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JUNE

Events Update

Book Now

June

9 June - Launch of Volunteer Awards: Categories and Nominations

15 June - Funding for Your Museum

10am - 4pm, Library of Birmingham

We can now confirm that our event 'Funding For Your Museum' is being held at The Library of Birmingham, 10am to 4pm.

Come and hear about a range of funding opportunities for museums including WMMD Small Grants Scheme, Heritage Lottery Fund and Arts Council England.

We are also very pleased to welcome Dr Sue Clayton from Flintham Museum, an independent and innovative museum from the East Midlands. Sue will share her experience of securing funding for projects.

[Book Your place here.](#)

29 June - How Do I Look? Part of WMMD's Customer Service Programme

10am - 4pm, Thinktank, Birmingham Museum of Science

If you are wanting to improve customer service at your venue and considering working towards Visit England's Visitor Attractions Quality Standard this event is for you!

Our 'Customer Service Programme' 2016/2017 consists of a series of events themed around specific measures of quality within Visit England's Visitor Attractions Quality Standard including; The Welcome, Presentation of the Attraction and Catering and Retail.

'How Do I Look?' focusses specifically around the 'Presentation of the Attraction' including; layout and visitor flow, visitor information and signage, appearance of buildings, décor and maintenance and the presentation of displays.

Hear from Lisa Stallard, Museum Manager at Thinktank, on her experience as lead for Visitor Attractions Quality Standard for the museum. There will be a short talk on the development of the new Spitfire Gallery with an opportunity to tour the gallery to put the days discussions into context and inspire ideas.

Service Science will also be joining us on the day. As leaders in the measurement of customer service quality in the tourism, hospitality and leisure sectors, they bring with them over 5,000 tried and tested reliable mystery 'shoppers' and work extensively with clients in the Museum and Heritage Sector. Hear about what their Mystery Shoppers look for with regards to presentation and become a Mystery Shopper yourself, as part of the days activities; to help improve awareness and understanding of your customer and the service you offer.

[Book your place here](#)

Future Events Update

19 July Commercialising Collections
2pm - 5pm, Walsall Leather Museum

Please note that we have had to change the original time of our 'Commercialising Collections' event and it will now take place at **2pm – 5pm**.

[Book your place here](#)

If you have any queries please contact the team:

wmmd@ironbridge.org.uk

Application Forms for WMMD Small Grants Scheme Available

Application forms are now available for the West Midlands Museum Development Small Grant Scheme 2016-17. Museums may apply for grants of £500-£3,000 for audience development projects which help museums:

- Better understand who their visitors and non-users are
- Evaluate and analyse information to assess visitors' needs
- Inspire engagement with harder to reach groups
- Improve the culture of customer care through staff and volunteer training
- Improve access to buildings, services and facilities
- Respond to tourism and local priorities where appropriate
- Implement projects to increase fundraising opportunities
- Develop cross cultural activities
- Create accessible marketing and promotional activities aimed at visitors and potential visitors

We especially welcome applications for audience development projects that will help museums to engage with new groups and encourage more equality and diversity.

WMMD Small Grant Application Form 2016 can be downloaded [here](#)

A PDF version is also available [here](#).

If you are considering applying to the fund you must download and read the '[WMMD Small Grants Guidance 2016](#)' in full.

A PDF Version is also available [here](#).

We would also recommend that prospective applicants attend our 'Funding for Your Museum' training 15 June 10am-4pm, Venue TBC. See full details above and book your place [here](#).

**Completed application forms must be received by
5pm Monday 11 July, 2016**

Please note applicant organisations must be Accredited, provisionally Accredited or formally working towards Accreditation. Major Partner Museums are not eligible for this funding.



like

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As an Accredited Museum (or one working towards Accreditation) you have received this e-newsletter as part of the new West Midlands Museum Development Programme. To unsubscribe from this mailing list please click 'unsubscribe' below.

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