

Reopening Museums Toolkit

Museums play a critical role in society by contributing to dialogue and understanding between peoples and cultures, facilitating cohesion in communities. To ensure that museums maintain public trust, the following toolkit will provide information to help you adapt to the current requirements for reopening.

This toolkit is designed to help museums to reopen after the Covid-19 pandemic in a safe and effective manner. It is available to download or view from the [South East Museum Development Programme](#) website as a full document or as a series of fact sheets that you can use for the different parts of your organisation. For this reason, you may find repetition on some pages.

Please bear in mind that this document has been written to provide practical advice, but the authors are not legal or medical experts. Please obtain specialist advice if you require it.

While we will do our best to keep the information in this Toolkit up-to-date, we ask you to please check the [latest Government advice](#) while you develop your plans.

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Reopening Museums Toolkit

Are you ready to reopen?

16/10/2020

The key question of this toolkit is whether, or not you are ready to reopen.

Reopening is unlikely to be straightforward for many museums, and may require obtaining specialist advice, additional funds and rethinking how you operate both physically and virtually.

The goal is to get back to business both safely and efficiently. The safety of your staff, volunteers and visitors is your first duty as an organisation. You may have to make hard choices about reopening if you feel that you cannot make the workplace as safe as you need to.

The safety of your collection will also be a concern, and depending on your organisation, you may not have the flexibility to ensure that collections are free from risk of cross-contamination.

The opening up of the economy following the COVID-19 outbreak is being supported by NHS Test and Trace. You should assist this service by keeping a temporary record of your customers and visitors for 21 days, in a way that is manageable for your business, and assist NHS Test and Trace with requests for that data if needed. This could help contain clusters or outbreaks. Many businesses that take bookings already have systems for recording their customers and visitors – including restaurants, hotels, and hair salons. Test & Trace becomes enforced in law from 18th September, so you will need to collect data in whatever form works best for you. It is also advisable to keep records of working patterns for your staff and volunteers.

The government has now brought out restrictions on social gatherings of more than 6 people. Workplaces, charities and voluntary activity are exempt – so museums can continue to run events (with Covid-secure measures in place). Your museum can have more than 6 volunteers or Trustees in at a time (again assuming Covid-secure guidelines are followed). Museums can also have more than 6 visitors at once, but groups of visitors must not mix.

New Government Tier System

The [Prime Minister gave a statement](#) in Parliament which outlined a new three-tier system of local COVID alert levels in England. The system is due to be debated by Parliament tomorrow and will become law from Wednesday. Every part of England will be designated as one of the following three Alert tiers:

- **Medium Tier** - Most of England will be in this alert level and is a continuation of the measures that are currently in place, such as the rule of Six, 10pm curfew, the need for table service, test and trace requirements and face coverings away from tables.

- **High Tier** – This tier will introduce more stringent restrictions on household interactions, with people being prevented from mixing with other households or support bubbles in indoor hospitality venues. The Rule of Six will continue to apply outdoors, in public spaces and private gardens. Most areas which are already subject to local restrictions will automatically move into the high alert level. People must not meet with anybody outside their household or support bubble in any indoor setting, whether at home or in a public place. People must not meet in a group of more than 6 outside, including gardens or other spaces. People should aim to reduce the number of journeys they make where possible, and should walk or cycle where possible, or avoid busy times and routes on public transport.
- **Very High Tier** - These restrictions will apply to areas where transmission rates are causing the most concern. Wet-led pubs and bars will be required by law to shut in these areas, with all social mixing indoors to be banned. In addition to these baseline requirements, the Government and local government leaders in each very High Alert area will agree on other specific additional measures which could include further restrictions on the hospitality, leisure, entertainment or personal care sectors. But retail, schools and universities will remain open. In addition to the baseline requirements, some councils may further restrict access to gyms and leisure centres, betting shops, adult gaming centres and casinos.

The Government will shortly be launching a postcode checker website that will show what alert level any particular areas is in. Venues, including museums, galleries and libraries, following COVID-secure guidance can host more people in total, but no one must mix indoors with anyone who they do not live with (or have formed a support bubble with) unless exemptions apply. Outdoors, they can meet in groups of up to 6 people.

The [guidance](#) states that businesses and venues must ensure people do not meet in their premises with people from outside of their household or support bubble. Businesses and venues that fail to comply with these restrictions may face fines of up to £10,000, prosecution, or in some cases closure.

As a reminder, it is critical that everybody observes the following key behaviours:

- **HANDS** – Wash your hands regularly and for 20 seconds.
- **FACE** – Wear a face covering in indoor settings where social distancing may be difficult and where you will come into contact with people you do not normally meet.
- **SPACE** – Stay 2 metres apart from people you do not live with where possible, or 1 metre with extra precautions in place.

Recent new regulations:

Businesses

- Businesses selling food or drink (including cafes, bars, pubs and restaurants), social clubs, casinos, bowling alleys, amusement arcades (and other indoor leisure centres or facilities), funfairs, theme parks, and adventure parks and activities, and bingo halls, must be closed between 10pm and 5am. This will include take-aways but delivery services can continue after 10pm. (from 24 September)
- In licensed premises, food and drink must be ordered from, and served at, a table.
- Customers must eat and drink at a table in any premises selling food and drink to consume indoors, on site. (from 24 September)
- Businesses will need to display the official NHS QR code posters so that customers can 'check-in' at different premises using this option as an alternative to providing their contact details once the app is rolled out nationally. (from 24 September)
- Businesses and organisations will face stricter rules to make their premises COVID Secure (from 28 September).
- A wider range of leisure and entertainment venues, services provided in community centres, and close contact services will be subject to the COVID-19 Secure requirements in law and fines of up to £10,000 for repeated breaches.
- Employers must not knowingly require or encourage someone who is being required to self-isolate to come to work.
- Businesses must remind people to wear face coverings where mandated.

Working from home

- To help contain the virus, office workers who can work effectively from home should do so over the winter. Where an employer, in consultation with their employee, judges an employee can carry out their normal duties from home they should do so. Public sector employees working in essential services should continue to go into work where necessary. Anyone else who cannot work from home should go to their place of work. The risk of transmission can be substantially reduced if COVID-19 secure guidelines are followed closely. Extra consideration should be given to those people at higher risk.

Hospitality - including cafes and restaurants within museums and galleries

Regulations will be introduced to mandate the following:

- Food or drink for consumption on the premises can only be served to customers sitting at a table.
- 10pm closure for businesses selling food or drink (including cafes, bars, pubs and restaurants) etc.

Face coverings

Regulations will be introduced to mandate the following:

- A legal requirement to remind customers of the need to wear face coverings where they are already required unless exempt, for example through prominent display of signs, and/or verbal reminders to customers. Face coverings are already mandatory in museums and galleries, except for those who are exempt.
- Face coverings will be mandatory for customers and staff in indoor hospitality (except when seated at a table to eat or drink); face coverings will be mandatory for staff in retail settings. This includes restaurants, cafes and shops within museums.

Rule of 6

A legal requirement to ensure compliance with the rule of six, and ensure appropriate social distancing, through signage, layout, ventilation and entry numbers management.

Events – Weddings

The number of guests allowed at weddings has been downgraded from 30 to 15. If your museum hosts weddings, you may need to reconfigure arrangements to meet this new legal requirement.

A reminder that these measures apply to England – but there may be different rules if you live in an area under local lockdown: and you should check local lockdown rules. If you are in Wales, Scotland or Northern Ireland, different rules may apply.

Questions to ask yourself

- Is it possible to reopen?
- Can you ensure the safety of your workforce?
- Have you taken advice from your Health and Safety representative (if you have one) or another specialist?
- Is it safe to open to visitors?
- Will you damage your reputation if you reopen too early and don't get everything right?
- Have you done a thorough risk assessment?
- Is there flexibility to make adaptations in your museum to support new ways of working?
- Have you spoken to your team? Do they have concerns about returning to work?
- Is there anyone available to open the doors? Are your staff or volunteers in the shielding groups?
- Do you need to investigate alternative ways of operating and working?

- Would it make more sense to wait until you have more resources at your disposal before reopening?
- How do you want to physically present your museum on reopening to build public trust and confidence in visiting?
- Have you considered how your staff, volunteers and visitors can access your site? Will they need to use public or private transport?
- What communications messages do you need to put out there to build confidence and capture the public mood?
- Do you have the funds to reopen? Will you have to pay for additional things before you welcome back visitors – such as deep cleaning and personal protective equipment (PPE)?
- Have you done a cost versus benefits analysis of the possibility of opening?
- If reopening is not a possibility for you right now, what do you need to put into place to make it possible later on?
- Can you offer virtual or remote content if physical re-opening is not a possibility right now?
- Have you considered how you might record visitor information to assist with Track and Trace? Online ticketing is a great way to manage the number of people on your site, as well as to collect this information.

“You probably don’t think about how important they [museums] are in your daily life, but when you really think about it, you remember how important they are.”

*Canterbury, Public perceptions of - and attitudes to - the purposes of museums in society,
A report prepared by BritainThinks for Museums Association, March 2013,
<https://www.museumsassociation.org/download?id=954916>*

Resources

Latest information from the Government

<https://www.gov.uk/coronavirus>

Government Heritage Reopening Guidance

<https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/heritage-locations>

Coronavirus Covid-19 NMDC Good Practice Guidelines on the Reopening of Museums after July 4, 2020

https://www.nationalmuseums.org.uk/media/nmdc_museums_guidelines_v.1.1_25_june_2020.pdf

AIM Museum Reopening Guidance and Checklist

<https://www.aim-museums.co.uk/museum-reopening-guidance-checklist/>

The Government’s recovery strategy

<https://www.gov.uk/government/publications/our-plan-to-rebuild-the-uk-governments-covid-19-recovery-strategy>

Statement from Museums Association

<https://www.museumsassociation.org/news/04052020-reopening-the-museum-sector-ma-statement>

Everything you need to know about risk assessments

<https://mdem.org.uk/more-information/useful-resources/creating-safe-environment/#.XrPy30nsbv8>

Risk Assessment template
Appendix 4

Example Risk Assessment
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Covid 19 Site Works Risk Assessment Template (courtesy of giving Ian Reed, SHARE Heritage Engineering Network)
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Covid 19 Inside Premises Risk Assessment Template (courtesy of giving Ian Reed, SHARE Heritage Engineering Network)
Appendix 13

MoP Re-opening Plan Priority Task List (courtesy of giving Ian Reed, SHARE Heritage Engineering Network)
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Coronavirus (COVID-19): advice for employers and employees
<https://www.acas.org.uk/coronavirus>

Health and Safety advice
<https://www.hse.gov.uk/toolbox/workplace/facilities.htm>

Preparing to return to work
<https://www.tuc.org.uk/research-analysis/reports/preparing-return-work-outside-home-trade-union-approach>

A strategy primer for museums
<https://www.museumnext.com/article/post-covid-balancing-act-a-strategy-primer-for-museums/>

Opening up green spaces
<https://www.gov.uk/guidance/safer-public-places-urban-centres-and-green-spaces-covid-19>

What others are doing to prepare
https://www.museumoflondon.org.uk/application/files/8915/8859/1908/Resources_for_planning_for_post_Covid_re-opening_003.pdf

Visit England Kitemark
<http://maxemail.visitbritain.com/rsps/m/3AIn3A4o4cTLfGsIUz-Kk7H5p0IGXjC64HpO9K9z7Zl>

'Know Before you Go' and 'We're Good to Go'

<https://www.visitengland.com/covid-19-travel-advice>

<https://www.visitbritain.org/know-you-go-faqs>

<https://goodtogo.visitbritain.com/>

Useful information from Scotland

<https://www.gov.scot/publications/coronavirus-covid-19-tourism-and-hospitality-sector-guidance/>

Information on online ticketing through Art Tickets (a free system offered via Art Fund)

<https://www.artfund.org/supporting-museums/programmes/art-tickets>

The Audience Agency's information about online ticketing

<https://www.theaudienceagency.org/resources/guide-ticketing-data>

Government guidance for the Visitor Economy

<https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/the-visitor-economy>

Events Industry Forum - working safely in the outdoor events industry
Appendix 17

Guidance on Events

<https://outdoorartsuk.org/wp-content/uploads/2020/07/Outdoor-Arts-Sector-Specific-Guidance-2.pdf>

Event Safety Alliance Guide to Reopening (USA)

<https://www.eventsafetyalliance.org/esa-reopening-guide>

NHS COVID-19 early outbreak management (arts, heritage and cultural sites)
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NHS COVID-19 early outbreak management (tourist attractions)
Appendix 22

Office ventilation

<https://www.hse.gov.uk/coronavirus/equipment-and-machinery/air-conditioning-and-ventilation.htm>

New Rules on Social Gatherings

<https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/the-visitor-economy>

<https://www.gov.uk/government/publications/coronavirus-covid-19-meeting-with-others-safely-social-distancing/coronavirus-covid-19-meeting-with-others-safely-social-distancing>

Prime Minister's Press Conference Statement (09/09/2020)

<https://www.gov.uk/government/speeches/pm-press-conference-statement-9-september-2020>

September 2020 Changes from Government

<https://www.gov.uk/government/news/coronavirus-covid-19-what-has-changed-22-september>

October 2020 Changes from Government

<https://www.gov.uk/government/speeches/pm-commons-statement-on-coronavirus-12-october-2020>

Tier System Guidance

<https://www.gov.uk/guidance/local-covid-alert-level-high#visiting-other-venues-including-shops-restaurants-pubs-and-places-of-worship>

Reopening Museums Toolkit

Track and Trace

09/10/2020

The government introduced its heritage reopening guidance in June 2020. As part of this guidance, museums and other sites across the hospitality sector (such as pubs, restaurants, hairdressers and barbers) are required to collect data to support the government's track and trace programme. This is likely due to the length of time visitors will spend in these places of business.

