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

Step 4 - What does it mean for your museum

The Government has outlined the next steps for how the economy can reopen. For the full details, please check their website: https://www.gov.uk/guidance/covid-19-coronavirus-restrictions-what-you-can-and-cannot-do


What does this mean for your museum?

Whist COVID-secure measures (including social distancing, ventilation and mask wearing) is no longer legally required in museums after 19 July 2021, the government is still encouraging some measures to be followed. You may feel that this is still appropriate for your organisation. This is likely if you have a small indoor space and feel that the risk of spreading infection is still a possibility.

You may feel that maintaining a policy of mask wearing and ventilation is still something that you and your workforce would like to continue – especially if your workforce has expressed concerns.

Be sure to consult with your own workforce whilst deciding how your museum will navigate reopening post 19 July 2021.

The key to navigating Step 4 is to make it easy for everyone to understand your museum’s own policy by putting up clear signage and communicating this through your marketing channels (e.g., website, social media, booking confirmation emails, etc).

Ensure your staff and volunteers fully understand your museum’s reopening procedures and are comfortable explaining them to visitors.

What guidance is available to help museums determine their reopening procedures?

Read COVID-19 Response: Summer 2021 for more information on how COVID-19 restrictions will be eased in England from 19 July 2021. You can also read the law that underpins these changes and the ongoing restrictions. The government will continue to monitor the data and the move to Step 4 will be confirmed one week in advance. https://www.gov.uk/government/publications/covid-19-response-summer-2021-roadmap/covid-19-response-summer-2021)

The National Museum Directors’ Council has issued this statement:
‘From 19th July, subject to progression to step 4, the government intends to lift the remaining mandatory Covid-19 restrictions in England. After this date museums may wish to retain some measures voluntarily depending on their local context, audience/staff response and operational requirements. If doing so, museums should ensure that this is clearly communicated to visitors and staff. When further Government guidance is issued, NMDC Good Practice Guidelines will be updated to reflect this.’ ([https://www.nationalmuseums.org.uk/coronavirus-update/nmdc-good-practice-guidelines-opening-museums/](https://www.nationalmuseums.org.uk/coronavirus-update/nmdc-good-practice-guidelines-opening-museums/))

The Arts Council for England has also issued a statement:
‘Creative and Cultural spaces will need to consider and choose which other measures they continue to ask their visitors and audiences to take, in order to reduce the possible spread of Covid-19.’ Read the full statement here: [https://www.artscouncil.org.uk/re-opening-everyone](https://www.artscouncil.org.uk/re-opening-everyone)

The Association of Leading Visitor Attractions (ALVA) have produced some guidance on reopening based on results from recent ‘visitor sentiment’ which suggested that visitors would be more comfortable with some Covid-safety measures remaining in place until the end of summer. See ALVA’s Guidance for Reopening [https://www.alva.org.uk/details.cfm?p=403&codeid=851](https://www.alva.org.uk/details.cfm?p=403&codeid=851).

Next Steps

**Step 4 (19th July 2021 onwards)**

Cases are high and rising, everybody needs to continue to act carefully and remain cautious. If there is an outbreak of a variant of concern, you may need to follow different local procedures. There may be additional advice for your area. Find out what you should do.

The emphasis is on personal responsibility in Step 4, and you will be required to:

- Test when you have symptoms, as well as targeting asymptomatic tests in educational settings;
- Workplaces should help people manage their personal risk;
- Isolate when you test positive or when contacted by NHS Test and Trace;
- There is also cautious guidance for individuals, businesses and the vulnerable whilst the prevalence is high including:
- Working from home if you can (even though government is no longer instructing people to);
• The government expects and recommends a gradual return to office-based working over the summer;
• The government expects and recommends that people wear face coverings in crowded areas such as public transport;
• Try to be outside or let fresh air in;
• Minimise the number, proximity and duration of social contacts;
• The government encourages and supports businesses and large events to use the NHS Covid Pass in high risk settings. The government will work with organisations where people are likely to be in close proximity to others outside their household to encourage the use of this. If sufficient measures are not taken to limit infection, the Government will consider mandating certification in certain venues at a later date.
• Clinically extremely vulnerable people are advised, as a minimum, to follow the same guidance as everyone else. Organisations can read further guidance on protecting people who are clinically extremely vulnerable.

