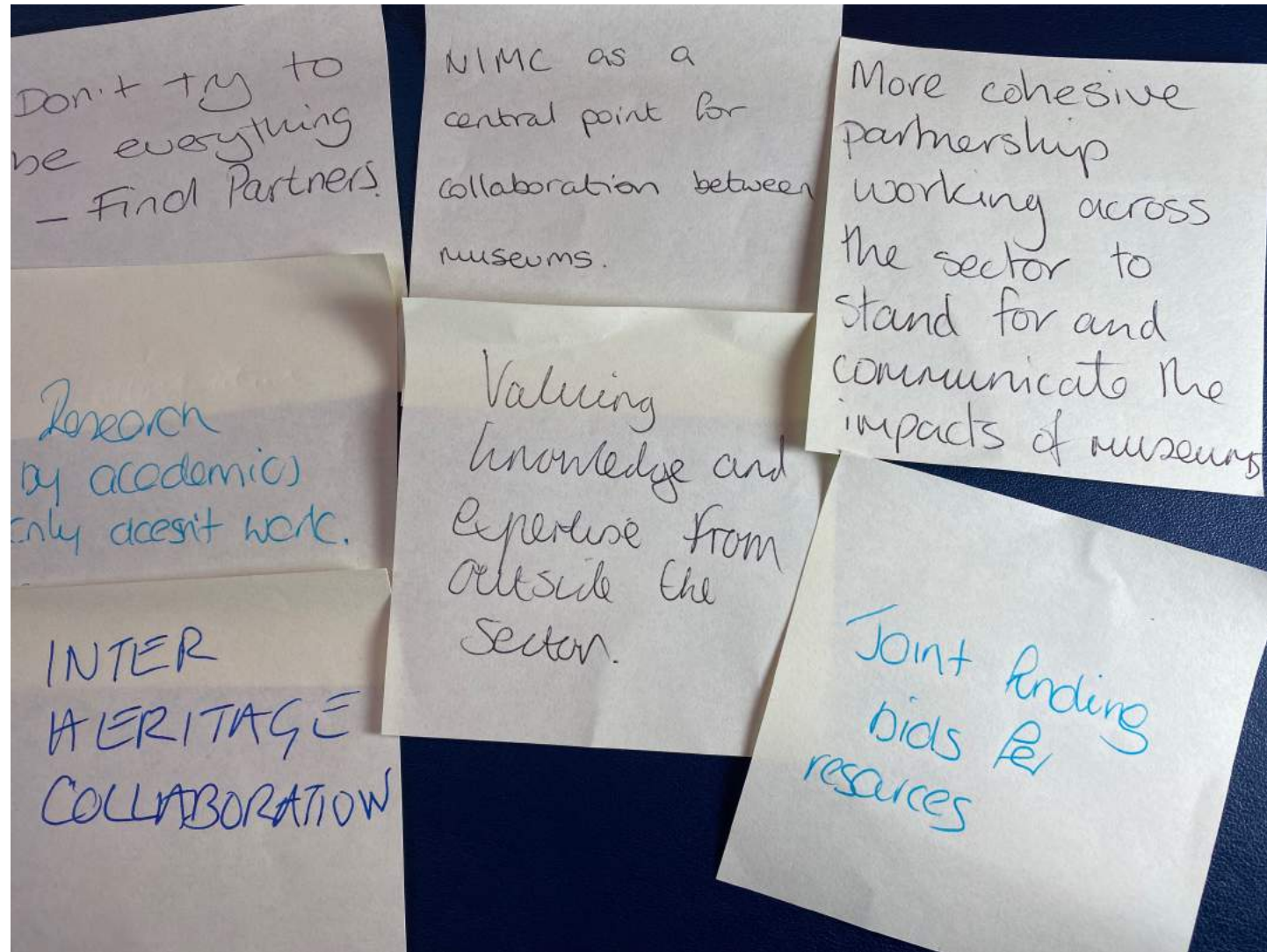
Shared skills
development



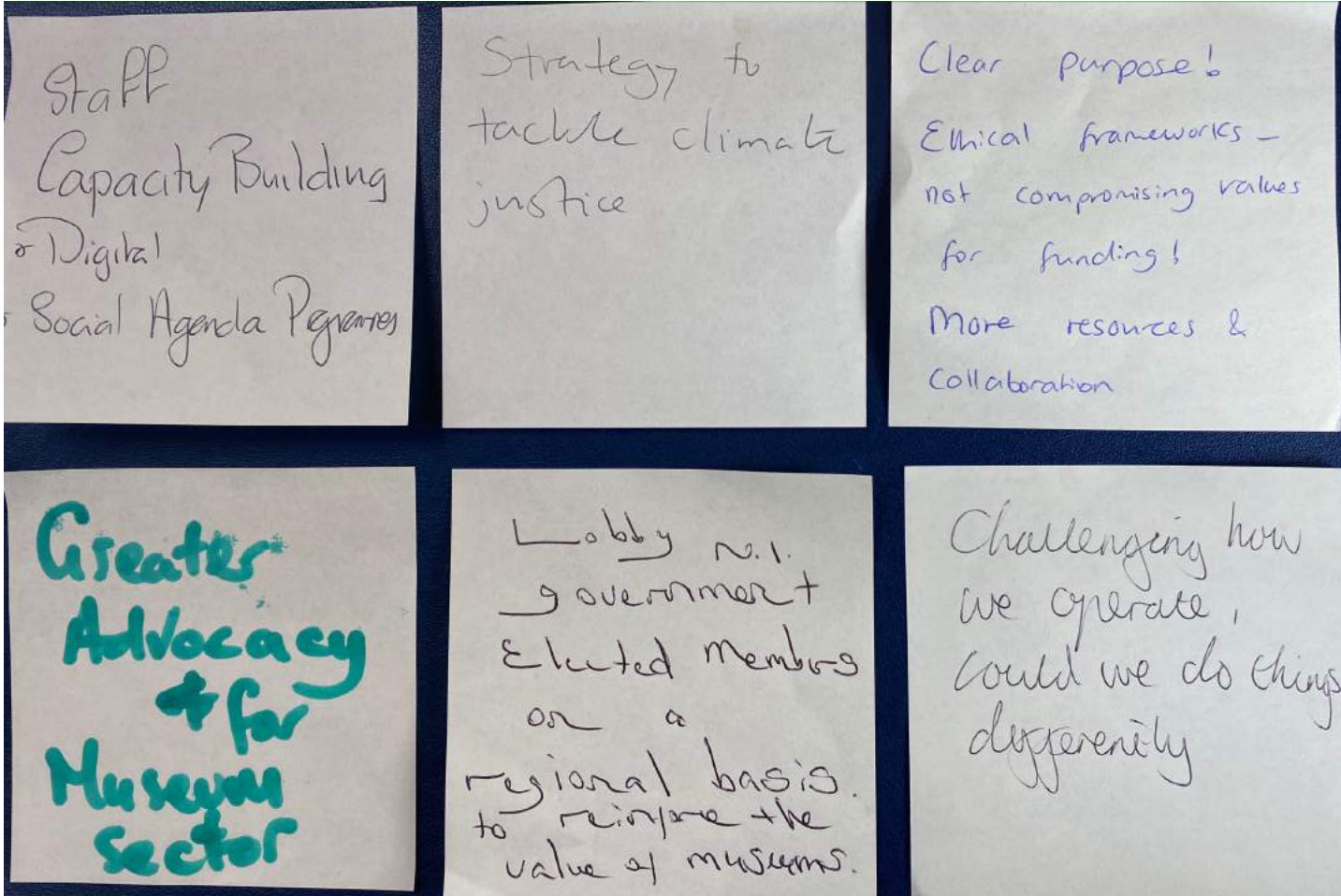
Sharing



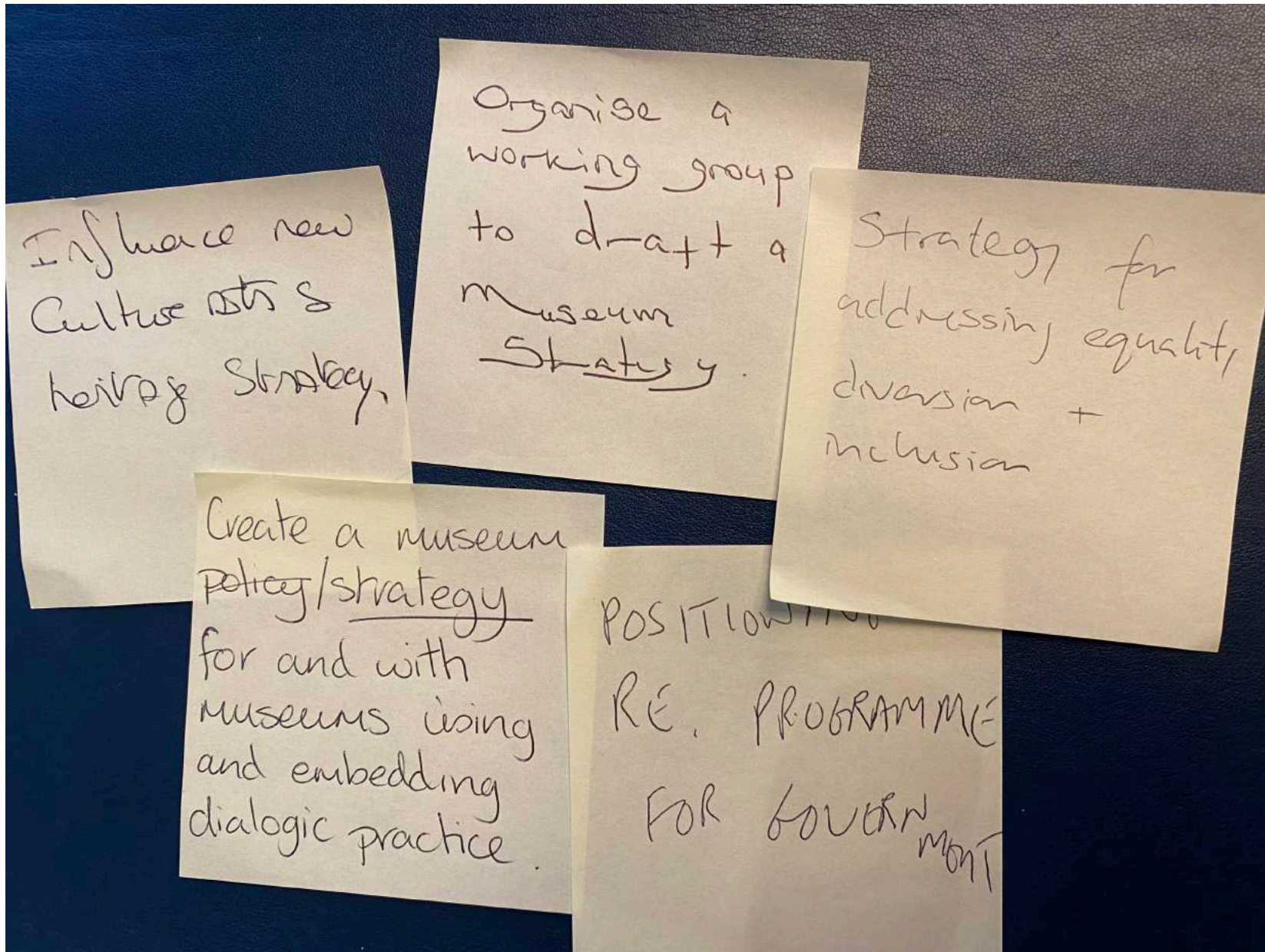
Data
Research
Evidence



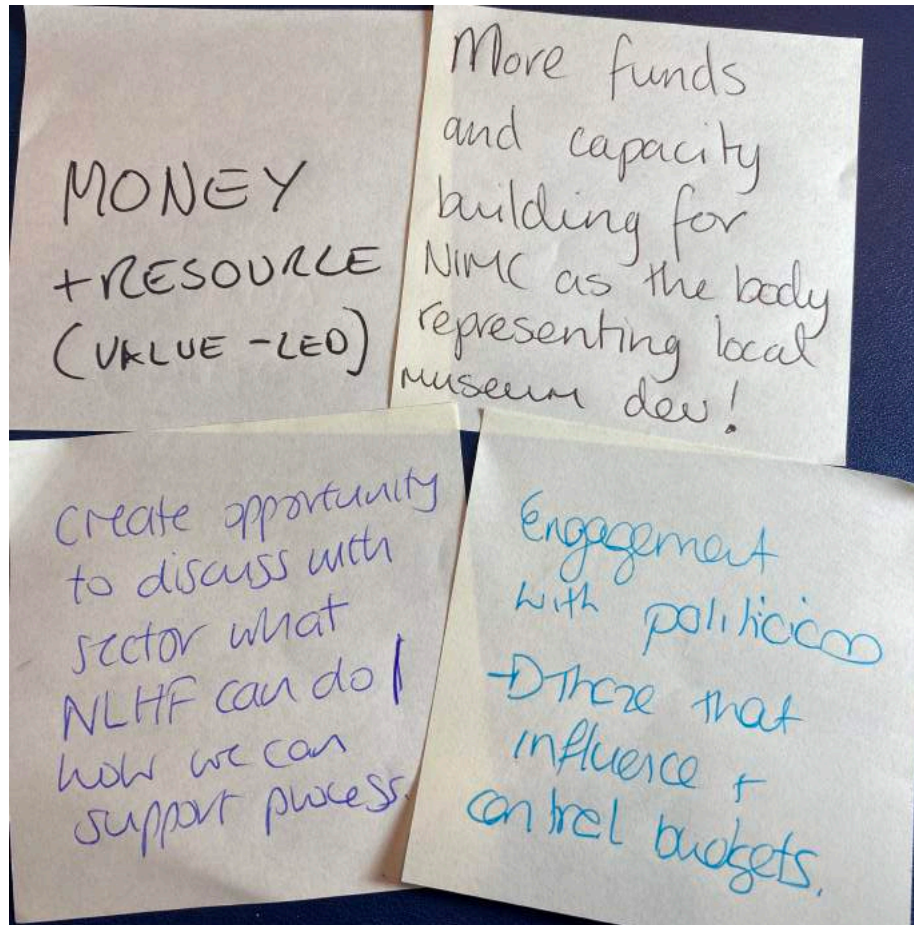
Partnership Collaboration



Advocacy
Addressing purpose
Challenge
Social and Climate
agendas



Museum Strategy



Funding

More agency around budgets



With this changed museum landscape, the development of a new museum strategy is vital for the sector.



We have a lot of very passionate, interested and knowledgeable people working in the local museum sector in Northern Ireland, and they have so much to give.

ANON04, ADVOCACY BODY, INTERVIEW JUNE 2021