

MUSEUMS 'FIGHTING FOR SURVIVAL' IN NEW LOCKDOWN - AS MORE ARTISTS JOIN ART FUND CAMPAIGN

- *Recent research from the charity showed 60% of UK museums were worried about survival – and with the new lockdown, some are facing permanent closure*
- *Art Fund is today announcing £750,000 of new grants to help museums respond to the pandemic - taking its total emergency response funding to £2.25m*
- *But far more help is needed – Art Fund received applications totalling over £16m – but it has only been able to help 15% of applicants*
- *Works of art from Howard Hodgkin, Jeremy Deller and Cornelia Parker have been added to those donated by Anish Kapoor and Michael Landy for Art Fund's **Together for Museums** crowdfunding campaign – aiming to raise £1m to help even more museums*

The new national lockdown is seeing museums 'fighting for survival', according to the Director of Art Fund – the national charity for art – with small institutions likely to suffer the most.

Research conducted by the charity at the end of last year found that six in ten museums in the UK (60%) were worried about their survival. The new lockdown is not only likely to significantly increase this figure, but is seeing some facing permanently closing their doors.

One such museum is the famous Florence Nightingale Museum in London, which this month announced that it would be closing indefinitely post-lockdown, only opening for 'special, one off events' – something made possible by a grant from Art Fund.

In addition, Wirral Council has also announced that the Williamson Art Gallery & Museum in Birkenhead is under threat of closure.

Lifeline for innovation

Art Fund is currently providing a lifeline for many museums across the UK to allow them to innovate in order to survive the pandemic – something 92% of museums say they need to do.

Since the pandemic began in the UK, it has donated £2,250,000 to 67 projects across the UK in three rounds of funding through its Respond & Reimagine emergency response grants. The latest round of funding - announced today – sees 23 museums across the UK being awarded a further £750,000. The money will allow the recipients to adapt and evolve for the challenges posed by the pandemic, from taking their collections online, to making their spaces Covid-safe.

Recipients include the Barber Institute of Fine Arts, Birmingham, who will launch a yearlong project focused on health and wellbeing delivered with communities on the museum's doorstep, including a nurse in residence who will use Barber's collection to inform community healthcare. The grants are also facilitating digital innovation at Portland Museum, Dorset, who will carry out a LIDAR scan - a process that uses lasers to measure an object and recreate it digitally in 3D - of 15th century Rufus Castle, improving audience access to a site difficult to visit in person. Derby Museum and Art Gallery,

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the oldest museum in Derby, will use their grant to engage with 'at risk' communities and create a redevelopment plan to ensure the museum's future relevance and value to these communities.

Not nearly enough

Unfortunately, the £2.25m so far awarded to museums by Art Fund isn't nearly enough – the charity has received a total of 451 applications from museums, galleries and historic houses across the UK totalling £16.9m. This means that only 15% of applicants have been successful. The 451 figure equates to around a fifth of all museums, galleries and historic houses in the UK.

The £2.25m has been allocated across three rounds since the pandemic began, with the third round receiving more applications than either the first or second round – 192 organisations applied for just under £7m, but only £750,000 was available. This is despite most organisations also being able to access other forms of recovery funding, demonstrating just how much help is needed.

Artists donate artworks to help

To help raise further funds for struggling UK museums, more leading artists from across the UK have joined forces with Art Fund for its Together for Museums campaign, which is aiming to raise an additional £1m. The campaign offers art lovers the opportunity to receive unique objects and works from world-leading artists - whose original artworks can sell for millions of pounds – from just £15.

It is today being announced that artworks by Cornelia Parker, Jeremy Deller and Howard Hodgkin are now available in return for donations. They join artists already involved including Sir Anish Kapoor, Michael Landy CBE and Lubaina Himid CBE. The new works include a limited special edition of Hodgkin's *A Small Thing Enlarged*, produced with permission from his estate especially for Together for Museums, and a new screen print by Jeremy Deller personalised by the artist for each buyer.

Public comes together to back campaign

Art Fund are over halfway towards their target - more than 1300 members of the public and donors have already come together to donate to the cause. But with just over a month to go, there is still over £440k to raise. From today public donations will also be match funded, meaning that any gift will be doubled and make an even bigger impact for museums nationwide.