The measures at Step 4 include the following:

• All remaining limits on social contact (currently 6 people or 2 households indoors, or 30 people outdoors) will be removed and there will be no more restrictions on how many people can meet in any setting, indoors or outdoors;
• Social distancing rules will be lifted. You should continue to consider the risks of close contact with others, particularly if you are clinically extremely vulnerable or not yet fully vaccinated. People will not need to stay 2 metres apart from people they do not live with. There will also be no limits on the number of people that can meet in groups;
• However, to minimise risk at a time of high prevalence, people should limit the close contact they have with those they do not usually live with and increase close contact gradually. This includes minimising the number, proximity, and duration of social contacts;
• People should meet outdoors where possible and let fresh air into homes or other enclosed spaces;
• The Government is no longer instructing people to work from home if they can. However, the Government expects and recommends a gradual return over the summer. It is recommended that there is a gradual return to on-site volunteering rather than an immediate return of all roles;
• The requirement to wear face coverings in law will be lifted. However, the Government expects and recommends that people wear face coverings in crowded areas such as public transport;
• All settings will be able to open. Large events, such as music concerts and sporting events can resume without any limits on attendance or social distancing requirements. All businesses can re-open but should continue to
follow the principles set out in the working safely guidance to exercise their legal duties to manage risk:

- COVID-19 has not gone away, so it’s important to remember the actions people can take to keep themselves and others safe. Everybody needs to continue to act carefully and remain cautious.

Questions to ask yourself

- Step 4 has big implications for all the museums in England. So, what does it mean for yours?
- You might want to consider how the workforce will feel about the easing of restrictions? Are they worried about it?
- Have you spoken to your staff/volunteers about it to see what they are comfortable with? Are your volunteers happy to serve visitors without face coverings? Some museums are recommending visitors wear masks and are making sure they have a box at the entrance for those who don’t have one.
- There are many different reasons people may not want to wear a mask – for example to communicate better with young children/those who are hard of hearing. Is this something you will need to speak to your staff/volunteers about?
- Have you considered how the public might want to interact with you now? Will they understand your museum’s policy and what will happen if visitors chose not to follow that policy? Some museums are providing staff/volunteer training to support them in dealing with visitors who refuse to follow the museum’s policies. Is this something you think you might need?
- How can you effectively communicate your museum’s policy on Covid-secure measures to your visitors?
- How will you reassure clinically vulnerable staff/volunteers as the situation changes? Will you need to consider a change of duties for those staff/volunteers who are not comfortable in front of house duties?
- Have you revised your risk assessment, taking into account the current infection rate in your area? How will you monitor changes to this? Will you need to keep an eye on local news reports or listen to radio bulletins to keep up to date?
- Do you need to put your own museum policy in place to continue with Covid-secure methods if the risks are still high on your site?
- Are you anticipating a change of visitor demographic? You may want to think about doing some audience scoping to get an idea of who to expect. Further information can be found in the fact sheet entitled ‘Audiences’ within this document.
- How often do you need to clean/wipe down the premises? Does this need to change with the easing of restrictions? Hygiene is a big topic to get to grips with, and there is some great information in the following fact sheets that you can find in this document:
  - ‘Hygiene’
  - ‘Hygiene for Cafés and Catering Stations’
  - ‘Museum Toilets’
• ‘Museum Shops’
• ‘Collections’

Ventilation is important. How can you best ventilate your spaces without introducing undue risks to the collection? See the ‘Ventilation’ factsheet for more information.

How will you manage group visits? Do you have spaces for large groups to congregate away from other visitors, to ensure everyone feels comfortable? If you are running talks and tours will you need to restrict numbers?

Will your museum want to work with schools again? It is a good idea to open a dialogue with your local schools before considering the return of school groups to your site. Please also see the fact sheet within this document on working with schools entitled ‘Schools, Learning and SEND.’

Many organisations are moving to a more flexible way of working, offering staff an opportunity to work from home for a proportion of the week. How would you respond to those requests?

Some organisations are asking staff and volunteers to take regular lateral flow tests. Are you considering doing so?

Some museums are struggling with staffing as large numbers have to self-isolate due to a ping from the track and trace app. Have you thought about your contingency plans if you don’t have enough people to open the museum? How will you get the message out to your visitors if that happens?

Are you keeping up to date with the most relevant information coming from the government?

Are all staff and volunteers clear on the measures you have removed and those that remain? Use signage to reinforce those messages for visitors and staff.

Be prepared to adapt! Some museums are keeping their signs and barriers in case they need to put 2m social distancing in place again.

