

KEY AIMS

DELIVER UNIQUE BENEFITS TO OUR AUDIENCES AND COMMUNITIES

WORK TOWARDS FINANCIAL RESILIENCE

CAPITALISE ON THE SKILLS, NETWORKS AND SYSTEMS WITHIN THE JEWISH MUSEUM LONDON

POSITION THE MUSEUM WELL INTO THE 'NEW NORMAL'



LOCKDOWN IMPACT REPORT

Part 2: September 2020 – March 2021

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MEET THE TEAM

Museum Leadership

Welcome from Nick Viner, Chair of Trustees



The Museum and its dedicated staff and Trustees have been working hard this past year to adapt our programmes and change our practices so that we can emerge from this year with financial resilience, ambitious programming and with a new community built around us.

After delivering an extraordinary programme of virtual events throughout lockdown, we can also now move to our first stage of reopening, welcoming priority groups back into the Museum, focusing initially on education, both for young people and academics, and on those working with the community.

Welcome from Frances Jeens, Interim Director



This report demonstrates the incredible digital work the Museum has delivered, having facilitated live Virtual Classrooms to thousands of students, delivered virtual talks to care homes and worked with new partners both across the Jewish and museum communities to reinterpret our collections. We also recognise this as a milestone in approaching our most exciting next step, the Museum is Opening Up programme. Not only will we be reopening our

physical doors, we will also be welcoming our visitors to our new research room and partnership exhibition which will make our collection the most accessible it has ever been.

We will of course continue to ensure that the Museum can provide access to our unique collection and that our expert staff can continue to engage with the wider community.

Trustees



Jamie Beaumont
Treasurer



Daniel Korski



Tali Krikler



Tanya Persey

Staff



David Stein
Finance and Operations Director



Lisa Shames
Senior Learning Manager



Adam Corsini
Collections Engagement Manager



Shereen Hunte
Learning Officer



Emma Crew
Engagement Officer



Eliana Mendelsohn
Learning Assistant



Helen Atkinson
Operations Officer



Rhiannon Parkinson
Museum and Operations Officer



Robert Kincaid
Assistant Accountant

“The staff at the Jewish Museum London are so supportive and collaborative, it's a great team to be a part of.”

Helen Atkinson,
Operations Officer

SCHOOLS AND TEACHERS

After a successful pilot of our Virtual Classrooms in Summer Term 2020, we redesigned our school brochures to focus on two new messages:

4 Stream Service

Schools are now able to book for 'In The Museum' workshops, outreach loan boxes, facilitated outreach sessions and Virtual Classrooms.

Book with Confidence

Schools are able to book any of the four stream service options and switch between them easily as required by lockdowns or other restrictions.

This enabled us to launch our full Virtual Classrooms offer in September 2020 to schools across the UK. Since September we have welcomed 6,578 through our schools programme. The majority of these students came through our Virtual Classrooms. In January we ran our first ever webinar event for schools for Holocaust Memorial Day, and in March 2021 welcomed our largest number of students to date through Virtual Classrooms.

Virtual Classrooms

Since September we have welcomed nearly 6,000 student visits to our Virtual Classrooms, adapting to students being in school, to being at home and back again. March 2021 was a record-breaking month with nearly 900 student visits. Our Virtual Classrooms were designed for students being at home and logging on individually, but we were able to adapt very easily to students being at school, with the facilitator being shown on the big screen and interacting with a whole class, or even a few classes at one time. We designed Virtual Classrooms to work between home and in-school learning as the status of school openings changed throughout the period.

Booking with Confidence

Our 'Book with Confidence' policy allowed us to reassure teachers that we could continue to offer them a learning experience regardless of the lockdown situation, and the related short-notice changes to circumstances. We were able to move smoothly between Virtual Classrooms, to Museum Learning, and then back to Virtual Classrooms as the lockdown status of the country changed. We retained 66% of bookings which were meant to take place in the museum, and switched them to Virtual Classrooms. We were also able to attract schools from further afield that would not have access to our facilitator-led teaching with the Virtual Classrooms programme.

