



People

Partners

Events

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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.

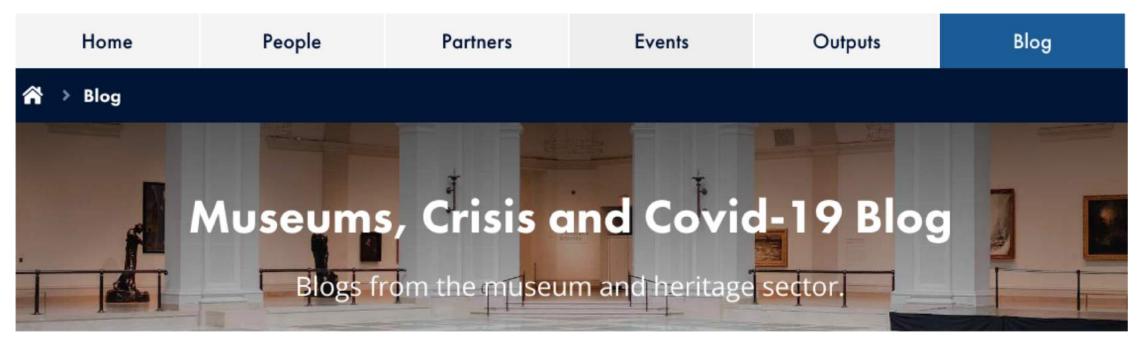
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UKRI Rapid Response project

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.





Reimagining Connections: How museum youth project Reimagine Remake

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

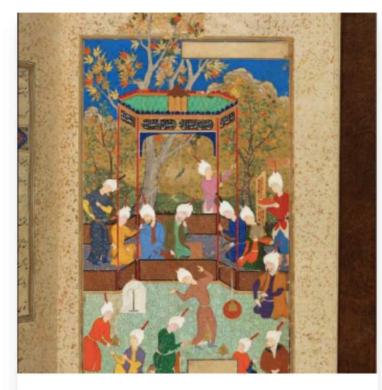
By Sabhbh Ní Mhaolagáin. Read about the Chester Beatty's new digital innovations and how Covid-19 is reshaping



TEASE DO NOTION

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

museum.







Visit our website for further information:

www.ulster.ac.uk/ museumscovid19



Museums and Community Wellbeing

Museums and Digital Media:

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



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.



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.**



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.



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



Outline the unclevistancling Current Ry to be rebrand toduer There are two parallel magnets needed lobe 11,0,6 addeved Undestandy toursping on what museums Undesigned what museums = one united voice !! the Future, not getting Stuck on Where we are now fict our own house in order first befae duckpy a shalegy for public autores,

Museum Purpose

Understance Prioritise People, Be audience Communities & users as focussed and what they need I want. aucliences Develop meaningful community - led. relationships! listening to audiences and GREATER Make space + resource available to reflect-AUDIENCE acking on what and hear from INPUT users/potential users we hear Real orgagement SMALL- 5min, SCALE u:th Undestro Lommunities. DUCATION/ what audieros INTERPRETIVE Plan for 1 need, or has be LC-K together to los tom. INTERVENTION sdif the workbod. FOR S HORT TERM

Audiences input Community led

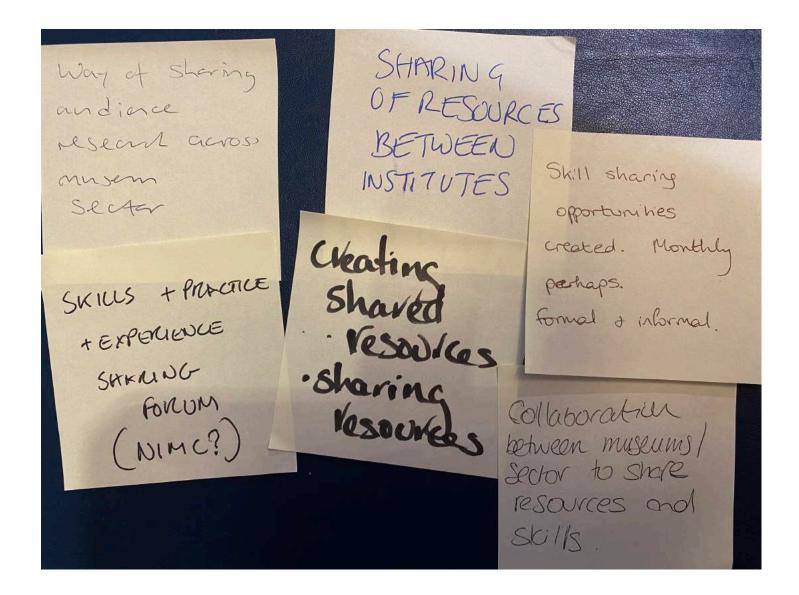
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Understanding Digital