Jenny Waldman, Art Fund director, said: *“The latest lockdown is a body blow and is leaving our museums and galleries fighting for survival. Smaller museums in particular, which are so vital to their communities, simply do not have the reserves to see them through this winter. Our recent research found that six in ten museums, galleries and historic houses were worried about their survival. Tragically we are now seeing well-known and much-loved museums facing mothballing or permanent closure. We are urging the public to back our Together for Museums campaign, and donate if they possibly can, to help us do all we can to ensure these essential places of inspiration, reflection and joy are there for us on the other side of this crisis.”*

David Green, Director of the Florence Nightingale Museum said:

“The pandemic has left us on our knees. Plans last year to celebrate the bicentenary of Florence Nightingale's birth – which had been years in the making – had to be scrapped. We were able to reopen briefly in August, but we simply didn't have enough visitors as we rely heavily on people from abroad.

“At this time, we are hoping to still be able to reopen for special open days and events – but if the situation becomes long-term, we may become completely financially insolvent, meaning it is hard to say if we will be able to reopen our doors in the future. The sad irony is that Florence Nightingale is the founder of modern nursing – and her teachings are being used to this day to help save lives in the

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pandemic. Yet the pandemic is the very thing that is closing the doors of the museum that is in her honour, and that should allow future generations to keep learning from her.”

Sir Anish Kapoor said: *“Museums are where we go to engage with art, witness our psychic history and understand ourselves. Today they face great difficulty. The Art Fund campaign gives us an opportunity to help museums to continue to provide access to all in spite of the difficulties of this time.”*

Donations and purchases can be made at: www.artfund.org/together

Full list of items available in return for donations:

- £15 Supermundane 'Hope' patch
- £25 David Shrigley set of tea towels
- £40 Melanie Manchot 'Dance All Night' bag
- £75 Dance All Night' bag + Shrigley tea towels + Supermundane patch
- £100 Michael Landy 'Look Around' print
- £400 Jeremy Deller limited-edition signed print
- £500 Lubaina Himid limited-edition signed print
- £950 Howard Hodgkin limited-edition screen print
- £1500 Cornelia Parker limited-edition
- £2,500 Become an Art Partner + Michael Landy print
- £4,000 Anish Kapoor limited-edition signed print

The full list of museums supported by the third round of Respond & Reimagine grants:

Culture&, London

- To integrate Culture&'s core activities of education and public programmes. 2020 graduates will be offered a 24-day paid residency in 2021. The programme will kickstart the careers of New Museum graduates at a time when employment opportunities are bleak due to the impact of COVID-19.

David Parr House, Cambridge

- To employ a Digital Enrichment Officer to meet audience and volunteer needs through delivery of a new digital programme of exhibitions, talks and workshops.

The Cinema Museum, London

- To work with its local community to shape their own 'new normal' through a 'Back to Our Future' project that will allow The Cinema Museum to reopen safely (when allowed) and to use that reopening to reimagine its future in collaboration with its local community, community of interest and stakeholders.

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Pitzhanger Manor & Gallery, London

- To engage its local community and create an interaction between local, national and international partnerships. Post Covid, it will build momentum through a three-strand approach to engage a younger audience.

Roman Vindolanda Site and Museum, Hexham

- To run a programme with at least 6 weeks of intensive engagement across its two venues and further enhancement of its onsite learning programme - developed as part of the Vindolanda Trust's Covid19 recovery programme.

Museum Nan Eilean, Stornoway

- To employ a Digital Engagement Heritage Officer to work bilingually in Gaelic and English. They will create, deliver and co-ordinate online content to keep existing audiences engaged while they are unable to visit due to COVID restrictions and attract new audiences to engage with its heritage/collections when it fully reopens.

Firstsite, Colchester

- To enable Firstsite to develop and deliver, through providing resources, a digital programme that builds upon its pilot lockdown digital programme, to sustain its newly developed digital audiences and existing audiences.

Museum of East Anglian Life, Stowmarket

- To put multiple voices at the centre of its digital and collections work. It will use lockdown as an opportunity, due to people's increased familiarity with tools such as Zoom, to assemble groups of people from different communities and involve them in shaping its future. A full-time Audience Development Officer will give them the capacity to reposition the museum in the online space.