Public Health England has published the Customer Logging Toolkit for track and trace. This contains a variety of template materials for businesses to display, as well as guidance on how it works. If a customer tells you they have tested positive for coronavirus, businesses should register their contacts with NHS Test and Trace and leave any follow up work with other customers to the local NHS Test and Trace team. If they assess that the customer was on your premises while potentially infectious, they will contact you to provide support and to obtain the details of anyone who may have been exposed to the virus.

The Government has announced that from 18th September, museums will also be legally required to log details of customers, visitors and staff for NHS Test and Trace.

From Thursday 24th September, museums will be required to display official NHS QR code posters under law ahead of the NHS COVID-19 app being rolled out nationally on 24 September.

Services included in the new legal requirements are:

- Hospitality, including pubs, bars, restaurants and cafés;
- Tourism and leisure, including gyms, swimming pools, hotels, museums, cinemas, zoos and theme parks;
- Close contact services;
- Facilities provided by local authorities, including town halls and civic centres (for events), libraries and children's centres.

Further details:

- Businesses will be expected to make sure their customers are aware of the rules around QR codes by displaying posters and speaking to customers directly.
- If individuals choose to check-in using the NHS COVID-19 app QR code poster they do not need to log in via any other route.
- Information should be collected by the venue for those people that have not checked-in using the QR poster.
- There is a requirement for hospitality venues, including cafes and restaurants within museums (museum galleries themselves are except), to refuse entry to customers and visitors who do not provide the relevant contact details, or have not checked in with the QR code.

- This means that all the visitors can be admitted, provided that at least one of the group provides their name and contact details and agrees to be the 'lead member', or all of the group have checked in using the QR code.
- If no member of a group provides their name and contact details, all the group must be refused entry, with the exception of individuals who check-in using the QR code.

You can create your own QR poster here: <https://www.gov.uk/create-coronavirus-qr-poster>

Questions to ask yourself

- Have you considered how you might record visitor information to assist with Track and Trace?
- Is it possible to implement online ticketing as a way to manage the number of people on your site, as well as to collect this information?
- How much information do you need? Refer to the government guidance for the latest information on this.
- How long do you need to keep it for, and can you use it for only one purpose? What you use it for will need to be made clear to your visitors.
- How can you store this data safely?

One small museum has provided a low-tech option:

'We'll have paper sheets (like our booking sheets) where the volunteer on duty on the door can take a contact name and either phone number or e-mail address for each person (or household contact if coming as a couple/family group etc) visiting. We will also note the time that they entered the Museum.

We'll have separate clipboards for morning and afternoon shifts so there is no transmission between volunteers on duty.

Clipboards will be wiped down and cleansed as part of the end of day cleaning procedures so are sanitised for the next day's users.

Paper records from that day will go in a secure file in the office and be retained for 21 days. They will not be held electronically.

They will only be shared with the NHS for track and trace purposes on request. After 21 days the paper files will be destroyed by being shredded and disposed of through confidential waste.

Accordingly, we reserve the right to refuse admission to the Museum on the following grounds:

- *Any visitor who appears to have symptoms of Covid-19;*
- *Any visitor who does not keep to our social distancing regulations, even when asked;*
- *Any visitor who does not use hand sanitiser on entering the Museum;*

- *Any visitor who does not leave a contact name and either telephone number or e-mail when asked to maintain the test, track and trace regulations.*

One other thing to add is that we'll have a GDPR statement about why, how and what we're doing on collecting this information on the form to answer any visitor enquiries, along with a printed copy for people to consult on display along with our other COVID procedural information in our foyer, and on our website (from next week when we go live with this).'

Stuart Orme, The Cromwell Museum, <https://www.cromwellmuseum.org/>

Resources

Government Heritage Reopening Guidance

<https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/heritage-locations>

NHS test and trace: how it works

<https://www.gov.uk/guidance/nhs-test-and-trace-how-it-works>

Customer logging toolkit

<https://coronavirusresources.phe.gov.uk/Enjoy-Summer-Safely/resources/customer-logging-businesses/>

Government Guidelines

<https://www.gov.uk/guidance/maintaining-records-of-staff-customers-and-visitors-to-support-nhs-test-and-trace>

Coronavirus Covid-19 NMDC Good Practice Guidelines on the Reopening of Museums after July 4, 2020

https://www.nationalmuseums.org.uk/media/nmdc_museums_guidelines_v.1.1_25_june_2020.pdf

Information on online ticketing through Art Tickets (a free system offered via Art Fund)

<https://www.artfund.org/supporting-museums/programmes/art-tickets>

The Audience Agency's information about online ticketing

<https://www.theaudienceagency.org/resources/guide-ticketing-data>

GDPR and Track and Trace

<https://bateswells.co.uk/2020/03/the-gdpr-should-not-thwart-a-sensible-approach-to-covid-19-concerns/?hub=coronavirus>

Introduction to ticketing for museums and galleries

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Customer Logging – A toolkit for businesses

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NHS Maintaining Records of Staff, Customers and Visitor Logs FAQs
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Maintaining records of staff, customers and visitors to support NHS Test and Trace
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Reopening Museums Toolkit

Staffing

23/09/2020

Reopening your museum will rely first and foremost on your most important assets – the people who keep your organisation running.

For your Front of House team, there may be concerns about the face-to-face nature of their roles, physical contact and the anxieties they have around the virus. Mental health and wellbeing may become more of a priority for your organisation when considering visitor interactions, and social distancing in offices or stores. You may be requiring heightened vigilance from your staff, as well as dealing with the worries of your visitors.

Staff are likely to need a degree of ‘retraining’, especially if they have been off for longer than 12 weeks. You may need to arrange a day or two for people to come in and remind themselves of procedures (such as how the till works, what the fire evacuation procedure is, IT logins, etc). This may need to be spread out over several days if social distancing is still in place. You may also want to limit exposure to different groups of staff/volunteers and institute a buddy system so that people are only exposed to the same individuals.

Please note there are new rules around face covering:

- o Customers in private hire vehicles and taxis must wear face coverings (from 23 September).
- o Customers in hospitality venues must wear face coverings, except when seated at a table to eat or drink. Staff in hospitality and retail will now also be required to wear face coverings (from 24 September).
- o People who are already exempt from the existing face covering obligations, such as because of an underlying health condition, will continue to be exempt from these new obligations.
- o Guidance stating that face coverings and visors should be worn in close contact services will now become law. (from 24 September)
- o Staff working on public transport and taxi drivers will continue to be advised to wear face coverings.

Questions to ask yourself

- How many staff are you realistically going to be working with (some staff might not return immediately, be part of the shielding group or have underlying health conditions or caring responsibilities)?
- What is the museum’s policy on staff not wanting to return to work when requested (for whatever reason)?
- How will you communicate with your staff to understand their concerns around contact and potential exposure? How will you find out what would make them feel safer at work?
- How will you address additional mental health or wellbeing anxieties?

- Will you require personal protective equipment (PPE) for your staff or visitors? For more information on PPE, have a look at our Hygiene fact sheet.
- How can you adapt your Front of House and back office facilities to encourage social distancing?
- Can some staff continue to work from home?
- Will you need more hand washing facilities?
- Will you need to investigate costings and practicalities for social distancing measures? These might include screens at pay points, signage and zone markings on the floor.
- Will your staff need to use public transport to access your site? Can the risks of this be mitigated?
- Have you considered the legal implications of reopening? Will you be able to guarantee that you have made reasonable and effective health and safety changes to protect your staff?
- Have you investigated costings and practicalities for more regular and more thorough cleaning?
- Will your staff need training on additional hygiene practices?
- Have you done a comprehensive risk assessment for returning staff to ensure they will be safe?

“The museum we closed will not be the museum we reopen.”

<https://www.aam-us.org/2020/04/27/the-museum-we-closed-will-not-be-the-museum-we-reopen/>

Resources

Government guidance for people who work in or run offices, contact centres and similar indoor environments.

<https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/offices-and-contact-centres>

Health and Safety advice

<https://www.hse.gov.uk/news/social-distancing-coronavirus.htm>

Government guidance for businesses

<https://www.gov.uk/government/publications/guidance-to-employers-and-businesses-about-covid-19/guidance-for-employers-and-businesses-on-coronavirus-covid-19>

Gov't guidance for social distancing in a range of workplace scenarios

<https://www.gov.uk/government/publications/covid-19-guidance-for-food-businesses/guidance-for-food-businesses-on-coronavirus-covid-19>

Risk Assessment template

Appendix 4

General information on reopening museums in America

<https://www.aam-us.org/2020/04/29/how-to-get-ready-to-open-the-doors/>

Workers' Rights

<https://unitetheunion.org/campaigns/coronavirus-covid-19-advice/>

Advice on face coverings

<https://www.gov.uk/government/publications/staying-safe-outside-your-home/staying-safe-outside-your-home>

Face coverings and new rules

<https://www.gov.uk/government/publications/face-coverings-when-to-wear-one-and-how-to-make-your-own/face-coverings-when-to-wear-one-and-how-to-make-your-own> and <https://www.gov.uk/guidance/31-july-announcement#face-coverings>

Events Industry Forum - working safely in the outdoor events industry
Appendix 17

Managing People Through Uncertain Times

<https://southeastmuseums.org/resource-library/managing-people-through-uncertain-time-resources-and-video-28th-august-2020/>

September 2020 Changes from Government

<https://www.gov.uk/government/news/coronavirus-covid-19-what-has-changed-22-september>

Reopening Museums Toolkit

Volunteers

23/10/2020

With many volunteers finding themselves in the community-shielding group, reopening is likely to be a challenge for museums who rely heavily on volunteer support.

For many volunteers, there will be concerns about the face-to-face nature of their roles, physical contact and the anxieties they have around the virus. Mental health and wellbeing may become more of a priority for your organisation when considering visitor interactions, and social distancing in offices or stores. For shielded volunteers, health concerns and medical treatment will be a big worry and could lead to volunteers stepping away from their roles.

Providing a sense of belonging, community and purpose for volunteers is an important aspect of museum work. Volunteers are likely to need a degree of 'retraining', especially if they have been away for longer than 12 weeks. It may be prudent to arrange a day or two for people to come in and remind themselves of procedures (such as fire evacuation procedures and any additional hygiene requirements of their role, etc). This may need to be spread out over several days if social distancing is still in place. You may want to limit exposure to different groups of staff/volunteers, as well instituting a buddy system where people are only exposed to the same individuals.

There is also an opportunity for museums to grow their volunteer base. Many people have got involved with volunteering in their local community during this crisis. They have been keen 'to do their bit' by helping the NHS or delivering food. As those opportunities reduce, now is a good time to promote volunteering at your museum, particularly if there is a way to offer flexible, short-term, community-focused projects. For example, what about a museum garden that needs a bit of tending to become a space for older visitors to enjoy, or a painting job on a picnic shelter?

Here is a quick summary of volunteering in the three different tier levels:

In all three local COVID alert levels, while you are volunteering:

- You can meet in groups of any size from different households, indoors or outdoors.
- You can travel within and between different local COVID alert levels.

In all three local COVID alert levels, if you're volunteering and [clinically extremely vulnerable](#):

- You should volunteer from home wherever possible.
- If you cannot do so, you can still volunteer outside your home.

If [formal shielding advice](#) has been put in place where you live or volunteer, you're advised not to volunteer outside your home.

Please note there are new face covering rules:

- o Customers in private hire vehicles and taxis must wear face coverings (from 23 September).
- o Customers in hospitality venues must wear face coverings, except when seated at a table to eat or drink. Staff in hospitality and retail will now also be required to wear face coverings (from 24 September).
- o People who are already exempt from the existing face covering obligations, such as because of an underlying health condition, will continue to be exempt from these new obligations.
- o Guidance stating that face coverings and visors should be worn in close contact services will now become law. (from 24 September)
- o Staff working on public transport and taxi drivers will continue to be advised to wear face coverings.

Questions to ask yourself

- How many volunteers are you realistically going to be working with (some volunteers may not wish to return, be part of the shielding group or have underlying health conditions or caring responsibilities)?
- How will you communicate with your volunteers to understand their concerns around contact and potential exposure? How will you find out what would make them feel safer and limit their exposure?
- How will you address additional mental health or wellbeing anxieties?
- Will you require personal protective equipment (PPE) for your volunteers? For more information on PPE, have a look at our Hygiene fact sheet.
- Can your volunteers assist in the manufacture of personal protective equipment as a remote task? These will not be medical grade, but may offer some reassurance.
- Will your volunteers need training on additional hygiene practices, and will they have responsibilities in that area?
- How can your museum offer a sense of belonging, community and purpose to volunteers who are able to come in, and also to those who can't?
- Have you considered the legal implications of reopening? Will you be able to guarantee that you have made reasonable and effective health and safety changes to protect your volunteers?
- Are there remote opportunities for volunteers who wish to remain involved but cannot physically be present?
- Will your volunteers need to use public transport to access your site? Can the risks of this be mitigated?
- Have you done a comprehensive risk assessment for returning volunteers to ensure they will be safe?
- How can you tap into the increase of volunteers mobilised by the pandemic? Can you list your organisation on a website to let volunteers know they can support their communities through their local museums?

- Is there an opportunity to recruit some new volunteers?
- Can you support your volunteers with weekly phone catch ups where needed, or Zoom meetings if they can't physically be on site? Volunteers could deliver short talks about the remote work they have completed.
- Can you plan how to retain your volunteers who are shielding and won't be able to return for a while?
- If you are planning to reopen with timed ticketing, you could consider offering a formal set tour using a specific route formulated with input from your guides.

"I think it's really important in times of crisis, when people are doing something positive it does make you feel a little bit calmer and more in control. It certainly does me."

Sali Hughes, <https://www.bbc.co.uk/news/uk-51908023>

Resources

Government guidance for people who work in or run offices, contact centres and similar indoor environments.