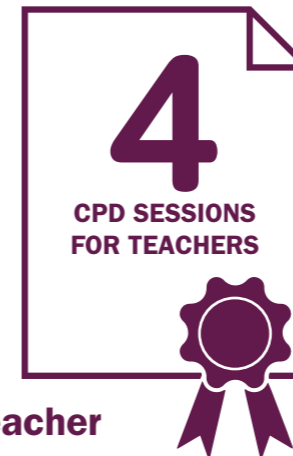
Case Study

Holocaust Memorial Day in Schools

In January, as we entered our third lockdown, we decided to run a special live Holocaust Memorial Day event for secondary schools. We delivered the event to 19 schools and 2035 students over zoom broadcast webinar. The event focused on a photograph from our collection of the Greenman Family and used critical thinking techniques to help the students look closely at the photo and derive meaning. Schools who registered for the event were sent a voice recorded power point in advance of the session, which contained pre and post workshop materials designed to further enhance their learning about the Holocaust.



This event was generously funded by the AJR Holocaust Education Programme.



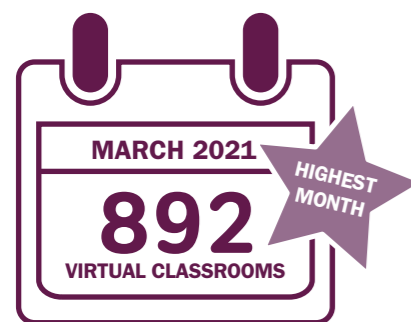
Teacher Support

We ran four specialised and small online Teachers CPD events between September 2020 and March 2021, these included 'Sources of Authority in Judaism' for Secondary teachers and 'Shabbat Across the Streams' for Primary teachers.

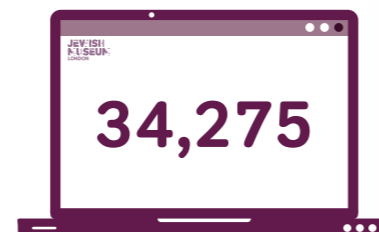
We mailed out our weekly Curriculum Activity Pack to around 640 teachers each week highlighting our 4 stream service for schools, linking to different activities for each key stage within our digital learning portal, and providing key information for teachers including upcoming CPD sessions.



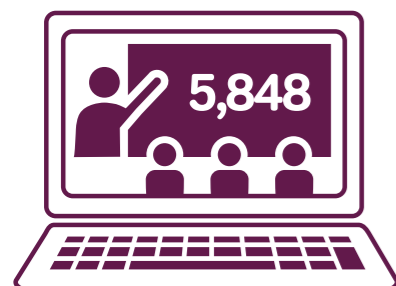
**WE DELIVERED
THE EVENT TO
19 SCHOOLS
VIA ZOOM**



STUDENTS WHO PARTICIPATED IN A FACILITATED OUTREACH SESSION



NEW VISITORS TO THE LEARNING PORTAL



STUDENTS WHO PARTICIPATED IN VIRTUAL CLASSROOMS



STUDENTS PARTICIPATING IN SCHOOLS PROGRAMME



2,035
STUDENTS ATTENDED OUR HOLOCAUST MEMORIAL DAY LIVE EVENT



STUDENTS WHO USED OUR LOAN BOXES

Feedback from teachers who used our resources

“Worthwhile. So helpful to speak to people with such in depth knowledge. They catered very well for online learning and the sessions were interactive with opportunities for the students to take part. Very friendly and welcoming presenters.”

“Outstanding and I would thoroughly recommend the Museum and educators.”

“It was a well-run and engaging session. Eliana spoke clearly and with knowledge and enthusiasm, and she had good classroom management.”