‘A good plan is like a road map: it shows the final destination and usually the best way to get there.’  H. Stanley Judd

Resources

Step 4 press release

Government Roadmap

Government guidance on school visits
Workplace coronavirus lateral flow testing
https://www.gov.uk/get-workplace-coronavirus-tests

Virtual Museum Tours

Pendon Museum
https://pendonmuseum.com/tour-introduction

National Paralympic Heritage Trust
https://www.paralympicheritage.org.uk/Event/virtual-exhibitions

Jane Austen’s House from home – virtual tours and other online content
https://janeaustens.house/

Stakeholder and Influencer Toolkit
Appendix 28

Advice for clinically vulnerable
COVID-19: guidance on shielding and protecting people defined on medical grounds as extremely vulnerable - GOV.UK (www.gov.uk)

The legal regulations
The Health Protection (Coronavirus, Restrictions) (Steps) (England) Regulations 2021 (legislation.gov.uk)

Advice for reopening businesses

What you can and cannot do

The Government’s recovery strategy

Everything you need to know about risk assessments
https://mdem.org.uk/more-information/useful-resources/creating-safe-environment/#.XrPy30nsbv8

ALVA’s own recommendations on social distancing
https://www.alva.org.uk/details.cfm?p=403&codeid=851

MDUK Coronavirus bulletin 2021.07.19 (containing lots of useful links for reopening)
Appendix 30

NMDC Good Practice Guidelines for reopening
Reopening Museums Toolkit

Are you ready to reopen? 22/07/21

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.

Returning to work safely

For museums that have been closed for a significant period of time, plans will need to be shaped to take into account new ways of working. ALL businesses need to remember that they have a legal duty to conduct a COVID risk assessment before re-opening. This highlights a variety of other risks, in addition to those associated with COVID-19, which may be applicable to your museum. A good risk assessment will help you begin your preparations to ensure that your staff/volunteers and visitors can reopen safely. You can find information on how to do your risk assessment in the resources section at the end of this section.

You may need to write new policies, create new ways of working and develop measures within your own museum that make staff, volunteers and visitors feel safe.

Museums and charities can apply for ‘rapid lateral flow’ test kits, which will help you to undertake testing for staff and volunteers. You can register directly on https://www.gov.uk/get-workplace-coronavirus-tests to order free coronavirus rapid lateral flow tests to carry out regular asymptomatic testing of staff and volunteers.

Questions to ask yourself

- Is it possible to reopen?
- Will your museum be required to reopen in a different capacity to how it operated before?
- 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 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? Do you need to recruit new team members?
● 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 or collections care costs?
● 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 NHS 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. QR codes can also be downloaded if you have access to internet and phone signals on your site.
● Have you checked your equipment? Equipment that has been stored and unused for long periods of time may have deteriorated, so you might need to check this to ensure it is fit for purpose.
● Do you have enough people to run your operation? If you use agency staff or casual workers, circumstances may have changed. Make sure you allow plenty of time to find the people you need and to train them up if necessary.
● People who have been inactive may have seen a decline in their fitness levels, increasing the risk of injury or accident. Where physical fitness is necessary for a role, for example by housekeeping staff, it is worth considering how workers can be supported to regain their pre-pandemic fitness levels.
● Returning to the workplace may be difficult for some employees making them more susceptible to workplace stress. Situations such as mixing with others and dealing with members of the public may be particularly challenging. Talking to your staff/volunteers is an important step to help manage concerns, if you need help in planning how to do this we have some helpful advice here: https://www.hse.gov.uk/coronavirus/working-safely/talking-to-your-workers/index.htm
● Some museums are struggling with staffing as large numbers have to self-isolate due to a ping from the track and trace app. Have you thought about
your contingency plans if you don’t have enough people to open the museum? How will you get the message out to your visitors if that happens?

- Have you considered the fact that some team members may have faced difficult times during the pandemic and may need additional support? Support for bereavement and mental health issues can be found here: https://www.nhs.uk/mental-health/nhs-voluntary-charity-services/charity-and-voluntary-services/get-help-from-mental-health-helplines/

- Have you considered how staff who have worked through the pandemic may interact with those who have been furloughed? Will you need to set aside time for additional training and upskilling, or support for those who may have volunteered or worked during and are now facing burnout?

“...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.”


Resources

Latest information from the Government
https://www.gov.uk/coronavirus

Government Heritage Reopening Guidance

Guidance and resources for local authority museums

AIM Museum Reopening Guidance and Checklist
https://www.aim-museums.co.uk/museum-reopening-guidance-checklist/

The Government's recovery strategy

Statement from Museums Association

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

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)

Appendix 14

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

Opening up green spaces

What others are doing to prepare

Visit England Kitemark
http://maxemail.visitbritain.com/rsps/m/3Aln3A404cTLfGsiUz-Kk7H5p0lGXjC64HpO9K9z7Zl

‘Know Before you Go’ and ‘We’re Good to Go’
https://www.visitbritain.org/know-you-go-faqs
https://goodtogo.visitbritain.com/

Useful information from Scotland
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

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

Guidance on Events

Event Safety Alliance Guide to Reopening (USA)
https://www.eventssafetyalliance.org/esa-reopening-guide