<https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/offices-and-contact-centres>

Volunteering resources

<https://knowhow.ncvo.org.uk/coronavirus/involving-volunteers>

How to make a face mask (not medical grade)

<https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/diy-cloth-face-coverings.html>

Volunteering services online

<https://www.ncvo.org.uk/ncvo-volunteering>

Blog about why people volunteer, with links to *Time Well Spent* research

<https://blogs.ncvo.org.uk/2019/01/25/time-well-spent-what-weve-learned-about-the-volunteer-experience/>

Risk Assessment template

Appendix 4

Places to advertise volunteering opportunities

<https://www.ncvo.org.uk/ncvo-volunteering/i-want-to-volunteer>

https://www.furlunteer.com/?mc_cid=91efa87ddb&mc_eid=3d9f7c5f08

Advice on face coverings

<https://www.gov.uk/government/publications/staying-safe-outside-your-home/staying-safe-outside-your-home>

Face coverings and new rules

<https://www.gov.uk/government/publications/face-coverings-when-to-wear-one-and-how-to-make-your-own/face-coverings-when-to-wear-one-and-how-to-make-your-own>

<https://www.gov.uk/guidance/31-july-announcement#face-coverings>

Events Industry Forum - working safely in the outdoor events industry
Appendix 17

Returning to Volunteering

<https://southeastmuseums.org/resource-library/returning-to-volunteering-resources-and-video-28th-august-2020/>

September 2020 Changes from Government

<https://www.gov.uk/government/news/coronavirus-covid-19-what-has-changed-22-september>

Alert Levels

<https://www.gov.uk/guidance/local-covid-alert-levels-what-you-need-to-know>

Guidance on Shielding

<https://www.gov.uk/government/publications/guidance-on-shielding-and-protecting-extremely-vulnerable-persons-from-covid-19/guidance-on-shielding-and-protecting-extremely-vulnerable-persons-from-covid-19#what-will-change-from-1-august>

Guidance for Volunteers

<https://www.gov.uk/volunteering/coronavirus-volunteering>

Helping Safely

<https://www.gov.uk/government/publications/coronavirus-how-to-help-safely--2/coronavirus-how-to-help-safely>

Reopening Museums Toolkit

Succession and recovery planning

14/05/2020

Before you open your doors, you may want to consider succession and recovery planning. You may already have a plan in place. You may not have considered one before. Whilst a plan is crucial for any kind of setback, it is even more important in uncertain times. The current situation is changing rapidly, so even a rough plan can help you think ahead for problems such as a lack of staff or volunteers (including Trustees) who may no longer be able to (or wish to) work at the museum.

Questions to ask yourself

- Do you have a Succession or Recovery Plan, or an interim Forward Plan?
- If you have a plan, is it up to date and relevant?
- Have you considered your staff and volunteers, changes in government guidelines and the risks of uncertainty?
- Have you considered other local museums and organisations you could form partnerships with? Are there people in your area you could work with to share information, support each other and reassure your communities?
- Have you considered unforeseen risks that may present themselves later?
- Do you have an emergency list of contacts to get things organised if you need to work fast?

“By failing to prepare, you are preparing to fail.”

Benjamin Franklin

Resources

Interim Forward Plan
Appendix 2

Succession planning framework

<https://southeastmuseums.org/resource-library/succession-planning/>

Succession Plan template

<https://collectionstrust.org.uk/resource/succession-planning-framework/>

Reopening Museums Toolkit

First Aid Provision

07/08/2020

As museums begin to welcome staff, volunteers and visitors back to their sites, there will inevitably be a few first aid incidents. With young children and older visitors making up a good proportion of the audience for many museums, staff can find themselves providing first aid for visitors from time to time.

At heritage sites, there may be more likelihood of trips, slips and falls on grassy banks or stone steps. In addition, there are the minor injuries everyone, from the garden volunteer pruning the roses to the kitchen assistant in the café, might encounter.

The Covid-19 situation means that additional precautions should be taken to protect first aiders when they are treating colleagues or members of the public. This will form part of your covid-19 risk assessment.

The HSE recommends these precautions for first aiders in workplaces:

Delivering first aid

- If you suspect a serious illness or injury, call 999 immediately – tell the call handler if the patient has any COVID-19 symptoms
- If giving first aid to someone, you should use the recommended equipment below, if it is available:
 - a fluid-repellent surgical mask
 - disposable gloves
 - eye protection
 - apron or other suitable covering
- You should minimise the time you share a breathing zone with the casualty and direct them to do things for you where possible

In case of cardiac arrest in an adult

- Recognise cardiac arrest by looking for the absence of signs of life and the absence of normal breathing. Do not listen or feel for breathing by placing your ear and cheek close to the patient's mouth. If you are in any doubt about confirming cardiac arrest, the default position is to start chest compressions until help arrives.
- Call 999 immediately – tell the call handler if the patient has any COVID-19 symptoms
- Ask for help. If a portable defibrillator is available, ask for it
- Before starting CPR, to minimise transmission risk, use a cloth or towel to cover the patient's mouth and nose, while still permitting breathing to restart following successful resuscitation
- If available, use:

- a fluid-repellent surgical mask
- disposable gloves
- eye protection
- apron or other suitable covering
- Only deliver CPR by chest compressions and use a defibrillator (if available)
– **don't** do rescue breaths

After delivering any first aid

- Ensure you safely discard disposable items and clean reusable ones thoroughly
- Wash your hands thoroughly with soap and water or an alcohol-based hand sanitiser as soon as possible

The Health & Safety Executive has also allowed an extension to First Aid at Work certificates, if staff have been unable to access the training. They will be expected to complete their revalidation by 30 September.

Questions to ask yourself:

- Have you shared your covid-19 risk assessment with your trained first aiders? Are they comfortable with the new precautions? Are other members of staff also aware of the procedures?
- How will you and your first aiders keep up to date with changing advice?
- Consider whether any of your first aiders are in a vulnerable category and whether they should avoid treating casualties at this time. How can you best support these people and others who may be concerned about the risks?
- Could you put some face masks, aprons, goggles and extra gloves in your first aid kits? Or could first aiders carry PPE on their person, just in case?
- Could you put an alcohol-based hand sanitiser with each first aid kit so first aiders can clean their hands immediately before and after treating a casualty?
- Could you have face masks to offer to casualties to wear while they are being treated, to help them and the first aider feel safer?
- Consider where you will treat people and how you will ensure chairs, tables and equipment are cleaned down afterwards.
- Think about who will clear up any vomit or blood. This is a potential infection risk so should be done while wearing disposable gloves, face mask and apron, and then double-bagged and disposed of appropriately. The whole area will then need thorough cleaning.
- Consider what actions your first aiders might need to take if a member of staff or a volunteer has covid-19 symptoms? Do you need a thermometer in your first aid kit for individuals to check their temperature?

“The vast majority of incidents do not involve you getting close to a casualty where you would come into contact with cough droplets. Sensible precautions will ensure you are able to treat a casualty effectively.”

Advice for first aiders, St John Ambulance 2020

Resources

Resuscitation Council guidelines

<https://www.resus.org.uk/covid-19-resources/covid-19-resources-general-public/resuscitation-council-uk-statement-covid-19>

HSE guidelines for first aid during coronavirus

<https://www.hse.gov.uk/coronavirus/first-aid-and-medicals/first-aid-certificate-coronavirus.htm#non-healthcare>

HSE information on First Aid qualification extensions

<https://www.hse.gov.uk/coronavirus/first-aid-and-medicals/first-aid-certificate-coronavirus.htm#qualifications>

St John Ambulance guidance for first aiders during covid-19

<https://www.sja.org.uk/get-advice/first-aid-advice/covid-19-advice-for-first-aiders/>

Government guidelines on decontaminating public spaces during Covid-19

<https://www.gov.uk/government/publications/covid-19-decontamination-in-non-healthcare-settings>

Personal Protective Equipment and Cleaning Suppliers

[Appendix 8](#)

Safety Action Bulletin Example

Appendix 23

Reopening Museums Toolkit

Audiences

23/11/2020

You may already have a good idea of who your museum's usual audiences are, but this demographic information may no longer be as relevant after reopening. The current lockdown situation is unique. A lot depends on how safe and financially secure people feel before they start visiting museums again.

It is likely that international visitors will be slower to return to the UK, but local families may be more interested in visiting museums than previously. Large segments of audiences also fall into shielded groups, so access needs will have to be supported in new ways.

Data gathered from Twitter has indicated that some visitors would feel more comfortable accessing heritage through outdoor and open-air venues as social distancing is much easier to achieve in that space. Museums should look at the outdoor aspects their sites and consider how these areas can be better used.

Please note that there are new rules for visitors wearing face coverings. Please see the resources section.

Research commissioned by the [Association of Leading Visitor Attractions](#) (ALVA) in April 2020 suggests that visitors to tourist attractions:

- Are more comfortable with the idea of visiting open-air sites and country parks.
- Will avoid places which they perceive to be crowded or where there might be queues.
- Will expect pre-booking options and social distancing measures.
- Will expect staff to be visibly cleaning spaces and enforcing social distancing.
- Will wait until they see others visit a tourist attraction before venturing out themselves.
- The over-55s are the keenest to visit, but they also have the highest expectations of social distancing and good hygiene.
- Londoners and the under 35s are the least likely to visit tourist attractions anytime soon.
- Visitors want to know what safety measures you have in place before they visit and see them actively enforced during their visit.

Please note there are also new face covering rules:

- Customers in private hire vehicles and taxis must wear face coverings (from 23 September).
- Customers in hospitality venues must wear face coverings, except when seated at a table to eat or drink. Staff in hospitality and retail will now also be required to wear face coverings (from 24 September).

- o People who are already exempt from the existing face covering obligations, such as because of an underlying health condition, will continue to be exempt from these new obligations.
- o Guidance stating that face coverings and visors should be worn in close contact services will now become law. (from 24 September)
- o Staff working on public transport and taxi drivers will continue to be advised to wear face coverings.

Questions to ask yourself

- Who will your returning audiences be?
- How can you best reach these audiences to tell them you are open again?
- Will you need to change how you manage your visitors using traffic flow systems or timed ticketing arrangements?
- What should your museum be physically offering (or not offering/keeping closed) to build public confidence in visiting?
- Will your visitors need to use public transport to access your site? Can the risks of this be mitigated? Do you need to provide more advice ahead of visits?
- What messages do you need to put out to help build public confidence and show your museum in a positive light?
- What does engagement look like for audiences still isolating after lockdown lifts and prior to vaccine?
- Have you considered the legal implications of reopening? Will you be able to guarantee that you have made reasonable and effective health and safety changes to protect your audiences?
- Some research has suggested that the public may be worried about crowded venues. How will you reassure them about your social distancing measures and crowd management?
- Can you investigate how you might open your grounds or outdoor spaces for small scale exhibitions or engagement work? What staffing would you need? Will you make charge for access? Will you need additional support?
- How will you use outdoor spaces to manage queues or provide content in open-air spaces? What happens when it rains?
- How can you provide engagement to shielded audiences?
- Have you done a comprehensive risk assessment for returning visitors to ensure they will be safe?
- Research suggests that visitors are looking for a personal welcome, instructions on how to visit safely, and enforcement of social distancing. Have you considered an introductory video for your website outlining the changes and requirements? This could be done on a phone and show visitors what to expect.

“A visit to a museum is a search for beauty, truth, and meaning in our lives. Go to museums as often as you can.”

Maira Kalman, <https://joyofmuseums.com/quotes-about-museums/>

Resources

Market Prospects for ALVA Members when the pandemic abates
Appendix 1

ALVA Attractions Recovery Tracker

<https://www.aim-museums.co.uk/wp-content/uploads/2020/05/ALVA-attractions-recovery-tracker-wave-1.pdf>

Examples of video tours for visitors

<https://www.painshill.co.uk/visiting-painshill-covid-19-pandemic/>
<https://www.verkehrshaus.ch/en/visit/latest-information.html>

How to create a virtual tour

<https://www.experienceuk.org/members-news/virtually-there-%E2%80%93-how-to-create-effective-360%C2%B0-virtual-tours>

Example of instructional website for planning visits

<https://www.aucklandmuseum.com/visit/visit-plan-your-visit/level-1>

Reports on visitor attitudes post-Covid 19

http://www.adifferentviewonline.com/how_we_think/
<https://blooloop.com/visit-attractions-after-covid-19-survey/>

'Know Before you Go' and 'We're Good to Go'

<https://www.visitengland.com/covid-19-travel-advice>
<https://www.visitbritain.org/know-you-go-faqs>
<https://goodtogo.visitbritain.com/>

Face coverings and new rules

<https://www.gov.uk/government/publications/face-coverings-when-to-wear-one-and-how-to-make-your-own/face-coverings-when-to-wear-one-and-how-to-make-your-own>

<https://www.gov.uk/guidance/31-july-announcement#face-coverings>

September 2020 Changes from Government

<https://www.gov.uk/government/news/coronavirus-covid-19-what-has-changed-22-september>

Reopening Museums Toolkit

Interactives

11/09/2020

Interactives, both physical and digital, are an area of particular concern for museums. Interactives are designed to be handled by multiple visitors throughout the day – but this presents a very real risk of virus transmission. Research shows that 53% of families are nervous about using interactives in museums. Many museums have therefore had to temporarily barrier off or remove interactives as part of their Covid-secure measures. But now, questions are being asked about how long this situation may persist.

There is no doubt that good interactives are invaluable in the interpretation of a site and contribute significantly to visitor enjoyment. Are there ways to bring back interactivity without compromising health? Should we plan for a future where interactives do not rely so much on touch?

