

Let's Get Real 6: Understanding digital social purpose for museums

Call for registration



Do you want to achieve greater social purpose through your digital work? [Culture24](#), in partnership with the [Happy Museum Project](#), [64 Million Artists](#) and [Battersea Arts Centre](#), is seeking between 10 and 20 museums, galleries or heritage organisations to work collaboratively to understand and create digital social purpose.

Culture24's Let's Get Real 6 project (LGR6) runs from January to October 2018 and is the latest in our series of groundbreaking collaborative action research projects. The project will help you to develop a digital experiment, boost your personal confidence, embed positive change across your organisation and influence sector knowledge. You will benefit from Culture24's substantial experience of helping the cultural sector deal with digital change and have access to the expertise of our project partners - all of whom have been exploring cultural social purpose in their work.

The project is collaboratively funded by the participating organisations and the cost to sign up ranges from £1,450 to £2,950 (plus VAT) depending on your organisation's size. We are also offering two subsidised places of only £150 each for very small organisations who would not otherwise be able to afford to participate, but who can make an invaluable contribution.

Join the project and you will:

- Attend four full-day workshops hosted at Battersea Arts Centre in January, March, May and July 2018. We are inviting two members of staff from each organisation to participate in the project (if possible) and attend workshops
- Hear from expert speakers, facilitators and mentors
- Run practical research experiments within your own organisations, supported by regular expert mentoring sessions
- Be part of a supportive community of peers learning together
- Have a say in developing key project findings that influence the wider sector.

To register your interest, please complete [this short form](#) by **Friday 8th December 2017**. We will follow up with a phone conversation to ensure the project meets your needs and answer any questions. Meanwhile, if you want to discuss the project contact Sejul Malde on sejul@culture24.org.uk.

Who is LGR6 for?

LGR6 is for any museum/heritage professional interested in developing strategic and practical approaches to digital social purpose and in embedding this work across their organisation.

It will be of particular interest to:

- Learning professionals who are keen to build social relevance for children and young people by understanding and responding to changing interests and behaviours as informed by digital culture
- Digital professionals who want to advocate for a broader application of museum digital practice across their organisations and the wider sector
- Community engagement professionals who want to build more participatory relationships with their communities and use these relationships to inform wider museum strategy and practice
- Leadership and development professionals
- Any museum professional who fulfils all or some of these roles.

We have framed the project to relate to museums, galleries or heritage organisations as we believe that ideas around digital social purpose can challenge the knowledge, expertise and values inside these organisations. However if you work for another type of cultural organisation, within or outside the UK, and feel the themes apply to you, we would love to hear from you.

We have found that previous LGR projects work just as well for small, medium or larger organisations. Lots can be learned from collaborations across different types of expertise, working practices, contexts, leadership and approaches to change and risk.

What will I gain by participating?

- 1. *Develop the confidence, understanding and digital literacy of your staff.***
For the first time we are inviting two members of staff from each organisation to participate and attend all four workshops (if this is possible). This will increase the learning across the project and improve the impact on each organisation. Individual participants will have the opportunity to collaborate with and learn from peers and to develop the confidence, language and digital literacies necessary to become agents for change within their own organisations.
- 2. *Learn from a supportive, engaged community of peers with a shared sense of purpose.*** The LGR6 community will act as a source of invaluable knowledge, advice and support for you and your organisation. It will also provide a space to compare and contrast experiences and to learn from top experts.
- 3. *Effect and embed positive organisational change***

You will be supported to reflect on your organisation's current practices, design small scale experiments to develop your learning, and explore practical opportunities to embed this learning back into your organisation in order to effect positive long-term organisational change.

In particular your organisation will benefit from positive change in the following areas:

- **Strategy** - You will be supported to developing your strategic thinking around your social purpose and the role that digital practice can have right across your organisation
- **Work with communities** - You will be more informed in your participatory work with relevant communities. In particular you will learn ways to build meaningful relationships with these communities and co-develop ideas and projects together
- **Internal collaboration** - You will learn practical ways to break down internal working 'silos' so that people from across your organisation can collaborate more effectively
- **Working practices** - You will have time and space to experiment with different tools and tactics in a supported environment that can improve your organisation's working practices.

4. Develop strategic influence within the wider arts and heritage sector and with academics, policy makers and funders

Your organisation's experience on the project will be vital in informing collaborative research findings and will be used to inform best practice across the sector. Culture24 has established trusted relationships with a broad range of cultural stakeholders, both in the UK and internationally. We will publish the project's key findings in a final report to be shared and discussed with funders, policymakers, strategic sector bodies and academia. Your organisation's expertise and experience on the project will have an influence on these discussions.

What will LGR6 focus on?

LGR6 wants to understand digital social purpose for museums. The specific question we are focussing on is: ***How can museums use digital culture, content and technologies to foster active citizenship for and with their communities?***

This explores the overlaps between recent work and discussions that reflects on museums' purpose in a changing society, particularly the evolving nature of their civic role, and the significant work being undertaken by museums to adopt strong strategic digital practices.

These two areas of focus explore how museums need to change in response to an evolving environment. Yet both appear to be taking place separately, with different groups of professionals responding to separate agendas within museums. We believe there is much that connects these two areas, particularly as the very nature of society is changing because of

digital culture. Other sectors are urgently exploring the role of digital technology for social good and LGR6 will consider how museums can begin to understand and forge new connections to help support their work. Read more about about why we feel this is a vital area for all museums to explore, our thinking behind the project and how we came up with the question [here](#).

How will LGR6 be structured and who will be involved?