NHS COVID-19 early outbreak management (arts, heritage and cultural sites)
Appendix 18

NHS COVID-19 early outbreak management (tourist attractions)
Appendix 22

Office ventilation

New Rules on Social Gatherings


Museums reopening as vaccination centres

Information on The Tier System
Appendix 25
How to get workplace Coronavirus tests
https://www.gov.uk/get-workplace-coronavirus-tests

NMDC Good practice guidelines

Guidance for office working

Re-opening outdoor hospitality safely

Covid-19 Secure notice

Business Events Advice

EMBED reopening recommendations guidelines
https://embed.org.uk/covid-19-reopening

New guidance for Weddings and Civil Partnerships

Covid-19 testing guidance for employers

Government Guidance Coronavirus: how to stay safe and help prevent the spread

Working safely during Covid-19
https://www.gov.uk/guidance/working-safely-during-covid-19
Guidance on working safely during Covid-19 for events and attractions
https://www.gov.uk/guidance/working-safely-during-covid-19/events-and-attractions

MDUK Coronavirus bulletin 2021.07.19 (containing lots of useful links for reopening)
Appendix 30

NMDC Good Practice Guidelines for reopening
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Track and Trace

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.

The government has also issued new requirements for the Track and Trace system: https://www.gov.uk/guidance/maintaining-records-of-staff-customers-and-visitors-to-support-nhs-test-and-trace The obligations have now changed for when museums re-open. Organisations will now have to take contact details for everyone over 16 and not just the lead of the party (or they can use the Track and Trace App). This includes for events as well as general visits. You also now have a legal duty to take all reasonable steps to deny entry to any person that refuses to check in. You can find out more here: https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/the-visitor-economy#sec-1-5

For the latest information on changes to the Track and Trace system: https://www.gov.uk/guidance/nhs-test-and-trace-workplace-guidance

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.

All the visitors need to check in using the NHS app or with a paper Track and Trace system, with the exception of children. Rules are changes around this requirement so do check the latest government guidance.

If a visitor refuses to check in (either on paper of digitally) then that person should be refused entry.

You can create your own QR poster here: [https://www.gov.uk/create-coronavirus-qr-poster](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?
- Some museums are struggling with staffing as large numbers have to self-isolate due to a ping from the track and trace app. Have you thought about your contingency plans if you don’t have enough people to open the museum? How will you get the message out to your visitors if that happens?

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).’


Resources

Government Heritage Reopening Guidance

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


Information on online ticketing through Art Tickets (a free system offered via Art Fund)
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
Appendix 16

Customer Logging – A toolkit for businesses
Appendix 19

NHS Maintaining Records of Staff, Customers and Visitor Logs FAQs
Appendix 20

Maintaining records of staff, customers and visitors to support NHS Test and Trace
Appendix 21

Hospitality Fact Sheet
Appendix 26

Information on requirements to maintain records
https://www.gov.uk/guidance/maintaining-records-of-staff-customers-and-visitors-to-
support-nhs-test-and-trace

What to do if you have a case of Covid in your organisation - Covid-19 Action List
Appendix 27

Guidance on maintaining Test and Trace records
https://www.gov.uk/guidance/maintaining-records-of-staff-customers-and-visitors-to-
support-nhs-test-and-trace
Reopening Museums Toolkit

Staffing  22/07/2021

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.

When entering Step 4, the rules around social distancing and face masks will change. Whilst these may no longer be legally required, much of the guidance is still encouraged. Your staff, volunteers and visitors will also have their own worries and preferences around these issues. For more information on Step 4 and what it means for your museum, please see the section on Step 4 and What It Means For Your Museum.

Questions to ask yourself

● Have you done a comprehensive risk assessment for returning staff to ensure they will be safe?
● 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 help make them Covid-secure?
● Can some staff continue to work from home?
● Will you need more hand washing facilities?
Will you need to investigate costings and practicalities for Covid-secure measures? These might include screens at pay points, signage and zone markings on the floor – depending on what your workforce and visitors are comfortable with.

Will your staff need to use public transport to access your site? Can the risks of this be mitigated?

Have you investigated costings and practicalities for more regular and more thorough cleaning?

Will your staff need training on additional hygiene practices?

Have you considered the fact that some team members may have faced difficult times during the pandemic and may need additional support? Support for bereavement and mental health issues can be found here: https://www.nhs.uk/mental-health/nhs-voluntary-charity-services/charity-and-voluntary-services/get-help-from-mental-health-helplines/

Have you considered how staff who have worked through the pandemic may interact with those who have been furloughed? Will you need to set aside time for additional training and upskilling, or support for those who may have volunteered or worked during and are now facing burnout?

“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. 