Certainly, there is an opportunity to think about our interactive activities and to think carefully about their purpose. Are they simply there to entertain children in a corner, or do they help visitors understand and engage with our stories? Thinking about the purpose of our interactives helps us to identify which are important to bring back and how they might be adapted for the future.

Physical Interactives

Many museums have removed all their physical interactives in an effort to minimise handling by numerous visitors throughout the day. However, there are ways to develop new interactives or adapt existing ones so that the risk is minimised but the visitor engagement is retained.

Questions to ask yourself

- Is there a way to encourage interaction with your collections without physical resources? For example, ask visitors to adopt the same pose or expression as a statue?
- Can you create interactive activities using bigger spaces or outside spaces? For example, using footprints or lines to follow on the ground, or creating a maze outside.
- Can you adapt your family trails so that rather than giving out paper trails, you place questions or themed objects to find around the museum? Check that you won't create any bottlenecks you're your layout.
- Where you usually have pencil and paper activities, can you ask visitors to bring their own resources? For example, provide a design or activity sheet and ask visitors to bring own their own pencils (or buy one from the shop!).

- Where dressing up activities are not available, could you provide suggestions of what visitors could wear to enable them to arrive dressed up? Could you share photos or simple patterns online?
- Could some interactives remain available and be cleaned between uses? Is that something staff or visitors can do?
For example, family activity packs containing a magnifying glass, laminated activity cards, torch etc. could be offered to a family bubble and collected in for cleaning in between uses. Packs could also be quarantined for 3 days if you have enough of them.
- Can some interactives be used with the provision of hand sanitiser for before and after? For example, at one museum families hand sanitise before and after entering a mock steam engine cab. With this approach, ensure you provide clear signage about what visitors should do.
- Can resources be quarantined for 72 hours between uses (72 hours being the amount of time it takes for the virus to die on various surfaces)? This works for interactive activities where, for example, a coin is placed in a slot.
- Could you suggest activities, particularly for families, that can be completed before or after the visit? You could provide online links or handouts with instructions for craft activities to do at home.
- Where interactives are crucial to the interpretation of the collection, is there another way of providing that interpretation? For example, could a volunteer physically demonstrate the interactive?
- Have you considered using costumed interpretation as a way to playfully engage visitors and provide an element of social interaction? Give clear messages to visitors about maintaining social distances with your interpreters – visitors have been known to get caught up in the moment and forget!
- Are there new interactives you could develop that don't involve physical handling? Think about how to create an engaging experience through backdrops, sound, visuals, lighting and smells.

Digital Interactives

For many museums, digital interactives are an important part of the interpretation of the collection. They are a way of giving visitors access to background information, audio and visual content, and interactive games. The concern is that many visitors will touch the same screens and devices on a daily basis, but there may be alternative options to simply switching off your touchscreens.

Questions to ask yourself

- Can your digital content be made accessible through a visitor's own device? QR codes have been used to make it possible for visitors to listen to oral history on their own smartphone, which is a popular choice.
- Can you offer disposable earbuds or ask visitors to bring their own to use your audio guides?
- Could you provide styluses for visitors to use on touchscreens? These could be collected and cleaned/quarantined for 72 hours before being used again.

- Could you change the way digital interactives on screens are triggered? For example, proximity sensors or sensors that respond to gestures or vocal instructions.
- Should some of your digital content be put on a loop, removing the interactivity, for the time being?
- Could buttons designed for fingers be replaced with something that can be foot operated? Our could visitors be encouraged to press buttons with a pencil, elbow or stylus?
- Are there digital solutions to some of your physical interactives? For example, clothing apps may be adapted to enable visitors to see how they would look dressed in historic costume.

“‘Creativity thrives on constraints’ is something I am sure many readers will be familiar with. Let us therefore consider these new constraints as a chance to push ourselves and our industry, to innovate in a positive way! Maybe even a chance to move past the touch screen ;)?” Anna Heimbrock, MuseumNext

Resources

New York Times article on museum interactives in the US in time of Covid-19
<https://www.nytimes.com/2020/05/29/arts/design/museums-interactive-coronavirus.html>

MuseumNext article on corona-proofing digital interactives in museums
<https://www.museumnext.com/article/corona-proofing-museum-interactives/>

Natural History Museum & Science Museum summary of different approaches to adapting digital interactives <https://www.nhm.ac.uk/content/dam/nhmwww/about-us/visitor-research/interactive-approaches.pdf>

Article on Science Museum’s experiences of Gesture based control in digital museum interactives
<https://www.avinteractive.com/news/covid-19/end-touchscreens-museums-exploring-touchless-gesture-based-controls-19-06-2020/>

Kids in Museums reopening guidance, including some examples of ways in which interactives have been adapted <https://kidsinmuseums.org.uk/resources/how-to-use-the-kids-in-museums-manifesto-to-plan-for-reopening/>

Examples of downloadable Family Trail resources from British Museum
<https://www.britishmuseum.org/visit/family-visits/family-gallery-activities#gallery-activity-sheets>

Chester Zoo playful resources for families to use during a visit
<https://www.chesterzoo.org/news/making-the-most-of-visiting-the-zoo/>

Making Interactives Covid-Secure
<https://spaceforlearning.org.uk/covid-guidance/delivering-activities/use-of-interactive-elements-within-open-access-public-areas/>

Reopening Museums Toolkit

Marketing

26/06/2020

This fact sheet was prepared by freelance arts consultant Jo Finn, who spoke with marketing peers about how they are approaching their communications after lockdown.

Over the past four months museums have rightly been focused on keeping staff and visitors safe as well as addressing their financial concerns. But as the UK lockdown begins to ease, and museums prepare for reopening, the focus is starting to shift towards how to encourage visitors to return.

Covid-19 continues to create enormous challenges and compromises for our sector but there are opportunities to be explored and embraced when we reopen. This is unknown territory for all of us and ideas-sharing and learning from the approaches of museums around the world is likely to offer the most guidance.

Messaging balancing act

Getting the messaging right will be crucial, and regular sentiment scanning will help assess the mood of your audiences. Marketing messages are likely to be a balancing act between:

- Reassurance that your museum is safe to visit.
- Extending a heartfelt and warm welcome back.
- Being sensitive towards people's personal experiences of the pandemic (which could include personal health/loss of loved ones/financial hardship etc).
- Addressing your commercial drivers for income generation (e.g. donation requests/ticket sales).
- Managing expectations of the limited visitor experience due to social distancing and reduced facilities. Some museums are producing videos to show the new experience rather than relying on the written word.
- Demonstrating the role of museums in providing 'cultural nourishment' and escapism.

Where possible, coordinate with other venues locally to establish consistent messaging around queuing and distancing measures, etc. This could be part of a wider collaborative conversation about promoting your region as a 'staycation destination'.

Audit your comms channels first

Prior to making any reopening announcements carry out an audit of your messaging across all channels (online, in-venue, print collateral, etc) to identify what will need

updating. It is also worth testing your messaging with your various audience groups before 'going live' to check that it resonates with an appropriate tone.

You may wish to avoid using images of the venue looking busy when you reopen, being mindful of people's nervousness and showing that social distancing is possible. Something else to consider when auditing your channels. Will new photography be required?

Prepare an FAQ

Address common coronavirus-related queries with an FAQ on your website. This can also be referred to when responding to social media posts and press enquiries and will be a useful resource for FOH staff when visitors begin to return. Questions could include:

- When are you reopening?
- Will it be safe?
- Do I have to wear a mask?
- What will I be able to see?
- Will the toilets/café/shop be open?

Don't over-sanitise your comms

Whilst we have a responsibility to ensure that what we are communicating follows current government guidelines, you can still retain your own tone of voice. Go back to your first principles, brand values and vision and ensure they are central to all your comms including functional signage.

There is a risk of over-sanitising the visitor experience and putting people off with long lists of dos and don'ts. We are all experienced at social distancing and the 2m rule now and don't need to be constantly reminded. Remember your role in offering escapism.

Think about your audience segments

What will your visitor profile look like when you reopen? It may be some time before you welcome back schools, groups and overseas audiences. Identify the low-hanging fruit. Your new visitor demographic may be limited to individuals, couples and families from the local area in the first instance.

Talk to your audiences (including staff and volunteers). Find out what they have missed and gauge their appetite for returning. You can address the concerns of your various audience groups with clear, nuanced and considered messaging.

Consider local nervousness about attracting visitors to the area and increasing the risk of Covid-19 spread. It will be important to get buy-in from this audience as travel continues to be restricted and staycations become the norm.

Don't neglect harder to reach audiences. Will new forms of outreach be needed in the absence of a schools' programme, etc? What are the opportunities here?

Lead generation opportunities

Are you ticketing entry in order to manage capacity with timed slots? Are you set up for online booking? Online ticketing will provide you with opportunities for data capture and lead generation. Think through marketing permissions and GDPR to future-proof new lists.

Flexibility and back to basics marketing

The vast majority of museums will be operating with reduced or zero marketing budget after lockdown and therefore the emphasis will be on owned (your website, email marketing and social media channels) and earned channels (press and 3rd party advocacy).

Any paid activity is likely to be digital first (which is more agile and offers more flexibility to ramp up and down as required). Use your analytics and evaluate what digital activity is successfully driving conversions and engagement. Adapt your digital approach accordingly.

Be mindful that there may be a glut of marketing activity as venues start to re-open. How will you have cut-through? Your usual channels might not work in the short-term and reopening offers an opportunity to go back to basics and rethink your marketing approach. Reflect on your vision and your USPs, revisit your brand values and your tone of voice, segment your audiences and target your messaging offer to attract visitors who are most likely to come back.

“The risk is that the messaging will blend into one, with overuse of phrases such as “We’re Open!”, “Welcome Back!” and so on. This might be the time for innovative marketers to really shine.”

Market Prospects for ALVA Members when the pandemic, David Edwards (Scattered Clouds), 2020

Covid Kitemark

'Know Before you Go' is a public information campaign by Visit Britain to support tourism in England as businesses start to re-open, reassuring visitors as restrictions are lifted by checking about what it is safe to do and when and sign-posting to information about destinations and available services before travelling.

Museums can join this free national domestic marketing campaign organised by Visit Britain/England.

Museums get:

- Free publicity by being part of Visit Britain/England's national domestic marketing campaign
- [Marketing assets to download](#)
- Tips and advice

'We're Good to Go' is the official UK mark to signal that a tourism and hospitality business has worked hard to follow Government and industry COVID-19 guidelines and has a process in place to maintain cleanliness and aid social distancing.

If successful, you will be sent a secure link to download a 'certificate, mark and toolkit and comms advice. They aim to assess and alert within 48 hours of submission. You will also be sent regular alerts to changes to the guidance and you are expected to keep up with changes to the official guidance and you are expected to amend your measures accordingly.

Resources

The Arts Marketing Association (AMA) has published 'Resources to Support you Through Coronavirus

<https://www.a-m-a.co.uk/coronavirus-covid-19-resources/>

Museum Next has a range of marketing articles including tips on analytics, social media, and email marketing.

<https://www.museumnext.com/article/category/marketing/>

The Association of Independent Museums (AIM) has a new Marketing Success Guide.

<https://www.aim-museums.co.uk/new-marketing-success-guide-published/>

Network with peers at Museum Hour 8-9pm every Monday on Twitter

https://twitter.com/museumhour?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

Upskill in digital marketing with free Google training courses

https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing?ds_kid=43700053482823638&gclid=Cj0KCQjwz4z3BRCgARIsAES_OVcG5KsRnEneNy6bs9V_OwOD9H0gl-xdde3u9ZIZ9ZMnzi4CYrUa9v4aAiySEALw_wcB

Belfast City Council Tourism, Culture and Arts Unit: Marketing and Audience Development Toolkit for Arts and Heritage Organisation

<https://southeastmuseums.org/resource-library/belfast-audience-toolkit/>

Marketing-related guidance for charities from National Council for Voluntary Organisations (NCVO)

<https://knowhow.ncvo.org.uk/studyzone/@@search?search=marketing>

Marketing Planning – Where to Start from Museums Galleries Scotland

<https://www.museumsgalleriesscotland.org.uk/advice/raising-your-profile/marketing-planning-where-to-start/>

Audience Finder – free access to national audience data, enabling cultural organisations to understand, compare and apply audience insight – from The Audience Agency

<https://audiencefinder.org/>

Audience Spectrum –segments the UK population by their attitudes towards culture, and by what they like to see and do into 10 different profiles – from The Audience Agency

<https://www.theaudienceagency.org/audience-spectrum>

'Know Before you Go' and 'We're Good to Go'

<https://www.visitengland.com/covid-19-travel-advice>

<https://www.visitbritain.org/know-you-go-faqs>

<https://goodtogo.visitbritain.com/>

Reopening Museums Toolkit

Access and Disability Inclusion

31/07/2020

Accessibility can be problematic for some of your staff and volunteers when your museum reopens. For those audiences who find it difficult to physically visit your museum, or are part of a shielded group, alternative methods should be used to reach them virtually.

One of the biggest changes to our daily lives since the outbreak of Covid-19 is our use of technology and remote/virtual working. Digital meeting platforms have seen a surge in popularity and the internet has played a massive role in digital engagement – from Twitter to virtual tours.

Questions to ask yourself

- What can you do to reach out to audiences in a non-contact way? Do you have loan boxes or virtual resources available online?
- Is your marketing accessible? What safety and access features do you need to highlight? Where are the closest [Changing Places toilets](#) and other important facilities that are not on-site?
- Do you need to implement stricter hygiene protocols, and will you need training for your staff and volunteers on this?
- What strengths can you gain from an improved virtual presence, and how can that become more accessible?
- Do you have a plan for what you want to achieve virtually?
- Do you have the technological or specialist skills you need? How much time can you devote to it? Do you need support to get the best result?
- Can you access a specialist for advice and tips?
- Does your collection allow for photography and can you use what you have already digitised?
- Do you have someone on your team who is good at social media?