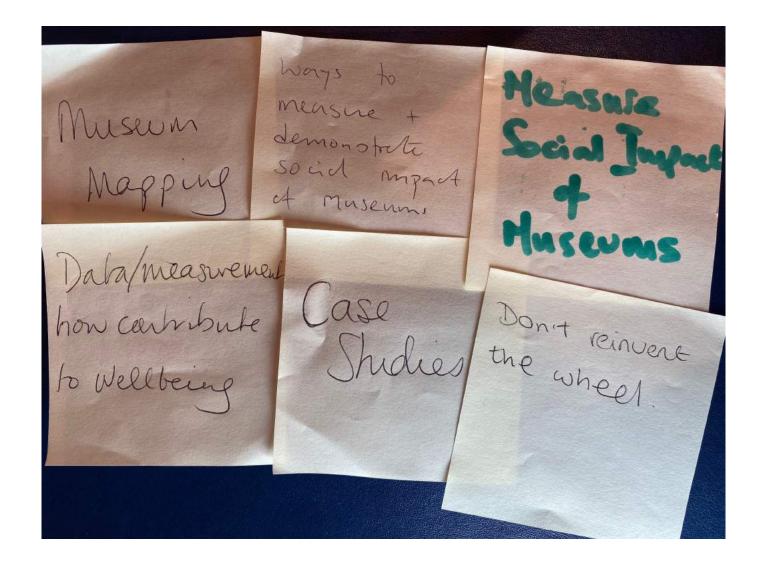
Supporting Build capacity divital skills in the sector so Staff and confidence staff have the ability fail the among muscum Capacity Buildin statt Many thing Museums can contribute to - og well being 8 Digital o Social Agenda Pen Upskill Make space to Emphasis on provision Address reflect and hear of conservation Digital education. There min shift are no conservation > 10-assent and refacus courses in weband, and conservators are an values Scarce.

Capacity building

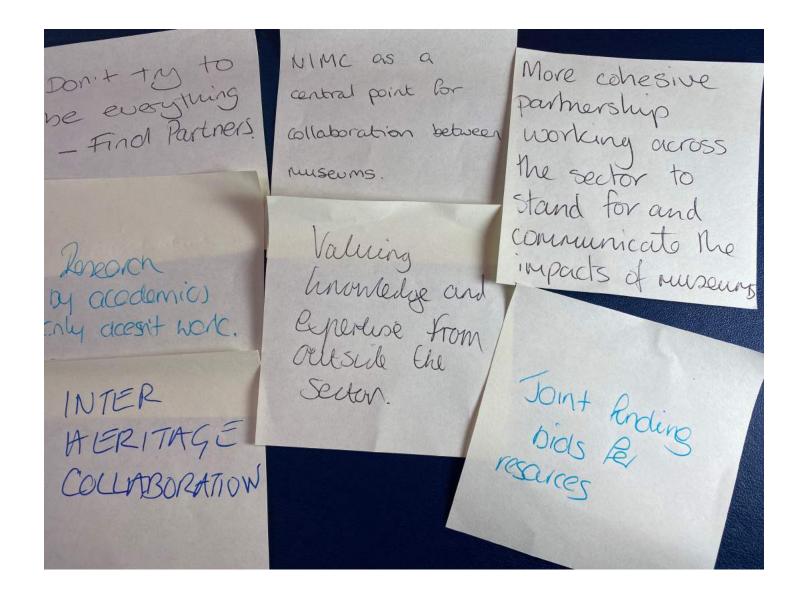
Shared skills development



Sharing



Data Research Evidence



Partnership Collaboration

Strategy to Clear purpose ! Staff tachle climate Ethical frameworks -Capacity Building not compromising values o Digital for funding ! Social Agenda Peprennes More resources & Collaboration Challenging how we operate, Lobby No.1. Greater government AVOLA CA Eluted membros could we do things diggerently on a to reinfore the value of musums.

Advocacy Addressing purpose Challenge Social and Climate agendas

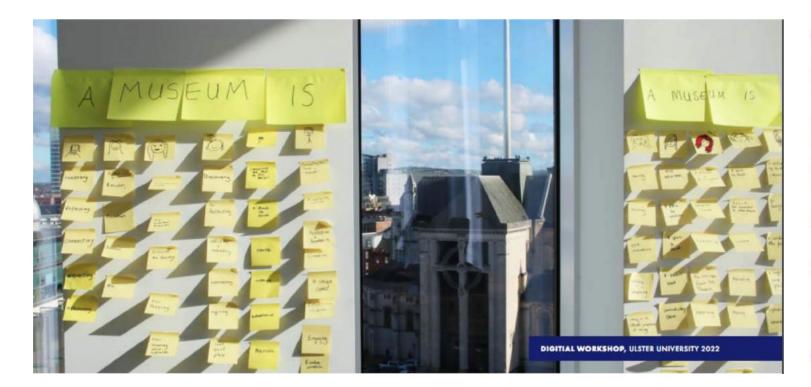
Organise a working group Strategy for addressing equality to draft a Influence new Culture 15th S Museum Status y horivage Strategy, diversion + metusia Create a museum Policy/strategy POSITIONTION for and with RE. PROGRAMME museums lising and embedding FOR GOUGRYMONT dialogic practice

Museum Strategy

More funds E NIME as the body MONEY + RESOURCE representing local museum der! (VELUE -LEO) Create opportunity) Engagement with politicico to discuss with sector what -Dificre that influence + NLHF can do l how we can support process. antrel budgets

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