Share Academy Bursaries

Information for applicants
This document contains important information about the Share Academy funding scheme. It is unlikely you will receive funding if you do not read this advice. The deadline for applications is Friday 25th October 2013.

What’s in these guidelines?
1) Information about the Share Academy programme and what this funding scheme is for
2) Some examples of the kinds of activities funded by the Share Academy pilot project
3) How successful applications are chosen
4) A guide to filling in the application form
5) What happens if you’re successful

If you have any queries about this funding stream, or would like help with your application before the deadline, please contact c.bent.11@ucl.ac.uk.

1) Information about the Share Academy Programme
Share Academy is a collaboration between the London Museums Group, University College London and University of the Arts London, funded by Arts Council England. It aims to:

- Build capacity and resilience within London’s specialist museums
- Provide public engagement opportunities for universities, and increase their research impact
- Lead to university and museum staff gaining greater understanding of their different ways of working
- Increase the confidence of university and museum staff in building and sustaining partnerships
- Provide university and museum staff with the opportunity to access broader networks
- Provide new types of experience for museum visitors and users
- Increase public awareness of the kinds of research undertaken by universities

Many museums have experienced working with universities, and reported the following benefits:

- Access to cutting edge research
- Ability to align museums with scholarly work and so demonstrate excellence
- Access to subject-specific knowledge
- Support with, and stimulus for, reflection and dialogue
- CPD for staff
- Scope for student projects to provide additional capacity
- Scope to use students to help museums communicate better with young people

1 University of the Arts London comprises Central Saint Martins College of Arts and Design, London College of Fashion, London College of Communication, Chelsea College of Art and Design, Camberwell College of Arts and Wimbledon College of Art
For universities the benefits were:

- Ability to demonstrate impact and public engagement
- A place to test research
- Objects for object based learning
- Interpretation skills
- Placements to improve student employability
- Community and public sector partnerships

There is a strong demand from museums for a ‘broker’ to connect museums with academics in areas outside of the ‘usual suspects’ of museum studies and the arts, ensure clear mutual expectations, embed projects within a collaborative approach, and maximise the value added from collaboration. From the university side there is a strong interest in developing sustainable partnerships with the cultural sector generally and with London’s museums in particular.

Share Academy 2 will build on the work of the Share Academy pilot, brokering relationships between London universities and specialist museums to deliver at least 10 partnership programmes with demonstrable, quantifiable and sustainable benefits for both organisations. These programmes will be defined as part of the current pilot but are likely to include:

- Collaborative PhDs
- Relationships with courses focused on design and innovation
- Relationships that involve museums acting as ‘test beds’ for new research
- Subject-based collaborations giving museums access to academic interaction

Selection of the partners and programmes will be done using the following criteria:

- Close fit between needs and offers of participants
- Capacity and enthusiasm for long-term partnership
- A good overall balance of projects
- The sustainability and long-term effects of the activities proposed
- The impact of the project for the museum sector
- The impact of the project on UCL and UAL staff and students

Please note that your project may not be awarded funding even if it fits all of the criteria as we expect there to be a high level of applications. The maximum bursary award is £10,000, but we are keen to hear from projects with smaller resource requirements. Applications for smaller amounts of money may have more chance of success. The total Share Academy fund of £110,000 will be awarded in a single round.

**Who can apply?**

Applications must involve a partnership between UCL or UAL staff and a specialist London museum. We also welcome applications from groups or existing networks of museums wishing to be involved in partnerships. You will be expected to identify your project partners before you apply for funding.

The Share Academy definition of a specialist museum is a museum that holds a collection that is accessible to the public and is either one or more of the below:

- a museum that has at their core foundation the principle knowledge and understanding of a specific archaeological, artistic, historical or scientific field
- a museum that holds a specialist collection (whether as core or subsidiary collection) e.g. The Fan Museum or the Joe Orton archive at Islington Museum
- a museum that is dedicated to the life of a renowned person in a field of expertise; e.g. Handel House Museum
• a museum that is renowned for their specialist workforce or organisational skills, and that these skills are embedded within the organisation and not solely with one person; e.g. community engagement skills, or collections care specialisms or facilities

For the purpose of this project the following will not be considered specialist museums unless they meet one of the criteria above:

• a museum that is dedicated to the narrative history of a specific geographical area or borough
• a museum or collection that is not accessible to the public
• commercial art collections where the collection is sold for the profit of the artist and/or the gallery

Please note that bursaries are not available to fund existing projects or projects that have already started.

We have created several toolkits to help you develop successful partnerships, available here: http://www.londonmuseumsgroup.org/.

Academics can get help in identifying or approaching a museum partner from the Share Academy Coordinator: shareacademy@ucl.ac.uk.

Museums can get help in identifying or approaching academic partners from the Share Academy Museum Consultant, Paddy McNulty: culture@paddymcnulty.co.uk.

2) Some examples of the kinds of activities previously funded by the Share Academy pilot project

Previous activities have included:

• Conservation staff from UCL working with the Freud Museum to analyse Egyptian mummy portraits
• An MA course from UAL working with The Cinema Museum on a sustainable programme of events reaching new audiences
• Computer Science researchers from UCL working with the Museum of Brands to create interactive iPad labels
• Connecting Bruce Castle Museum with academics to study their Beatrice Offor art collection
• Linking Orleans House Gallery with academics at UCL's Institute of Archaeology
• Researchers at UCL working with Islington Heritage Service to evidence the health and wellbeing benefits of interacting with museums

Further details of these projects can be found on http://www.londonmuseumsgroup.org/

These are examples to indicate the breadth of potential collaborations; they are not intended to be in any way prescriptive or indicative of the kinds of projects we will fund.

3) What happens to your application?

Your application will be assessed by a working party appointed by the Share Academy Steering Group. This panel will include members from the museum and higher education sectors. The panel will consider whether the project fits with the strategic aims of this fund (see above) and whether the project can realistically be delivered within cost and time constraints

We strongly encourage innovative projects that partner museums with university departments/facilities that may not be traditionally be seem as obvious partners, eg geography, design, science, etc.
4) Filling in the application form
Potential applicants are encouraged to discuss their application with a member of the Share Academy team in advance of the deadline. To do this, contact the Museum Consultant or Academic Co-ordinator at the email addresses above or attend one of our workshops in September 2013. Watch the website for details:  http://www.londonmuseumsgroup.org/

Completed forms must be no longer than four sides of A4 in 11pt Calibri font. This rule will be strictly adhered to.

At the start of the form, we ask for information about you, your planned project, and how we can contact you. This information will help us to administer the project if it is funded, and to monitor whether we are receiving applications from a cross-section university departments and specialist museums.

We ask that intellectual property (IP) issues are negotiated by the partnership applying for Share Academy funding. A brief description of how you intend to deal with this should be included Q12 of the application form.

5) What happens if you’re successful
Successful partnerships will be notified by Friday 15th November 2013.

Projects should be planned to start as soon as possible after this date. All project partners will be required to attend a workshop on successful partnership working and will need to provide a Memorandum of Understanding (MoU) for their project. Assistance for drafting a successful MoU available if required. Partners will be required to report on progress and attend conferences or symposia on the Share Academy programme.

All funded projects must be completed and funding expended by 31st January 2015 to allow time for evaluation and dissemination. However, we will expect you to have plans in place to build on the partnerships established and to continue working together after this. A programme evaluator will evaluate all funded projects.