“Once the social distancing measures reduce, it is going to be a privilege to return to a new normal. Many disabled people and their families are going to have to continue to ‘shield’ themselves.

Museums must remember them in our new operational models.”

James Brandon, Diversity and Inclusion Manager, Tate Galleries

Resources

Free online conferencing tools

<https://www.uctoday.com/collaboration/video-conferencing/covid-19-ultimate-guide-to-free-video-conferencing-collaboration/>

Digital support

<https://mdem.org.uk/digital-resources-for-museums-in-relation-to-coronavirus/#.XqrWxWhKiyJ>

A case study on virtual access from National Paralympic Heritage Trust

<https://www.paralympicheritage.org.uk/>

Virtual Museum by Hastings Museum

<https://www.facebook.com/hastingsmuseum>

Virtual tour example from the Postal Museum

https://www.postalmuseum.org/make-a-connection/mail-rail-from-home/?gclid=Cj0KCQjw7qn1BRDqARIsAKMbHDbWCr1rIMukI8Phas0dQH9CAIMZ2xJOqHWeTeFE8WQcfeBkH1sp8PQaAmF9EALw_wcB

Podcasting from Culture 24

https://digitalpathways.weareculture24.org.uk/tag/one-by-one/?full_list=true

Livestreaming

<https://www.slideshare.net/AlecWard/introduction-to-live-streaming>

Free digital surgeries from Digital Culture Network (DCN)

<https://www.artscouncil.org.uk/developing-digital-culture/digital-culture-network> (to arrange please email: digitalnetwork@artscouncil.org.uk)

Helpful information on working virtually from Digital Culture Network (DCN)

<https://www.artscouncil.org.uk/digital-culture-network/resources-support-events#section-1>

Digital social media

<https://www.musedcn.org.uk/2018/06/07/how-to-be-more-accessible-on-social-media-snapchat-vimeo/>

General resources from Disability Collaborative Network

<https://www.musedcn.org.uk/>

Digital planning and development

www.embed.org.uk

Partnership working

<https://www.musedcn.org.uk/2020/04/23/news-a-unique-partnership-for-the-heritage-and-cultural-sector/>

Embed guide to reopening

<https://embed.org.uk/covid-19-reopening>

Reopening Museums Toolkit

Schools, Learning and SEND*

11/09/2020

There may be a delay in the return of school visits to museums. Schools will be catching up with pupils for many weeks after their return to school, and their plans for this academic year and next will be in disarray. Once they do start to book visits again, schools are likely to also require specific risks assessments or assurances from museums that hygiene, cleaning and social distancing standards meet those set out for schools.

For students who are in SEND education, those who have additional access needs, or are part of a shielded group, you may need to adopt different methods to work with them.

It is also likely to be a long time before informal learning programmes, such as talks and tours, craft activities and object handling sessions can happen at your museum. There may be alternative ways to deliver this part of your programme. For example, you could provide craft activities to complete at home or invite visitors to take part in an online talk.

You may need to reduce the number of hands-on and interactive resources you have available in the museum and introduce more regular cleaning. Some visitors could also be reluctant to use audio guides after reopening.

Coach tours and group bookings are unlikely to restart until 2021 as uncertainty about demand and the lead-in time required to plan them will make organisers cautious.

*special educational needs and disability

Questions to ask yourself

- What can you do to reach out to schools in a non-contact way? Do you have loan boxes or virtual teaching resources online available?
- If you are able to provide webinars or online videos for schools, have you considered what format this may take? Will you feature an expert, interactive content, or formal lessons? Have you considered working with classes to help them build their own museums in their schools, or teaching students how to collect oral histories?
- Will you provide an opportunity for viewers to make a donation on your online offer?
- How are you marketing to schools? What safety features do you need to highlight?
- Do you need to implement stricter hygiene protocols, and will you need training for your staff and volunteers on this?

- How can you adapt your informal learning activities for smaller groups of people, meeting the social distancing needs?
- Is there a way technology can help? For example, can you replace face-to-face guided tours with a downloadable recording that people can access on a Smart phone?
- What non-contact resources do you have available for SEND and shielded groups?
- What strengths can you gain from an improved virtual presence, and how can that become more accessible?

“Learning is at the heart of our museums and heritage attractions... its impact in our society is wide-reaching and incredibly valuable.”

GEM, <https://gem.org.uk/our-work/value-of-heritage-education/>

Resources

Learning resources

<https://gem.org.uk/resource/>

Digital Culture Network (DCN) - delivering online webinars and talks

<https://www.artscouncil.org.uk/digital-culture-network/resources-support-events#section-1>

Collections Trust - cleaning collections

<https://collectionstrust.org.uk/resource/covid-19-cleaning-historic-surfaces/>

Guidance for educators from Group for Education in Museums (GEM)

<https://gem.org.uk/gem-covid-19-guidance-for-educators/>

South East Museum Development's SEND Toolkit (March 2018)

<https://southeastmuseums.org/special-schools-and-museum-toolkit/>

Reaching new audiences and inspiration for your online work

<https://www.mylearning.org/>

Tips on creating resource boxes and other learning sessions

<http://sharemuseumeast.org.uk/wp-content/uploads/2018/07/Developing-Learning-Programmes-In-Museums.pdf>

Tips for developing online learning resources for schools

<https://www.e2bn.org/cms/newsletter/e-safety-and-online-learning>

Tips for developing loan boxes

Appendix 10

Useful guide to all aspects of learning delivery from Clore Space for Learning

<https://spaceforlearning.org.uk/covid-guidance/>

Reopening Museums Toolkit

Finance

14/05/2020

Financial concerns are at the forefront of all our minds right now – from the grant-awarding bodies down to individual visitors coming to your museum.

It is important to know exactly how much money you need to survive in both the current situation and in variations of it as things change. There are many avenues for emergency funding out there, but not all museums will qualify.

When planning for reopening consider the benefits and the costs, as well as what you may need to fundraise for in the recovery phase. Consider whether reopening the museum is your best way forward. If the footfall is much reduced with no group visits and limited numbers of tourists, then your income may not cover your outgoings, especially if you have extra staff and cleaning costs. Plan carefully before reopening. You could consider opening at reduced hours/days or limiting access to different areas of your museum.

Before reopening, ask yourself whether you should take a few weeks to focus on virtual programming, collections care and maintenance, fundraising or online income generation. You could also consider just opening for exclusive, 'members only' visits for the first month.

Questions to ask yourself

- Have you looked at your projected costs and potential income, and worked out if there is a shortfall?
- Have you done a cost vs. benefits analysis of the possibility of opening?
- Have you plotted your cash flow for the next 6 to 12 months?
- Have you explored the various emergency funding avenues?
- Are you able to generate income online through your website, donations, or an online shop?
- Do you have a strategy to deal with income generation and any potential mitigation from the closure period?
- Have you considered philanthropic giving, from the smaller scale (such as 'sponsor an object for a month') to the larger scale (such as major donors)?
- If you operate a membership scheme, give some thought to how it might operate now and when you reopen.
- Are you offering to refund or extend existing memberships at present?
- Is there a way to thank loyal members when you reopen?
- Consider reviewing your membership scheme so that is less reliant on special offers and is more about being part of a community.

“The organisation actively identifies, develops and utilises its assets to generate income in order to fulfil its purpose.”

The AIM Hallmarks for Prospering Boards, <https://www.aim-museums.co.uk/wp-content/uploads/2017/02/The-AIM-Hallmarks-of-Prospering-Museums-2018-.pdf>

Resources

British Retail Consortium guidance on re-opening

<https://brc.org.uk/news/corporate-affairs/social-distancing-in-retail-stores-and-warehouses/>

South East Museum Development’s online income generation guidance

<https://southeastmuseums.org/coronavirus-covid-19-guidance/resources-hub/>

Strategic thinking for arts and cultural organisations about how to use your data to maximise income:

<https://culturalenterprises.org.uk/blog/academy/tips-for-ticketed-attractions-placing-crm-at-the-heart-of-your-reboot/>

Help for businesses:

<https://www.gov.uk/government/collections/financial-support-for-businesses-during-coronavirus-covid-19>

Covid-19 Small Business Grants and Retail, Hospitality and Leisure Grants

<https://www.gov.uk/government/publications/coronavirus-covid-19-business-support-grant-funding-guidance-for-businesses>

Government Bounce Back Loans: <https://www.gov.uk/government/news/new-bounce-back-loans-to-launch-today>

Example of a small museum shop online:

<https://shop.pendonmuseum.com/>

VAT Deferrals:

<https://www.gov.uk/guidance/deferral-of-vat-payments-due-to-coronavirus-covid-19>

Retail guides for smaller museums:

<https://southeastmuseums.org/resource-library/effective-retail-quilfoyle/>

Example Cash Flow Graphs:

Appendix 5

Example Cash Flow Headings:

Appendix 6

Reopening Museums Toolkit

Risk and Liability

09/07/2020

As more museums reopen their doors, many visitors, staff and volunteers alike will feel nervous about liability in the event of an outbreak at the site. Some museums will be writing new risk assessments, and those who are assessing potential problems may not have done this before.

Whilst the South East Museum Development Programme team are not qualified lawyers or able to give legal advice, we have collected some information in this fact sheet that may be useful to you when looking at risks and liability in your organisation.

It is also important that you check that you have adequate insurance and public liability cover in these changing times. Hayes Parsons (who advise AIM on insurance matters) are currently saying: 'It will not be possible for insurers to exclude cover under the Employers' Liability section of any policy should you be legally liable to someone employed by you for catching coronavirus. Your Employers' Liability policy will cover both defence costs and any awards made against you. Most insurance policies will cover you for third parties including pupils and clients for any similar legal liability claims. However, a number of insurers are now excluding claims brought against you for coronavirus from their Public Liability policies, and we believe the majority of insurers will follow suit. We strongly disagree with this stance but we are likely to have little choice but to accept this exclusion because it is going to become commonplace. Insurers will not be able to exclude cover retrospectively.' <https://www.hayesparsons.co.uk/faq-commercial>

Museums (and therefore the people who undertake the risk assessment) are probably covered under their current public liability and employers liability policies, but at renewal it might be different. However, if a museum can be shown to have been negligent in their risk management – then their cover will be compromised. Do make sure you check the details on your own policy to be sure where you stand.

Frequently asked questions

- Who is liable if something goes wrong? Is it the person writing the risk assessment?

If your museum has a public liability insurance policy, the liability will fall on the museum rather than the individual (as the employee/volunteer is writing a risk assessment as part of their official role with the organisation). To be personally liable, the museum would have to be proved negligent in writing the risk assessment. Generally, that means the museum should sign off the risk assessment (the Trustees can do that, and it is recommended that they date it as well) and it should be read and understood by those who have to follow it. It's

actually good practice for those doing the work to write the risk assessment as they know what is most appropriate to minimise risk.

- I haven't had any training to write a risk assessment. What can I do?

Make sure that whoever writes the risk assessment has read the government and HSE guidance. You could also phone the HSE or their local council H&S/environmental health team for more detailed guidance.

- What if there is a risk we haven't foreseen?

Risks often develop over time, and no one can foresee everything the future may hold. The best thing you can do is to make your risk assessment as comprehensive as possible, and keep the document live so that you can add things in as you go along. Encourage your staff and volunteers to flag up risks too, and make sure they have read and understood the assessment as well. You could show that the risk assessment has been shared (perhaps get it signed & dated when people had read them) and check in regularly with your team to make sure it is being followed by all staff and volunteers. It's also worth being able to show assessments being reviewed when things change or when people notice that something isn't working as effectively or practically as it should.

Case study from another museum

'In terms of when something happens, I had a situation where an employee injured their back at work, resulting in a RIDDOR report. The local district council H&S officer asked to see the relevant risk assessments and training record for that member of staff. For the risk assessment, they were keen to know that (a) I'd had training in risk assessment writing, (b) the risk assessment was recent and detailed about the risks and measures, (c) the risk assessment had been shared with the member of staff and (d) the staff member had had manual handling training and (e.) I'd reviewed the risk assessment following the accident. '

Resources

AIM Resources

<https://www.aim-museums.co.uk/coronavirus-resources-insurance/>

AIM Risk Management

<https://www.aim-museums.co.uk/wp-content/uploads/2017/02/Successful-Risk-Management.pdf>

How to write a risk assessment

<https://www.rospa.com/rospaweb/docs/campaigns-fundraising/hse-five-steps-to-risk-assessment.pdf>

Information from AXA

<https://www.axa.co.uk/coronavirus/>

Example of a museum's public facing liability information for visitors

<https://www.yorkmuseumtrust.org.uk/education/schools-2-2/making-a-visit>

Everything you need to know about risk assessments

<https://mdem.org.uk/more-information/useful-resources/creating-safe-environment/#.XrPy30nsbv8>

Risk Assessment template

Appendix 4

Example Risk Assessment

Appendix 7

Covid 19 Site Works Risk Assessment Template (courtesy of giving Ian Reed, SHARE Heritage Engineering Network)

Appendix 12

Reopening Museums Toolkit

Social Distancing

11/09/2020

Social distancing has become a part of our lives in a big way and has infiltrated all aspects of our society. Museums will need to adapt to the requirements of social distancing for staff and volunteers and to reassure visitors that museums are a safe place to be. This is new to most of us, and guidance is needed to ensure that we can manage traffic flow, understand requirements and get the right signage in place. Social distancing may lead to a drop in the volume of visitors (some estimate 60%), and it is important that we adapt our venues as best as we can to entice visitors back to museums.

The government has now brought out restrictions on social gatherings of more than 6 people. Workplaces, charities and voluntary activity are exempt – so museums can continue to run events (with Covid-secure measures in place). Your museum can have more than 6 volunteers or Trustees in at a time (again assuming Covid-secure guidelines are followed). Museums can also have more than 6 visitors at once, but groups of visitors must not mix.