Health and Safety advice

Government guidance for businesses

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

Risk Assessment template
Appendix 4

General information on reopening museums in America

Workers’ Rights

Advice on face coverings
https://www.gov.uk/government/publications/staying-safe-outside-your-home/staying-safe-outside-your-home

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

Managing People Through Uncertain Times

Guidance for office working

What to do if you have a case of Covid in your organisation - Covid-19 Action List
Appendix 27

‘We offer testing to our staff’ scheme

10 Employee Rights You Should Know
https://manaksolicitors.co.uk/services/employment-law/ten-employee-rights-you-should-know/

Health and Wellbeing in Museums Toolkit

Covid-19 testing guidance for employers

Government Guidance Coronavirus: how to stay safe and help prevent the spread

Working safely during Covid-19
https://www.gov.uk/guidance/working-safely-during-covid-19

Guidance on working safely during Covid-19 for events and attractions
Reopening Museums Toolkit

Volunteers 22/07/21

With many volunteers finding themselves in the clinically vulnerable 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 Covid-secure changes. 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 a long time. 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.

With the introduction of Step 4, you may want to consult your volunteers on what they are comfortable with. For more information on this please see the section on Step 4 and What It Means For Your Museum.

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?

As always, it should be a volunteer’s personal choice whether they wish to volunteer, including outside their home, and they should not be compelled to do so by their organisation or group.

Once people are no longer required to stay at home, it will still be important to volunteer from home where possible.

Shielding Volunteers

From 1st April 2021, clinically extremely vulnerable people will no longer be advised to shield. Like everyone else, people in this group should volunteer from home where possible.
possible. Shielding volunteers can also choose to volunteer outside their homes. However, if you or your volunteers are shielding it is advised to take extra steps to keep yourselves safe. This includes minimising:

- The number of social interactions you and your volunteers have;
- The time you and your volunteers spend in places where maintaining social distancing is difficult.

Museums and charities can also apply for ‘rapid lateral flow’ test kits, which will help you to undertake testing for staff and volunteers who cannot work from home. You can register directly on [https://www.gov.uk/get-workplace-coronavirus-tests](https://www.gov.uk/get-workplace-coronavirus-tests) to order free coronavirus rapid lateral flow tests to carry out regular asymptomatic testing of staff and volunteers who cannot work from home.

Volunteer-involving organisations should also ensure their workplaces meet [coronavirus safety standards](https://www.gov.uk/coronavirus).

The Government has also issued special advice for volunteers working during the Covid-19 pandemic: [https://www.gov.uk/coronavirus-volunteering](https://www.gov.uk/coronavirus-volunteering)

[GOV.UK](https://www.gov.uk) guidance relating to volunteering is set out in four parts:

- ‘Coronavirus (COVID-19) volunteering’ is aimed at members of the public who are interested in, or are currently, volunteering ‘formally’ with an organisation. This guidance helps users find volunteering opportunities and understand how to stay safe while volunteering;
- ‘Coronavirus: How to help safely’ is aimed at members of the public who are interested in, or are currently, volunteering ‘informally’ in their local community. This guidance helps users to understand how to volunteer safely, and how people can stay safe if a volunteer is helping them;
- ‘Enabling safe and effective volunteering during coronavirus (COVID-19)’ is aimed at volunteer-involving organisations and groups, and helps them to understand how to involve volunteers safely and effectively in their work;
- ‘The role of volunteers’ is aimed at volunteer-involving organisations and groups and provides a list of links to guidance on volunteering, including guidance on [GOV.UK](https://www.gov.uk) and from VCSE sector bodies and arms-length bodies.

The full guidelines can be found [here](https://www.gov.uk), whilst you can read a summary below:

If you need to carry out security or conservation checks as a volunteer, this is allowed. Further information can be found here: [https://www.gov.uk/guidance/enabling-safe-and-effective-volunteering-during-coronavirus-covid-19](https://www.gov.uk/guidance/enabling-safe-and-effective-volunteering-during-coronavirus-covid-19)

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 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?

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 in 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.

Have you considered the fact that some volunteers may have faced difficult times during the pandemic and may need additional support? Support for bereavement and mental health issues can be found here: https://www.nhs.uk/mental-health/nhs-voluntary-charity-services/charity-and-voluntary-services/get-help-from-mental-health-helplines/

Have you considered how volunteers who have worked through the pandemic may interact with those who have been furloughed? Will you need to set aside time for additional training and upskilling, or support for those who may have volunteered or worked during and are now facing burnout?

“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.