The Point, Doncaster

- To build on its digital experience triggered by lockdown, developing skills, knowledge and capacity to provide a rich and engaging digital offer for schools linked to the exhibition programme at the Gallery at The Point.

Barts Pathology Museum, London

- To maintain the role of the current Technical Curator/Public Engagement Officer, which would not have been otherwise.

People's History Museum, Manchester

- To explore the future of Ideas Worth Fighting For, building on the digital experimentation and activity delivered in response to Covid-19. The museum will develop a hybrid programme of activity onsite and online - using digital content, tools and platforms to engage people with the key events of 2020.

The Collection Museum and Usher Gallery, Lincoln

- To enhance its learning offers at The Collection Museum, Lincoln Castle and Museum of Lincolnshire Life. Designing new innovative digital assets will engage audiences and showcase its collections and exhibitions.

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Rhayader Museum and Gallery, Rhayader

- To employ a part time Digital Project Officer to create a digital profile for the organisation.

Cornwall Museums Partnership, Truro

- To connect the partner museums with Purpose 3D, an innovative start-up tech company, that will digitise collections, upskill the museums' workforce to utilise digital models, and monetise digital collections to create a sustainable and recurring income stream.

Portland Museum, Portland

- To collaborate with Guildhall Live Events to carry out a LIDOR scan of 15th century Rufus Castle and the cliffs on which it is situated. The images will be made available to view on the museum's website and via a downloadable digital brochure.

National Justice Museum, Nottingham

- To install wifi throughout the National Justice Museum and create a general visitor and family tour of the building for the museum website.

Derby Museum and Art Gallery, Derby

- To engage with 'at risk' communities and develop a plan to redevelop DMAG, the oldest museum in Derby, to ensure future relevance and value to these communities.

Hastings Museum and Art Gallery, Hastings

- To draw together the good practice Hastings Museum and Art Gallery developed during lockdown and addresses the key barriers the museum identified for engaging with existing and new audiences in the Covid-19 world.

Barber Institute of Fine Arts, Birmingham

- To create an arts, health and wellbeing programme for hyperlocal communities which runs alongside innovative cultural contributions to medical education.

Autograph, London

- To commission three contemporary artists who are members of the Afro-European diaspora, to create new works for Autograph's collection. The project aims to address gaps in provision of UK collections particularly in the light of Black Lives Matter.

Glasgow International, Glasgow

- For emergency funding towards the 2021 Glasgow International biennial festival of contemporary art.

CCA Derry, Derry - Londonderry

- To enable it to create dedicated online programmes through creating paid opportunities for artists to participate in digital residencies, podcasts and takeovers.

MOSTYN, Llandudno

- For a one-year Learning and Curatorial Fellowship at MOSTYN. The Fellow will test ambitious and experimental approaches to reaching new audiences and widening its engagement with its communities.

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Editors notes:

- Images available at <https://www.dropbox.com/sh/8as6q9y074jztk8/AAAp8VDJ4Ak8oUdKbsA8k8efa?dl=0>
- Research conducted by Opinium in November 2020, amongst 210 UK museums

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About Together for Museums

Donations can be made at www.artfund.org/together

Follow the campaign at @artfund #TogetherForMuseums

About Art Fund

Art Fund is the national fundraising charity for art. It provides millions of pounds every year to help museums to acquire and share works of art across the UK, further the professional development of their curators, and inspire more people to visit and enjoy their public programmes. In response to Covid-19 Art Fund has made £2 million in adapted funding available to support museums through reopening and beyond, including Respond and Reimagine grants to help meet immediate need and reimagine future ways of working. Art Fund is independently funded, supported by the 159,000 members who buy the National Art Pass, who enjoy free entry to over 240 museums, galleries and historic places, 50% off major exhibitions, and receive Art Quarterly magazine. Art Fund also supports museums through its annual prize, Art Fund Museum of the Year. In a unique edition of the prize for 2020, Art Fund responded to the unprecedented challenges that all museums are facing by selecting five winners and increasing the prize money to £200,000. The winners are Aberdeen Art Gallery; Gairloch Museum; Science Museum; South London Gallery; and Towner Eastbourne www.artfund.org