Please note that there are new rules for face coverings. Please see the resources section.

Questions to ask yourself

- Most museums (but not all) have a small degree of flexibility in terms of layout. How can you think about the space you have (both inside and out) to manage the flow of visitors?
- If your space is small or narrow, will you need physical barriers to separate people - such as Perspex screens?
- How can you manage queues if you need to restrict the number of people in one space at a time? Is there signage you require? Can you make use of the queueing space to engage with your audience?
- Will you need screens to shield your workers on reception desks, or will you need to re-position your reception area?
- Will you need personal protective equipment (PPE) for your staff/volunteers? If so, where will you source this from?
- Will you need to restrict the number of workers in the building at any one time to keep the risk of contact low?
- Will your staff and volunteers need training on social distancing? Will they need to enforce the rules, and if so, how strict will this need to be to encourage public confidence?
- Will you need to stagger working shifts to reduce the amount of people in the museum?
- Can you introduce a one-way system to help with the flow of visitor, and provide floor markings to help visitors maintain social distancing?
- Will you need to make changes to your office, store and rest spaces?

- Where can you get floor or wall signage? Is this cost effective or can it be done in-house?
- Do you need a specialist consultant to advise you? Can you get a grant to support you with this?
- Do you need to change your opening hours to help you make the process easier?
- If you have a café or refreshment area, can you reopen your café as a takeaway facility?
- Have you considered how to manage traffic flow in toilets and wash station areas? Will you need additional signage, a maximum number allowed into each facility, cones to direct people and hands-free methods of opening doors, etc?
- What are the practicalities of your café running a takeaway service and what could you include on the menu?
- For reopening as an eat-in café, how do you plan to lay out your tables, maintaining a two-metre gap, or one meter plus additional control measures (such as PPE)? You may have to reduce the number of covers you can serve.
- Can you plan for cleaning tables between customers, and perhaps include signage to let diners know this?
- Think about a reduced menu, with pre-packaged snacks to reduce food preparation requirements and therefore number of staff in the kitchen.

“Stay alert, control the virus, save lives.”

<https://www.gov.uk/coronavirus>

Resources

Government advice on social distancing

<https://www.gov.uk/government/publications/full-guidance-on-staying-at-home-and-away-from-others/full-guidance-on-staying-at-home-and-away-from-others>

Guidance for people who work in or run shops, branches, stores or similar environments.

<https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/shops-and-branches>

Government guidance for social distancing in a range of workplace scenarios

<https://www.gov.uk/government/publications/covid-19-guidance-for-food-businesses/guidance-for-food-businesses-on-coronavirus-covid-19>

Workplace advice from Unison

<https://www.unison.org.uk/coronavirus-rights-work/social-distancing-workplace/>

Face coverings and new rules

<https://www.gov.uk/government/publications/face-coverings-when-to-wear-one-and-how-to-make-your-own/face-coverings-when-to-wear-one-and-how-to-make-your-own>

<https://www.gov.uk/guidance/31-july-announcement#face-coverings>

New Rules on Social Gatherings

<https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/the-visitor-economy>

<https://www.gov.uk/government/publications/coronavirus-covid-19-meeting-with-others-safely-social-distancing/coronavirus-covid-19-meeting-with-others-safely-social-distancing>

Reopening Museums Toolkit

Hygiene

09/10/2020

Hygiene is paramount at this moment in time. Staff and volunteers will need clear guidance about when they should stay at home, as well as when they can come back into work, and what changes they will need to make. You may need to adjust working practices and work surfaces to make it easier to clean. You may need to add more facilities, like wash stations, to your site to keep hygiene levels high. For site First Aiders, it is especially important that they should wear gloves for treating all casualties and be prepared for more illnesses presenting in the workplace.

Face coverings will be **mandatory** in shops and in supermarkets from 24th July 2020. People are also encouraged to wear face coverings in enclosed public spaces where there are people they do not normally meet (including museums).

Please note that there are new rules around face coverings. The guidance states that from 24th September, it will be compulsory for retail, leisure and hospitality staff to wear a face covering in areas that are open to the public and where they come or are likely to come within close contact of a member of the public.

You may want to think about the following measures:

- Consider a deep clean of your building before reopening – it's very unlikely any virus traces will still be around, but a clean building will inspire confidence in staff and visitors.
- Surfaces which are touched regularly by people should be cleaned frequently with a detergent and a disinfectant (which must be left to dry to be effective). Clean door handles, chair arms, kettle handles, light switches and sink taps in this way. Depending on the frequency of use, you may want to clean hourly – and ensure that your visitors can see this happening around them for extra reassurance.
- Clean toilets and café areas thoroughly and much more frequently to build public trust and keep the risk of contagion low.
- Ensure soap, hand sanitiser and paper towels are available in all staff and public toilets.
- Obtain good supplies of soap, cleaning chemicals, nitrile gloves and hand sanitiser. Deliveries may take time, so ensure you order early.
- Interactives and laminates that are handled by visitors or used by school groups will also need regular cleaning with disinfectant. Take particular care with digital interactives and audio guides.
- You may want to reduce the number of handling interactives you have available.
- If you find it difficult to access personal protective equipment (PPE) and hand sanitisers, you may need to delay opening, or come up with more creative solutions. Simple soap and water remains the most effective way to remove the virus from hands. Consider how you can integrate low cost mobile or static

washing stations into your venue. You may also want to consider partnering with other local museums or sites to buy personal protective equipment together.

- You may find that more people ask you about face coverings. Visitors may be uncertain about whether or not they should be wearing one, so make sure this is clearly communicated to your visitors, staff and volunteers. Polite and consistent guidance has been shown to be the most reassuring to the public.
- You may want to offer visitors the opportunity to buy a face covering in your shop, and could offer interesting and cheerful designs.
- With regards to museum toilets, have you considered the number of touch points in your toilets? Some museums have introduced sensor technology around flushing, soap/water dispensing and door opening. These, however, are potentially costly interventions and may be beyond the means of many museums.
- Consider creating social distancing by limiting occupancy, reducing facilities in service and increasing cleaning regimes. The additional resource to manage this may require extra funds, so consider grant funding here. If your museum already suffers from inadequate toilet provision, you may want to clearly signpost visitors to the closest external facilities – and even test these to make sure they are socially distanced and cleaned regularly. Do include this information in your marketing material so visitors can plan accordingly.

A Note on Safety

- **Please stay safe when sanitising your workspace.** Following a recent (fortunately non-fatal) electric shock incident in a council setting, **please remember that when sanitising your workspace, you should never clean any light switches or electrical outlets/sockets** unless you have been given specific responsibility for doing so. If you do have this responsibility, you must clean them using the proper procedure outlined below in order to stay safe.
- During the pandemic, sanitation has increased in all environments, with particular reference to touchpoints – such as door handles, door plates, tables, chair arms, kitchen white-good handles, light switches, dispensers, flat surfaces such as bookshelves and internal ledges as well as various other areas.
- If you are responsible for cleaning, or look after staff and volunteers who do, you need to ensure that anyone working in the museum is instructed on the correct method for cleaning light switches/electrical outlets to avoid accidents.
- Light switches and electrical switch plates must only be cleaned using a slightly damp cloth (e.g. squirt the spray bottle onto the cloth and not directly onto the electrical switch plate or outlet) or with a sanitising wipe. This will help reduce the risk of electrocution.
- It would also be prudent to have another team member/volunteer on site if cleaning in high risk areas, to provide first aid or call for an ambulance if an incident occurs.

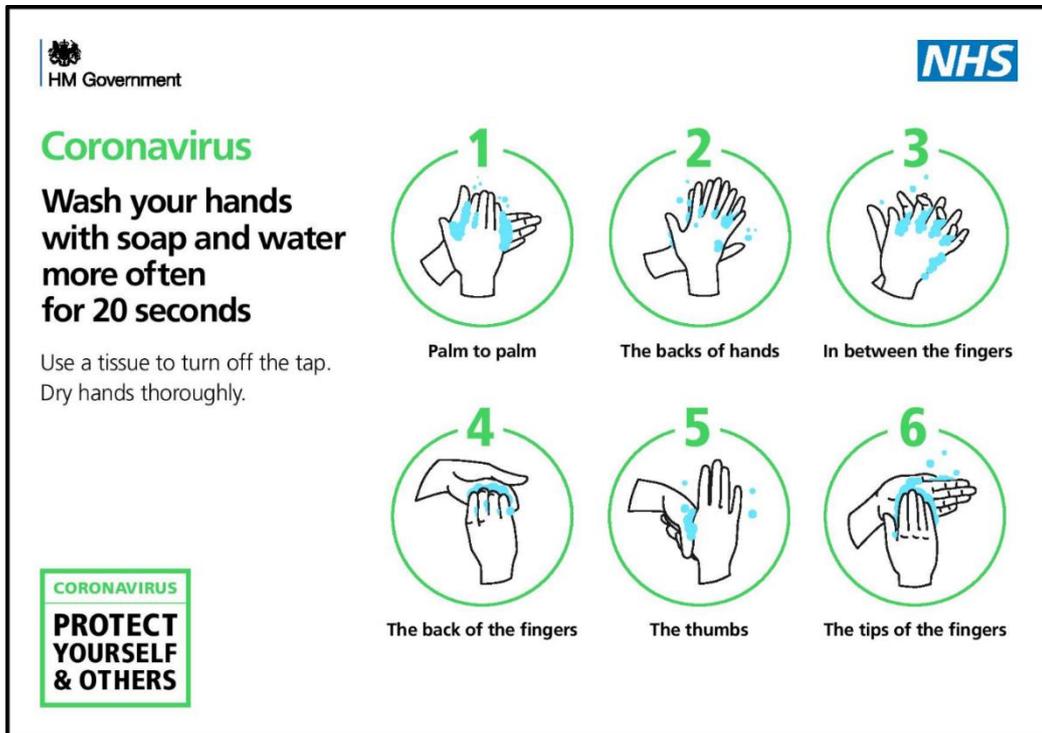
“Around the world museums are developing solutions for opening their sites with social distancing restrictions in place, one area where the solutions are not necessarily as evident are museum toilets. These areas within the buildings have often been designed to make maximum use of the smallest footprint, usually contain only one entry/exit point and probably contain the highest density of touch points within the whole museum. The challenge may also increase within the range of accessible toilet provision where the touch points are greater in number.”

Ben Melham, Mortice Consulting, @museumtoilets, 2020

Questions to ask yourself

- Do your staff/volunteers or visitors need personal protective equipment (PPE) to come into the museum? What level of equipment will you need? Not all protective equipment has the same safety level, and you may find that you have different requirements for different roles. How will you make this clear to visitors in a polite and consistent way, and will you need to provide this information in different ways depending on language and access needs?
- Do you have enough hand washing stations in both the staff and volunteer areas, and the public areas of the museum?
- Can you organise for your usual cleaners to change their hours – can they clean during public hours to reassure your visitors?
- Do you need to change or amend your cleaning contracts?
- If you have interactives in the museum, can these be cleaned more regularly? Do you trust your visitors to clean them? Or do you need to remove them or replace them for a short time?
- If you are a ‘hands-on’ museum where visitors are likely to be repeatedly and sequentially touching the same artefacts, is there a way you can replicate the experience with hygiene in mind? Do visitors need to wear gloves? Do museum objects need to be rotated to limit the likelihood of cross-contaminations? Can you use objects made of materials which do not support the virus for as long?
- Consider reserving a separate room (if you have space available) to quarantine anyone (staff or visitors) who become ill. For museums with limited space, how about asking people to sit in their cars whilst they wait for help?
- Have you considered how to manage traffic flow in toilets and wash station areas? Will you need additional signage, a maximum number allowed into each facility, cones to direct people and hands-free methods of opening doors?
- Have you considered the storage arrangements for your hand sanitizer? If your supplies are alcohol based, they can become heated resulting flammable vapours being released if stored in hot spaces. These vapours reach flash points in the hot weather and ignite in normal air conditions setting. This can cause a fire risk in enclosed spaces such as cars and sealed cupboards.
- Have you checked the small print? Some companies are offering to supply hygiene and personal protective equipment, but the small print indicates you may have to sign up to a costly contract, sometimes over years, and wait for

long periods of time to receive any stock. Be cautious – if it sounds too good to be true, it probably is.



“Hygiene is two-thirds of health.”
Lebanese proverb

Resources

Materials and contamination

<https://www.bbc.com/future/article/20200317-covid-19-how-long-does-the-coronavirus-last-on-surfaces>

Government advice on face coverings

<https://www.gov.uk/government/publications/face-coverings-when-to-wear-one-and-how-to-make-your-own>

Face masks versus visors

<https://www.aarp.org/health/healthy-living/info-2020/shields-compared-to-masks.html>

How to make a face mask (not medical grade)

<https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/diy-cloth-face-coverings.html>

Government guidelines on decontaminating public spaces during Covid-19

<https://www.gov.uk/government/publications/covid-19-decontamination-in-non-healthcare-settings>

Current guidance from the Resuscitation Council for First Aiders

<https://www.resus.org.uk/media/statements/resuscitation-council-uk-statements-on-covid-19-coronavirus-cpr-and-resuscitation/covid-community/>

Sample of personal protective equipment suppliers

<https://www.screwfix.com/help/disruption/>

<https://www.seton.co.uk/>

<https://www.consortiumeducation.com/>

<https://www.theportsmouthdistillery.com/product/hand-sanitizer-70-alcohol-500ml/>

Providers of historical carbolic soap

<https://carbolicsoap.com/>

<https://www.jupitersoaps.co.uk/>

Personal Protective Equipment and Cleaning Suppliers

Appendix 8

Sustainable approached to Museum Waste

Appendix 15

Face coverings and new rules

<https://www.gov.uk/government/publications/face-coverings-when-to-wear-one-and-how-to-make-your-own/face-coverings-when-to-wear-one-and-how-to-make-your-own>

<https://www.gov.uk/guidance/31-july-announcement#face-coverings>

Reopening Museums Toolkit

Hygiene for cafés and catering stations

16/10/2020

Hygiene has always been important consideration in the delivery of catering services at museums.