Volunteering resources
https://knowhow.ncvo.org.uk/coronavirus/involving-volunteers

How to make a face mask (not medical grade)

Volunteering services online
https://www.ncvo.org.uk/ncvo-volunteering

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

Risk Assessment template
Appendix 4

Places to advertise volunteering opportunities
https://www.ncvo.org.uk/ncvo-volunteering/i-want-to-volunteer
https://www.furlonteer.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

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

Returning to Volunteering

Guidance on Shielding

Guidance for Volunteers
https://www.gov.uk/volunteering/coronavirus-volunteering

Helping Safely
Legal Perspective

Safe and effective volunteering guidance

DCMS guidance signposting
https://nya.org.uk/guidance/

Guidance for office working

Government advice for volunteers
https://www.gov.uk/coronavirus.volunteering

What to do if you have a case of Covid in your organisation - Covid-19 Action List Appendix 27

‘We offer testing to our staff’ scheme
https://www.gov.uk/government/news/new-we-offer-testing.to-our-staff.scheme-launched

Health and Wellbeing in Museums Toolkit

Covid-19 testing guidance for employers/volunteer managers

Government Guidance Coronavirus: how to stay safe and help prevent the spread

Working safely during Covid-19
https://www.gov.uk/guidance/working-safely.during.covid-19

Guidance on working safely during Covid-19 for events and attractions
https://www.gov.uk/guidance/working-safely.during.covid-19/events-and.attractions
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:
o a fluid-repellent surgical mask
o disposable gloves
o eye protection
o 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, googles 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

HSE guidelines for first aid during coronavirus

HSE information on First Aid qualification extensions

St John Ambulance guidance for first aiders during covid-19

Government guidelines on decontaminating public spaces during Covid-19

Personal Protective Equipment and Cleaning Suppliers
Appendix 8

Safety Action Bulletin Example
Appendix 23
Reopening Museums Toolkit

Audiences

22/07/2021

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).
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.

Guidance stating that face coverings and visors should be worn in close contact services will now become law. (from 24 September)

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.”


Resources
Market Prospects for ALVA Members when the pandemic abates
Appendix 1

ALVA Attractions Recovery Tracker

Examples of video tours for visitors
https://www.painshill.co.uk/visiting-painshill-covid-19-pandemic/

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/

‘Know Before you Go’ and ‘We’re Good to Go’
https://www.visitbritain.org/know-you-go-faqs
https://goodtogo.visitbritain.com/

Face coverings and new rules

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

How to practise responsible tourism during COVID-19

Culture Restart Audience toolkit
https://www.indigo-ltd.com/culture-restart-toolkit
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 Interacts

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 Heimbrook, MuseumNext

Resources


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


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/

Visit Britain ‘We’re good to go’ industry standard
https://www.visitbritain.org/business-advice/were-good-go-industry-standard

NHS Covid Pass
https://www.gov.uk/guidance/nhs-covid-pass
Reopening Museums Toolkit

Marketing

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 year 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.
- Explaining your museum’s policy on Covid-secure measures.
- 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/caféd/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 they 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/

Upskill in digital marketing with free Google training courses
https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing?ds_kid=43700053482823638&gclid=Cj0KCQjwz4z3BRCgARIsAES_OVcG5KsRnEneNy6bs9V_OwOD9H0qI-xdhe3u9Z1Z9ZMnzj4CYrUa9v4aAiySEALw_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.visitbritain.org/know-you-go-faqs
https://goodtogo.visitbritain.com/

How to practise responsible tourism during COVID-19

‘We offer testing to our staff’ scheme
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

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=Cj0KCQjw7qn1BRDqARIsAKMbHDbWCr1rlMuki8Phas0dQH9CAIMZ2xJOqHWeTeFE8WQcfeBkH1sp8PQAamF9EALw_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

General resources from Disability Collaborative Network
https://www.musedcn.org.uk/

Digital planning and development
www.embed.org.uk

Partnership working

Embed guide to reopening
https://embed.org.uk/covid-19-reopening
During the UK’s second period of lock down, the government has issued the following advice:

‘The guidance for full opening: schools, sets out the department’s position in relation to educational visits. In line with this guidance, providers should not offer overnight or residential trips for children.

The government will keep this position under review and continue to be guided by the best scientific and medical advice to ensure that the right decisions are taken at the right time.

The government also advises against any overseas trips for children under 18 organised by educational settings.

Providers can, however, offer non-overnight domestic educational visits or trips. This should be done in line with protective measures, such as keeping children within their consistent group, relevant COVID-secure travel arrangements and the COVID-secure measures in place at the destination. Providers should consult the health and safety guidance on educational visits for advice on undertaking risk assessments to ensure educational visits can be done safely. As part of this risk assessment, providers will need to consider what control measures need to be used and ensure they are aware of wider advice on visiting indoor and outdoor venues.