The project is structured around established Let's Get Real objectives and methodologies - to nurture personal confidence, build organisational capacity and develop a shared understanding for the sector. It does this by promoting learning from others, learning by doing and learning together. You can read more about the Let's Get Real approach [here](#).

The project structure includes:

- Four full day collaborative workshops
- Four supported research phases taking place between workshops in your own organisations
- Virtual mentoring sessions with appropriate experts from Culture24, Happy Museum Project, 64 Million Artists and selected individuals from inside and outside the sector
- Ongoing online collaboration across the peer group via Basecamp

What does it cost?

LGR6 is based on a collaborative funding model where each participating organisation contributes towards the overall cost of the project. This model represents significant value for money for each participating organisation due to the high cost of accessing expert advice, the huge value derived from shared learning across the project cohort and the practical approaches to embedding long term organisational change.

Type of organisation	Cost (plus VAT)
Either: National or Major Regional Museums <i>(as defined as members of NMDC)</i> , or Large organisations - <i>total income from all sources in the last reported financial year is greater than £1 Million</i>	£2,950
Medium organisations - <i>total income from all sources in the last reported financial year of between £250,000 and £1 Million</i>	£2,450
Small organisations - <i>total income from all sources in the last reported financial year of under £250,000)</i>	£1,450
<p>Two subsidised places - Culture24 recognise that many museums are very small and either have a total income of less than £10,000 or have no more than 5 full time paid staff.</p> <p>We feel it's important that this project is accessible to these museums. As such, we are offering two subsidised places to qualifying museums for a contribution that is affordable.</p> <p>The criteria to qualify is:</p> <ul style="list-style-type: none"> - Your total income from all sources in the last reported financial year was under £10,000, OR - You have no more than 5 full time paid staff <p>If we receive more than 2 applications for these subsidised places we will decide based on the reasons why you think the project will benefit your organisation.</p>	£150 each

This is the first time we have used a sliding scale for participants, but we believe it is the fairest way to encourage a cross-section of participating organisations including smaller ones. Culture24 is a charity and the budget for this project is based on cost recovery.

Discount for any Happy Museum Project Affiliate organisations

As this project is being developed in partnership with the Happy Museum Project and Culture24 is part of its Affiliate programme, we are offering a 10% discount for any fellow Affiliate organisations.

What is included in the cost?

- Hosting of the four workshops, including lunch and refreshments
- Management of the project
- Support for all aspects of the research including data gathering and analysis
- Co-ordination of the group's shared communication channel through Basecamp
- Cost of bringing in external experts at workshops to present their thinking, provide strategic advice and facilitate workshop sessions as appropriate
- Cost of all workshop materials
- Cost of a mentor to work with you on your individual action research
- Analysis and sharing of insights and data from the research
- The writing and production of a final project report for publication and advocacy
- A sector facing project report launch event
- An end of project celebratory social event

What is not included in the cost?

- The cost of travel and accommodation to the workshops
- The cost of your staff time
- Any internal or external costs needed to support your own research experiments.

What exactly is the commitment for me and my organisation?

- Two nominated members of staff to represent your organisation and attend all four full day workshops. We appreciate that for some smaller organisations this might be difficult and we ask that you consider nominating a volunteer or perhaps a board member to attend alongside one staff member. If it is impossible to nominate two people, that's not a problem and we'd still love to have you on the project: please get in touch with us to discuss how we can make this work.
- Commitment to a minimum of 20 days staff time across the project - approximately 2 days per month (Jan to Oct) plus attendance at the four workshops.
- Support of your leadership to:
 - Participate fully in the project,
 - Embed any appropriate learning back into the organisation and
 - Share learning more widely with the sector
- Commitment to the key project principles and practices, namely
 - Support, encourage and provide advice to fellow peers within the project
 - Be open and honest
 - Work experimentally and collaboratively both as part of the project cohort but also within each organisation
 - Work with a relevant community group to help inform organisational practice and learning across the project

What is the timetable?

Date	Action/event	Objectives
Friday 8th Dec 2017	Deadline for registering interest	
Tuesday 19th Dec 2017	Confirmation of place and fellow participants	
Tuesday 16th January 2018	Workshop 1 Battersea Arts Centre, London	Identify key ideas/principles relating to the project themes
Jan to March 2018	Research phase 1	Each organisation defines how key ideas explored at first workshop relate to their own specific contexts (supported by ongoing mentoring)
March 2018 (exact date TBA)	Workshop 2 Battersea Arts Centre, London	Develop and plan practical experiments for each organisation.
March to May 2018	Research phase 2	Each organisation runs and analyses their experiments (supported by ongoing mentoring)
May 2018 (exact date TBA)	Workshop 3 Battersea Arts Centre, London	Collaboratively review experiments to identify shared learning and come up with practical suggestions to embed learning back in each organisation
May to July 2018	Research phase 3	Try out practical actions to embed key learning back into each organisation (supported by ongoing mentoring)

July 2018 (exact date TBA)	Workshop 4 Battersea Arts Centre, London	Collaboratively review all project activities and identify shared learning for the sector. Come up with practical ways to share learning with specific networks and the wider sector
July to October 2018	Research phase 4	Each organisation shares wider learning within their networks and with the wider sector as appropriate (supported by ongoing mentoring)
October/November 2018 (exact date TBA)	Report launch Location TBA	Celebrate project and launch key output/report

How do I register my interest?

If are interested in registering your interest please complete [this short form](#) by **Friday 8th December 2017**. We will then follow up with a phone conversation to ensure the project meets your needs and answer any questions you might have. Meanwhile if you have any questions contact Sejul Malde on sejul@culture24.org.uk or 01273 523989.