Staff and volunteers who work in cafés or catering stations will already be familiar with health and safety in relation to food, and this will give them a big advantage in adapting to new hygiene measures. However, staff and volunteers will still need clear guidance about when they should stay at home as well as when they can come back into work. You may need to adjust working practices and changes work surfaces to make them easier to clean. You will probably need to add more facilities to your site to keep hygiene levels high.

Research commissioned by the Association of Leading Visitor Attractions ([ALVA](#)) into visitor attitudes to returning to heritage sites suggests that although visitors may be keen to visit sites, they are uncomfortable about indoor cafés. 51% of people would not feel safe using a café at a visitor attraction and this rises to 61% for those over 55. People felt more confident about takeaway options and kiosks, especially with pre-packaged foods. They would also like the option to bring their own food and drink.

Please note that there are new rules around face coverings. Please see the resources section.

The Government has announced that from 18th September, hospitality venues in England are legally required to enforce the rule of 6 or face a fine of up to £4,000.

Services included in the new legal requirements are:

- Hospitality, including pubs, bars, restaurants and cafés;
- Tourism and leisure, including gyms, swimming pools, hotels, museums, cinemas, zoos and theme parks;
- Close contact services;
- Facilities provided by local authorities, including town halls and civic centres (for events), libraries and children's centres.

Further details:

- From 18th September, pubs, bars, cafes and restaurants in England will now need to take bookings of no more than 6 people, ensure people are not meeting in groups of more than 6 people on their premises, and make sure there is sufficient space between tables.
- The regulations will be enforced by Local Authorities, who will have the power to issue fines of up to £1,000 for venues that are failing to comply, or the police as a last resort. Fines will rise to up to £4,000 for repeat offenders.

- It will be an offence for a business to fail to adhere to the rule of 6 (respecting all exceptions to this) when taking a booking, allowing entry to a group of more than 6 people. Once groups are within the premises, businesses also risk offending if they fail to advise groups not to merge in ways that breach the rules.
- Businesses will also need to ensure adequate distance between tables (2m or 1m+) and prevent customers from dancing.
- In addition, there is now a 10pm curfew in some areas to consider.
- From 24th September, there are further regulations regarding table service. It will now be mandatory for seated consumption of food and drink (which aims to reduce the amount of time that customers spend at the ordering counter, which in turn will reduce the risk of transmission from mingling with people you do not live with). Preventing ordering or collection of food and drink at a counter or bar in businesses that sell alcohol for consumption on the premises will limit the risk of transmission even further in premises that carry increased risk. This means that self-service is no longer a viable option for museum cafes. You will need to take reasonable steps to ensure that customers only consume food and drink while seated, or use take away facilities.
- If your museum serves alcohol for consumption on the premises, to only take orders for food and drink from customers who are seated and only serve them while they are seated.
- For alcohol sales, the government has outlined the following rules:
 1. A person responsible for carrying on a business of a public house, bar or other business involving the sale of alcohol for consumption on the premises must cease to carry on that business.
 2. However, this does not apply if alcohol is only served for consumption on the premises as part of a table meal, and the meal is such as might be expected to be served as the main midday or main evening meal, or as a main course at either such meal.
 3. An area adjacent to the premises of the business where seating is made available for customers of the business (whether or not by the business), or where customers gather to drink outside the business, is to be treated as part of the premises of that business.
 4. A “table meal” is a meal eaten by a person seated at a table, or at a counter or other structure which serves the purposes of a table and is not used for the service of refreshments for consumption by persons not seated at a table or structure serving the purposes of a table.

You may want to think about the following measures:

- Consider a deep clean of your catering areas before reopening – it’s very unlikely any virus traces will still be around, but a clean building will inspire confidence in staff and visitors.

- Surfaces which are touched regularly by people should be cleaned frequently with a detergent and a disinfectant (which must be left to dry to be effective). Clean door handles, chair arms, kettle handles, light switches, sink taps and any kitchen equipment in this way. Depending on the frequency of use, you may want to clean hourly – and ensure that your visitors can see this happening around them for extra reassurance.
- Clean and be seen to clean café areas thoroughly and much more frequently to build public trust and keep the risk of contagion low.
- Obtain good supplies of soap, cleaning chemicals, nitrile gloves and hand sanitiser. Deliveries may take time, so ensure you order early.
- If you find it difficult to access personal protective equipment and hand sanitisers, you may need to wait to open, or come up with more creative solutions. Simple soap and water is still the most effective way to remove the virus from hands. Consider how you can integrate low cost mobile or static washing stations into your café.
- Ensure soap, hand sanitiser and paper towels are provided in all staff and public wash stations. You may need to provide more of these as customers will want to wash their hands before eating.
- Ensure you are following social distancing, crowd control and minimising unnecessary contact. Put floor markers down to manage queues and provide additional signage.

A Note on Safety

- **Please stay safe when sanitising your workspace.** Following a recent (fortunately non-fatal) electric shock incident in a council setting, **please remember that when sanitising your workspace, you should never clean any light switches or electrical outlets/sockets** unless you have been given specific responsibility for doing so. If you do have this responsibility, you must clean them using the proper procedure outlined below in order to stay safe.
- During the pandemic, sanitation has increased in all environments, with particular reference to touchpoints – such as door handles, door plates, tables, chair arms, kitchen white-good handles, light switches, dispensers, flat surfaces such as bookshelves and internal ledges as well as various other areas.
- If you are responsible for cleaning, or look after staff and volunteers who do, you need to ensure that anyone working in the museum is instructed on the correct method for cleaning light switches/electrical outlets to avoid accidents.
- Light switches and electrical switch plates must only be cleaned using a slightly damp cloth (e.g. squirt the spray bottle onto the cloth and not directly onto the electrical switch plate or outlet) or with a sanitising wipe. This will help reduce the risk of electrocution.
- It would also be prudent to have another team member/volunteer on site if cleaning in high risk areas, to provide first aid or call for an ambulance if an incident occurs.

Questions to ask yourself

- Do your staff/volunteers or visitors need personal protective equipment (PPE) to provide catering or take away services? What level of equipment will you need? Not all protective equipment has the same safety level, and you may find that you have different requirements for different roles.
- Do you have enough hand washing stations throughout the staff and volunteer areas and the café areas open to the public? Diners may require a washing station before and after they eat/collect food.
- Can your tables be cleaned more regularly?
- What training and personal protective equipment will your staff and volunteers need?
- For re-opening as an eat-in café, plan how you could lay out your tables, maintaining that two-meter gap. You may have to reduce the number of covers you can serve.
- Would stools or chairs without arms be more hygienic than chairs with arms?
- Do you need to think about waited tables to remove risks? Can you reopen your café as a takeaway facility?
- Can you look into the practicalities of running a takeaway and what you could include on the menu?
- You might want to think about a reduced menu, with pre-packaged snacks. These will be more popular with visitors and reduce the number of staff required in the kitchen.
- Can you plan for cleaning tables between customers, and perhaps include signage to let diners know this?
- What will you do about self-service options such as ice cream freezers, drinks fridges, and hot drink machines? You will need to ensure that there is someone who can dispense these for sit down or take away.
- Can you set aside an area for visitors to eat their own food? Could you provide cleaning materials so visitors can clean a table before they eat?
- What will your policy be on reusable cups and how will you share that message with visitors?
- Are you set up for contactless payments in your café?
- If you decide not to reopen your café straight away, could your shop sell some pre-packaged snacks?
- Have you considered how to manage traffic flow in toilets and wash station areas? Will you need additional signage, a maximum number allowed into each facility, cones to direct people and hands-free methods of opening doors?

“Cafes are returning, but as less convivial places with bigger gaps between tables and patrons discouraged from lingering.”

New Statesman, May 2020,

<https://www.newstatesman.com/world/europe/2020/05/germany-lockdown-schools-opening-bundesliga-coronavirus-wave>

Resources

Government guidance for people who work in or run restaurants offering takeaway or delivery services.

<https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/restaurants-offering-takeaway-or-delivery>

Government guidelines on decontaminating public spaces during Covid-19
<https://www.gov.uk/government/publications/covid-19-decontamination-in-non-healthcare-settings>

How to make a face mask (not medical grade)
<https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/diy-cloth-face-coverings.html>

Hospitality guidance on social distancing
<https://www.hospitalitynet.org/opinion/4098099.html>

Government café guidance
<https://www.gov.uk/government/publications/covid-19-guidance-for-food-businesses/guidance-for-food-businesses-on-coronavirus-covid-19>

Food health and safety
<https://www.food.gov.uk/business-guidance/food-hygiene-for-your-business>

BBC article on reusable cup bans before lockdown
<https://www.bbc.co.uk/news/uk-51767092>

Selecting the right personal protective equipment
<https://www.hse.gov.uk/toolbox/ppe.htm>

Sample of personal protective equipment suppliers
<https://www.screwfix.com/help/disruption/>
<https://www.seton.co.uk/>
<https://www.consortiumeducation.com/>
<https://www.theportsmouthdistillery.com/product/hand-sanitizer-70-alcohol-500ml/>

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Table service regulations
https://www.legislation.gov.uk/uksi/2020/1029/pdfs/uksi_20201029_en.pdf

Face coverings and new rules
<https://www.gov.uk/government/publications/face-coverings-when-to-wear-one-and-how-to-make-your-own/face-coverings-when-to-wear-one-and-how-to-make-your-own>

<https://www.gov.uk/guidance/31-july-announcement#face-coverings>

Reopening Museums Toolkit

Museum Toilets

14/08/2020

Toilets are an area of concern for both visitors and staff in many museums and heritage sites. In the latest series of research conducted by ALVA, toilets came in the top three areas of concern, with 54% of potential visitors feeling more anxious about using toilets.

It is also clear that keeping your loos shut is not an option – 53% of visitors wouldn't visit, if the toilets were not open. Those sites in the UK who already opened their grounds have reported receiving a lot of phone calls asking about the toilets.

Case studies from the Netherlands have shown that the best approach to managing your toilets may depend on your audience and venue. Where a gallery made minor adjustments, they found that visitors were good at managing their own social distancing in the toilets. In contrast, a theme park has needed to install additional temporary toilets, which are cleaned after each family group.

The government's Safer Public Places document details the following measures for public toilets:

To help everyone maintain good hygiene, consideration should be given to:

- Sufficient provision of automated hand sanitising dispensers in public places.
- Where possible, providing either paper towels or electrical hand dryers in handwashing facilities.
- Using signs and messages to build awareness of good handwashing technique and other respiratory hygiene behaviours, e.g. around coughing and sneezing in public places.
- Configuration of toilet facilities to ensure they are kept clean, with social distancing achieved as far as possible and with best practice handwashing followed.
- Provision of more waste facilities and more frequent rubbish collection in public places.
- Minimising use of portable toilets.
- Enhanced cleaning for facilities that are heavily used

Telling people about your procedures in advance is also worth doing, to reassure your visitors. This could be done with a film or statement on your website.

"The toilets will be cleaned three times a day with virucidal cleaner and have external hand sanitisers/signage reminding people of hygiene and social distancing."

East Devon Council state the following in relation to cleaning regimes at their public toilets.

A Note on Safety

- **Please stay safe when sanitising your workspace.** Following a recent (fortunately non-fatal) electric shock incident in a council setting, **please remember that when sanitising your workspace, you should never clean any light switches or electrical outlets/sockets** unless you have been given specific responsibility for doing so. If you do have this responsibility, you must clean them using the proper procedure outlined below in order to stay safe.
- During the pandemic, sanitation has increased in all environments, with particular reference to touchpoints – such as door handles, door plates, tables, chair arms, kitchen white-good handles, light switches, dispensers, flat surfaces such as bookshelves and internal ledges as well as various other areas.
- If you are responsible for cleaning, or look after staff and volunteers who do, you need to ensure that anyone working in the museum is instructed on the correct method for cleaning light switches/electrical outlets to avoid accidents.
- Light switches and electrical switch plates must only be cleaned using a slightly damp cloth (e.g. squirt the spray bottle onto the cloth and not directly onto the electrical switch plate or outlet) or with a sanitising wipe. This will help reduce the risk of electrocution.
- It would also be prudent to have another team member/volunteer on site if cleaning in high risk areas, to provide first aid or call for an ambulance if an incident occurs.

Questions to ask yourself:

- Can you reduce the number of touch points in your toilets? Some museums have introduced sensor technology around flushing, soap/water dispensing and door opening. Alternatively, you may be able to prop open doors or replace dryers with single use paper towels.
- Could you create social distancing by limiting occupancy, reducing facilities in service or using signage? If space is tight, would an 'occupied/vacant' sign enable one family to use your facilities at any one time?
- Can you put up screens between urinals? Or take every other urinal out of use?
- How can you increase cleaning regimes and ensure toilets and particularly touch points (eg door handles, taps etc) are visibly being cleaned on a regular basis?
- Will you close your toilets for cleaning (to protect staff) or can you section off one set?
- Is there some maintenance you can do in preparation? Visitors will want hot water to wash hands, and long-handled taps and flushes (which can be wrist or elbow operated) may be preferable.
- If your museum already suffers from inadequate toilet provision, you may want to clearly signpost visitors to the closest external facilities. Do include this information in your marketing material so visitors can plan accordingly.

- Consider all your visitors when making your plans. For example don't take the accessible loo out of service, or restrict access to baby changing facilities. Your visitors will need these facilities during their visit.
- Are your sanitary and nappy waste collections regular, hygienic and fit for purpose?
- Would making your toilets gender-neutral reduce queueing times?
- Is there plenty of space for people to wait for others near the toilets? Can you create a waiting area?
- How will you ensure social distancing and high standards of cleanliness are maintained in staff toilets?