However, providers should also check whether additional restrictions apply in their area by visiting the local COVID alert levels guidance. Where providers operate in an area that has a ‘very high’ alert level, they should not travel outside this area for the purpose of an education visit. Providers should also not travel into an area with a ‘very high’ alert level for the purpose of educational visits.’

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.”


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

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

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

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/

Information for schools
https://workingfamilies.org.uk/articles/coronavirus-schools/
Reopening Museums Toolkit

Finance  15/01/2021

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.

You can find a summary of governmental support here: summary of all the financial support

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.”


Resources

British Retail Consortium guidance on re-opening

South East Museum Development’s online income generation guidance

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

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


Example of a small museum shop online
https://shop.pendonmuseum.com/

VAT Deferrals

Retail guides for smaller museums
https://southeastmuseums.org/resource-library/effective-retail-guilfoyle/

Example Cash Flow Graphs
Appendix 5

Example Cash Flow Headings
Appendix 6

Business grants from the government

Eligibility quiz for government grant scheme
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 it 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/](https://www.aim-museums.co.uk/coronavirus-resources-insurance/)

AIM Risk Management

How to write a risk assessment
Information from AXA  
https://www.axa.co.uk/coronavirus/

Example of a museum’s public facing liability information for visitors  
https://www.yorkmuseumstrust.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
Social Distancing

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 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 lifted restrictions on social gatherings of more than 6 people, as well as on social distancing. However, this is still encouraged and you might feel that your museum would benefit from a policy to continue with social distancing.

Questions to ask yourself

- Will your museum continue with social distancing? Is it right for your organisation?
- How will you communicate that to your visitors?
- 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?
- If you are going to continue with a policy of social distancing, will you enforce this with your visitors – and what will that look like?
- 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

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

Government guidance for social distancing in a range of workplace scenarios

Workplace advice from Unison
Ventilation has become something all museums need to think about now, as the risk of transmitting the virus is higher in poorly ventilated areas. The law has always required that employers make sure there’s an adequate supply of fresh air in enclosed areas, but this is more crucial now than ever and this can be challenging if your museum is located in a historic or small space.

Ventilation is just one of a range of measures used to control the spread of viruses, and its use should be balanced against other negative impacts such as increased pollution, energy, noise, security, health, well-being and environmental conditions.

The government has outlined the following advice in Step 4 of the roadmap:

‘Operators will still be encouraged to use outside space where practical, and to consider the supply of fresh air to indoor spaces. Carbon dioxide (CO2) monitors could be used to help identify where a space is poorly ventilated with businesses encouraged to take steps to improve ventilation if CO2 readings are consistently high.’

If opening up windows or doors to improve the ventilation in your museum to prevent the spread of Covid-19, consider if this has an impact on the security of your site and if additional measures such as increased invigilation will be needed. Be aware of where water ingress may be an issue if it rains, and have a plan in place to close any relevant windows/doors if it does. Keep an eye on any environmental monitoring and consider if windows need to be closed when it is damp outside and the relative humidity inside is getting higher. Opening windows may also increase the ingress of insects, birds, dust and pollution. Consider if some windows have a higher risk of this than others (for example a window above a busy street or a frequently used gravel path will let in more pollutants and dust).

Insect pest management (IPM) should also be carried out to monitor for a potential increase in insect activity. If an increase is seen, action needs to be taken quickly to deal with any infestations. If your windows have UV absorbing film on them then remember that opening them will allow UV light in. In this case any objects sensitive to UV damage (textiles, watercolours etc.) may be best moved or covered.

You will need to consider your environment carefully and make sure you are assessing all of your needs as well as the risk of infection.

Maximising the fresh air in a space and this can be done by:

- **natural ventilation** which relies on air flow through windows, doors and air vents that can be fully or partially opened;
• **mechanical ventilation** using fans and ducts to bring in fresh air from outside, or a combination of natural and mechanical ventilation, for example where mechanical ventilation relies on natural ventilation to maximise fresh air.

By ensuring that ventilation is increased, you will be reduce the risks of transmission as part of making your workplace COVID-secure.

**Questions to ask yourself**

- What common-sense approaches can you take to improve air flow in your space? This could be as simple as opening the windows or ensuring that doors are kept open during visitor hours and when staff and volunteers are in the building.
- If you have a challenging space where ventilation has been an issue before, can you consider changing the route around that space to help people stay in well ventilated areas?
- Can you make use of other areas in your building, such as outdoor spaces if you have any?
- How will improved airflow effect you staff and volunteers? Will you need to remind them to wear warm clothing, or even use this as an opportunity to provide them with branded jumpers or fleeces?
- How will it effect your collection items? Will you need to keep a closer eye on your environmental monitoring for temperature changes and pests that might be more likely to come inside?
- Are your collection items on open display or packed/in secure cases? Extra layers of protection will help to buffer negative effects of increased ventilation on their conservation (such as changes in temperature, exposure to light levels and pollution).
- What security implications might you have to consider – and can you mitigate these with additional security measures?
- If you think the risk to your objects is too great, could you think about holding them in another area where their conditions will be more beneficial? Would this mean removing those items from display for a short time, and if so, is that something your visitors would be happy with?
- Consider doing a risks versus benefits analysis of the benefits of ventilation on the Covid risks versus the risk to your collection/site.