Resources

Article about some of the concerns and adaptation regarding toilets made in the US (23 May)

<https://www.independent.co.uk/life-style/coronavirus-public-toilets-lockdown-easing-parks-homeless-a9526556.html>

ALVA Recovery Trackers give insight into public opinion on visiting attractions

<https://www.aim-museums.co.uk/alva-attractions-recovery-tracker/>

Government guidance on safety measures for public places

<https://www.gov.uk/guidance/safer-public-places-urban-centres-and-green-spaces-covid-19>

BBC article on measures and approaches to reopening public toilets

<https://www.bbc.co.uk/news/uk-52774794>

Museum Toilets webinar held on 16 June – we expect the recording to be available through this website

<http://morticeconsulting.com/>

Government guidelines on decontaminating public spaces during Covid-19

<https://www.gov.uk/government/publications/covid-19-decontamination-in-non-healthcare-settings>

Personal Protective Equipment and Cleaning Suppliers

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Reopening Museums Toolkit

Museum Shops

04/09/2020

On 12 June, the Government updated the Health Protection regulations on preventing the spread of Covid-19 to further ease some of the lockdown restrictions. The changes mean that some museums may be able to reopen their cafes and shops from 15 June 2020 on the same terms as other non-essential retail businesses and cafes.

This means that museums can open their café or shop provided it is self-contained (i.e. separate from the museum building which remains off limits to the public) and customers can enter from a place outside the closed museum.

If these conditions apply to a museum and they wish to reopen their shop or café, they will need to follow the [Guidance for Shops and Branches](#) and/or the [Guidance for Food Businesses](#).

Please note that there are new rules regarding face coverings. Please see the resources section.

“Of course we're safe. There's a little shop.”

Doctor Who, Amy's Choice, 2010

A Note on Safety

- **Please stay safe when sanitising your workspace.** Following a recent (fortunately non-fatal) electric shock incident in a council setting, **please remember that when sanitising your workspace, you should never clean any light switches or electrical outlets/sockets** unless you have been given specific responsibility for doing so. If you do have this responsibility, you must clean them using the proper procedure outlined below in order to stay safe.
- During the pandemic, sanitation has increased in all environments, with particular reference to touchpoints – such as door handles, door plates, tables, chair arms, kitchen white-good handles, light switches, dispensers, flat surfaces such as bookshelves and internal ledges as well as various other areas.
- If you are responsible for cleaning, or look after staff and volunteers who do, you need to ensure that anyone working in the museum is instructed on the correct method for cleaning light switches/electrical outlets to avoid accidents.
- Light switches and electrical switch plates must only be cleaned using a slightly damp cloth (e.g. squirt the spray bottle onto the cloth and not directly onto the electrical switch plate or outlet) or with a sanitising wipe. This will help reduce the risk of electrocution.
- It would also be prudent to have another team member/volunteer on site if cleaning in high risk areas, to provide first aid or call for an ambulance if an incident occurs.

Questions to ask yourself

- Is your shop self-contained? Can you offer an alternative entrance to your shop that does not take visitors through exhibition spaces?
- Is your space big enough to accommodate social distancing?
- Will you need to remove shelving to make room?
- Will you be able to provide signage/screens and protective equipment around your till area?
- Will you be able to offer contactless payment options?
- If you must handle cash, what can you do to mitigate the risks associated with transfer contamination?
- Can you limit the number of lines you sell, and only display a certain number of the same item to reduce handling?
- Do you have enough staff or volunteers to man the shop safely and also handle the administration and banking tasks?
- Do you need to offer retraining opportunities for staff and volunteers so that they are confident with new hygiene procedures and also with the till etc?
- What queries do you anticipate the public will ask if they visit your shop? Is it worth thinking about these in advance so that your staff and volunteers are prepared?
- Have you got clear and consistent signage to help visitors know that they will need to wear a face covering?
- Have you considered selling face coverings in your shop, for visitors who may have forgotten theirs? You could create interesting and cheerful designs that match with your museum's collection.

Resources

Health Protection regulations (amendment 4)

<http://www.legislation.gov.uk/ukxi/2020/588/contents/made>

Guidance for shops from the government

<https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/shops-and-branches>

Guidance for food businesses

<https://www.gov.uk/government/publications/covid-19-guidance-for-food-businesses/guidance-for-food-businesses-on-coronavirus-covid-19>

Guidance from the Association of Convenience Retailers

<https://www.acs.org.uk/advice/covid-19-coronavirus>

Face coverings and new rules

<https://www.gov.uk/government/publications/face-coverings-when-to-wear-one-and-how-to-make-your-own/face-coverings-when-to-wear-one-and-how-to-make-your-own>

<https://www.gov.uk/guidance/31-july-announcement#face-coverings>

Reopening Museums Toolkit

Collections

23/10/2020

Whilst primary concerns may be about people during this pandemic, collections also have a role to play in preventing the spread of disease.

Historic surfaces and museum objects may need to be cleaned or redisplayed to prevent cross-contamination. Disinfecting historic surfaces can be a challenge, and there are a variety of methods you might want to think about. Some museums have considered fogging and UV methods to clean surfaces. Both are not currently recommended for historic materials or spaces that contain them, but fogging has been used in spaces that do not contain historic materials. You can cover objects in the space to be fogged, but you would need to see what chemicals are being used and (if water based) what effect this would have on the relative humidity in your space.

Museum objects on open display that are regularly touched may need to be covered to prevent touching, rather than subjected to regular cleaning.

Handling collections may need to be rethought and you might find the need for hand sanitiser in your galleries.

Questions to ask yourself

- Have you kept in touch with your lenders and any museums you are currently loaning material to? You may want to check in and confirm arrangements with donors.
- Have you been able to check the condition of your objects prior to opening?
- You might want to survey your galleries to identify objects/historic surfaces at risk of spreading disease and take steps to mitigate the risk.
- Do your visitors need access to gloves or hand sanitiser?
- Do handling collections need to be put away or dealt with in a more hygienic way?
- Have you considered how signage will impact on historic surfaces and flooring? If you have a historic property, you might want to think about alternatives – such as projecting signage, standing barriers, floor covering and signage applied to mats (beware of trip hazard), pavement decals, or using rubber arrows that don't need glue.

“Don't be complacent; hazards will not just go away and ignoring them could result in serious illness or injury.”

Hazards in Museum Collections, SHARE East

Resources

Clearing historic surfaces guidance from Collections Trust

<https://collectionstrust.org.uk/resource/covid-19-cleaning-historic-surfaces/>

South East Museum Development Collections at Risk Grant Scheme

<https://southeastmuseums.org/grants/collections-at-risk-grants/>

Advice on collections care prepared by conservation consultants Spencer & Fry

<https://southeastmuseums.org/resource-library/collections-care-guidance-during-the-covid-19-crisis/>

Hazards in collections (e-learning) from Museum of London

<https://hazardsincollections.org.uk/>

Cleaning historic surfaces

<https://historicengland.org.uk/coronavirus/historic-places/cleaning-disinfecting-historic-surfaces/>

Social distancing floor mats

<https://www.esedirect.co.uk/p-6243-social-distancing-floor-mats.aspx>

Hazards in Museums: A Collections Care Guide from ShareEast

<http://sharemuseumseast.org.uk/wp-content/uploads/2013/08/How-To-Guide-Hazards.pdf>

Conservation and care of collections during the Coronavirus pandemic from Collections Trust

<https://collectionstrust.org.uk/resource/conservation-and-care-of-collections-during-the-coronavirus-pandemic/>

Collection care in lockdown - things to consider from Collections Trust

<https://collectionstrust.org.uk/resource/collection-care-in-lockdown-things-to-consider/>

Assess and manage risk in collections care from Collections Trust

<https://collectionstrust.org.uk/resource/assess-and-manage-risk-in-collections-care/>

Caring for Heritage Collections during the Covid-19 Pandemic

Appendix 9

A case study on dealing with objects that can be touched:

https://museumsandheritagehighland.org.uk/re-opening-gairloch-museum-a-familiar-journey?utm_content=buffer43fae&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer

Cleaning Historic Surfaces

<https://historicengland.org.uk/coronavirus/historic-places/cleaning-disinfecting-historic-surfaces/>

Reopening Museums Toolkit

Security

14/05/2020

There are a number of measures required for the safe reopening of businesses. Museums must ensure that social distancing, which will continue for some time even after lockdown has been lifted, can be implemented safely and responsibly.

Specialists estimate that it will take businesses about 3 or 4 weeks to prepare their sites for reopening. This includes establishing clear guidance on the use of personal protective equipment (PPE).

Public Health England has said that one of greatest factors to consider is that the public will not only want to be safe as they return to leisure businesses, but they will want to *feel* safe.

The Health and Safety Executive has also added that museums should undertake comprehensive health and safety checks on all aspects of their businesses, as many sites have been unoccupied for several weeks.

Periodic security checks on your museum and its collections can be considered 'essential work'. One needs to have the Museum Director/Manager/Trustee write a letter granting a named member of staff permission to check on the security of the building and collection during lockdown.

The key to the successful recovery of this sector is building and maintaining customer confidence. Museums should only reopen when they feel it is safe and responsible to do so.

If your museum has been shut for over a month, you should undertake safety checks and cleaning measures, as well as reviewing and updating risk assessments.

Questions to ask yourself

- Have you checked the security of your premises prior to re-opening?
- Have you checked your alarms are working?
- Have you carried out a thorough health and safety risk assessment to ensure it is safe to open?
- Have you contacted your insurers to keep them informed?
- Have you communicated with your team to ensure they feel safe?
- Do you need additional support or facilities for people to access emergency services if required?

"This was the single most famous property theft outside war time."

Noah Charney on the theft of the Mona Lisa by Vincenzo Peruggia, 1911
<https://www.bbc.co.uk/news/magazine-25241576>

Resources

Keeping your collections safe during lock down from South East Museum Development Programme (SEMDP)

<https://southeastmuseums.org/resource-library/keeping-your-buildings-and-collections-safe-during-the-covid-19-crisis/>

Government advice on financial support for businesses

<https://www.gov.uk/government/collections/financial-support-for-businesses-during-coronavirus-covid-19>

Arts Council England's advice on meeting security and environmental requirements for the Government Indemnity Scheme (GIS)

<https://collectionstrust.org.uk/resource/gis-advice-on-meeting-security-and-environmental-conditions/>

Security checklist from South East Museum Development Programme (SEMDP) Appendix 3

Reopening Museums Toolkit

Legionella risks during the coronavirus outbreak 29/05/2020

Legionnaires' disease is a type of pneumonia which can cause serious illness in persons who are susceptible such as those over 50 years, smokers, and those with underlying health conditions.

The disease is caused by the growth of Legionella in building water systems which are not adequately managed. Closure of buildings, parts of buildings or their restricted use, can increase the risk for Legionella growth in water systems and associated equipment including evaporative air conditioning systems and other equipment if they are not managed adequately. ¹

If your building was closed or has reduced occupancy during the coronavirus (COVID-19) outbreak, water system stagnation can occur due to lack of use, increasing the risks of Legionnaires' disease.

You should review your **risk assessment** and manage the legionella risks when you:

- reinstate a water system or start using it again
- restart some types of air conditioning units

If the water system is still used regularly, maintain the appropriate measures to prevent legionella growth.²

Questions to ask yourself

- Has your building been closed or had reduced occupancy during the coronavirus outbreak? If so, water system stagnation can occur due to lack of use, increasing the risks of Legionnaires' Disease.
- Have you reviewed your Legionella risk assessment? You will have to document how you will protect staff, visitors and others from Legionella growth when your site is re-opened.
- Have you checked your local Council's and national guidelines about Legionella?
- Do you need expert advice? Get advice from an experienced water treatment advisor, public health or environmental health authorities.
- Was your water system drained before closing the premises during lockdown? The procedures you will need to follow to safely flush and restart your water system and air conditioning system varies depending on how your systems were managed during closure. For information on safely flushing and

¹ [ESGLI Guidance for Managing Legionella in Building Water Systems during the Covid-19 Pandemic](#), 2020

² [HSE advice on the risks of legionella during Covid-19 outbreak, 2020](#)

restarting your water system, please [download the full guidance](#) on managing Legionella in building water systems created by the European Society of Clinical Microbiology and Infectious Diseases (ESGLI).

- Do you need to get the water tested for Legionella? If so, this can take several weeks due to high demand.
- If you are going to flush water systems that haven't been used for several weeks, ensure you have the correct personal protective equipment to protect you from aerosols.

Resources

Really helpful guidance on managing Legionella in building water systems during the Covid-19 pandemic

https://www.esamid.org/fileadmin/src/media/PDFs/3Research_Projects/ESGLI/ESGLI_GUIDANCE_FOR_MANAGING_LEGIONELLA_IN_BUILDING_WATER_SYSTEM_S_DURING_THE_COVID-19_PANDEMIC_20200418_v02.00.pdf

UK government's guidance on Legionnaires' Disease during Covid-19 pandemic

<https://www.gov.uk/government/collections/legionnaires-disease-guidance-data-and-analysis>

Health and Safety Executive's advice on Legionella risks during Covid-19 outbreak

<https://www.hse.gov.uk/news/legionella-risks-during-coronavirus-outbreak.htm>

Health and Safety Executive's advice on Legionella risks in the workplace

<https://www.hse.gov.uk/legionnaires/workplace-risks.htm>

Legionella control and mothballed buildings

<https://www.urisk.co.uk/wp-content/uploads/2018/01/HSE-HSG274-Part-2.pdf>

<https://labmonline.co.uk/news/legionella-risk-warning-at-unoccupied-buildings-due-to-coronavirus/>