*“Fresh air impoverishes the doctor.”*  
*Danish Proverb*

**Resources**

HSE Ventilation and air conditioning during the coronavirus (COVID-19) pandemic guidance  
Natural ventilation

Mechanical ventilation

Advice from Historic England

Environmental information for the Government Indemnity Scheme
https://www.artscouncil.org.uk/protecting-cultural-objects/government-indemnity-scheme#section-1

Government guidelines on ventilation

Gov/HSE guidance on Ventilation and air conditioning during the coronavirus (COVID-19) pandemic is at Ventilation and air conditioning during the coronavirus (COVID-19) pandemic (hse.gov.uk)

NMDC Museum Good Practice Guidelines were updated in April to include information on ventilation Nmdc Good Practice Guidelines For Reopening Museums - National Museum Directors' Council Website (nationalmuseums.org.uk) Page 18/19.

Briefing note on CO2 monitoring and monitors
Appendix 29
Hygiene

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.

With the introduction of Step 4 of the roadmap, face coverings are no longer mandatory. However, the government is still encouraging people to wear face coverings in enclosed public spaces where there are people they do not normally meet (including museums), as well as maintaining good hygiene practices.

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 to 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. If you are going to require visitors to wear a face covering as your museum’s policy, you will need to explain this in your marketing channels.

● 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 police 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 condition 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

Government advice on face coverings

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)

Government guidelines on decontaminating public spaces during Covid-19

Current guidance from the Resuscitation Council for First Aiders
Sample of personal protective equipment suppliers
https://www.screwfix.com/help/disruption/
https://www.seton.co.uk/
https://www.consortiumeducation.com/

Providers of historical carbolic soap
https://carbolicsoap.com/
https://www.jupitersoaps.co.uk/

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Sustainable approached to Museum Waste
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Hygiene for cafés and catering stations

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.

Once Step 4 is introduced in England, social distancing and face coverings will no longer be mandatory, but they will still be encouraged. There will no longer be restrictions on the number of people who can meet.

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 to 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.

Government guidelines on decontaminating public spaces during Covid-19

How to make a face mask (not medical grade)

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

Government café guidance

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/

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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)

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

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

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Museum Shops

16/07/2020

With the introduction of Step 4 on the 19th July, restrictions on social distancing, face coverings and groups will come to an end. Shops will be able to open and trade as normal.

However, if you wish to put your own Covid-secure policies in place (such as mandatory face coverings for customers), there are additional things to think about. Please see our fact sheet Step 4 and What It Means For Your Museum.

There is dedicated guidance for shops and food businesses here: Guidance for Shops and Branches and/or the Guidance for Food Businesses.

“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 space bid enough to accommodate social distancing if you wish to practise it?
- 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)

Guidance for shops from the government

Guidance for food businesses

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/guidance/31-july-announcement#face-coverings
Reopening Museums Toolkit

Collections

22/07/2020

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

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

Hazards in collections (e-learning) from Museum of London
https://hazardsincollections.org.uk/

Cleaning 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

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

Collection care in lockdown - things to consider from Collections Trust

Assess and manage risk in collections care from Collections Trust

Caring for Heritage Collections during the Covid-19 Pandemic Appendix 9

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

Cleaning Historic Surfaces

Keeping collections and building safe during lockdown

Museums Partnership Report: Sharing Collections 2018/19
Reopening Museums Toolkit

Security

There are a number of measures required for the safe reopening of businesses. Museums may wish to continue to practice social distancing and additional hygiene measures even after the introduction of Step 4, which will lift all legal requirements.

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) if you will be using it as your museum’s own policy.

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.

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 a long time, you should undertake safety checks and cleaning measures, as well as reviewing and updating risk assessments.

Threats from Fire and Water

In addition to security of the building and collections, you will also need to consider other threats – such as fire and flood damage. Some fire services will no longer respond to a fire alarm unless there is a second verification that the alarm is real (i.e. like a phone call from someone on site). This could be an issue for your museum during lockdown, if no one is working on the site. Your museum may want to contact your local fire service to confirm your own response policy.

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)

Government advice on financial support for businesses

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

CPNI Security Minded Communications Guidance for Virtual Tours Appendix 24
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

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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

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

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

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