“Very informative great for assessing children at the end of the topic on Passover.”

“A fantastic way of bringing the Museum to the Digital world.”



VIRTUAL TOURS AND EVENTS

Public Events and Privately Booked Tours

The Museum has increased the number of virtual tours offered and there are now six on rotation. The newest tours are 'Service and Sacrifice: Stories from the Jewish Military Museum' and 'Women of Worth'.

We have delivered 2 tours a month on a variety of themes from Black Jewish history to Jewish migration. These tours run fortnightly and are open to the public.

Since September 2020 we have also set up the option for groups to book a private virtual tour for their members. Since then, we have run private tours to groups around the UK, Ireland, and the USA.

These tours provide an additional source of income and since September 2020 the museum has made £1,950 from our Events programme. This compares with £1,130 in the previous 6 months. From September 2020 the Museum has run 20 tours for a total of 304 people.



THE MUSEUM HAS MADE £1,947 FROM OUR EVENTS PROGRAMME

What our audiences said

“How wonderful to get a glimpse of the history of Jewish in England!”

“After covid is over I hope to come to London.”

“Thank you, this was fascinating. I hope you can do another one! Excellent, informative tour of the museum's stores. Thank you.”

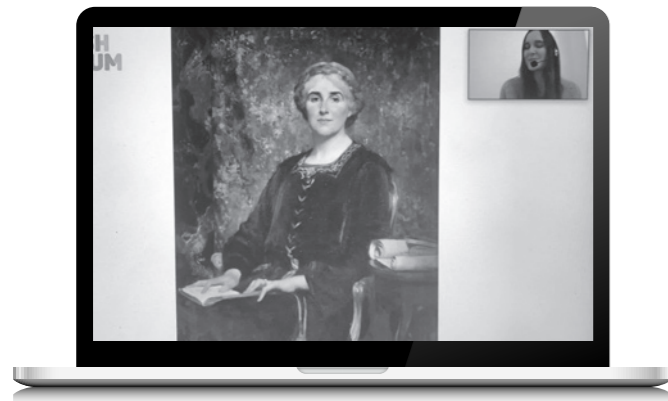
“I am inspired to visit your museum.”

New Tour: Women of Worth

To coincide with International Women's Day, we launched a new virtual tour 'Women of Worth.' This tour looks at inspirational women from a 17th Century artist to a 20th Century nurse.

This tour has been run 4 times so far. Twice as public events, once as an exclusive tour for Friends and Patrons and once for a group in the USA. In total it has been watched by 87 people.

This tour will now be added to our rotation of 6 public tours and will be available for groups to book for a private tour.

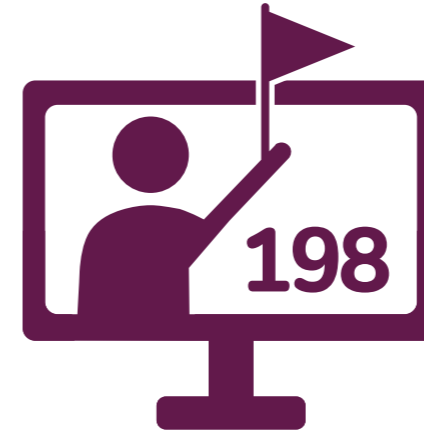


Holocaust Memorial Day

We delivered our very first Zoom Webinar to 131 people. It was our most accessible Holocaust Memorial Day Event being both live subtitled and BSL interpreted.

The annual theme was 'Be the Light in the Darkness'. Survivors and Holocaust Education Speakers, Ruth Barnett and Joan Salter, shared their testimonies. This was followed by a Question and Answer Session, and a candle lighting led by the Mayor of Camden.

“An inspiring and well thought out event, enough time for the speakers to share their life experiences but also time for the audience to put forward questions. Beautifully timed for the candle lighting and minutes silence. All very well managed. I liked the way the speakers were treated with such respect, thank you to all.”

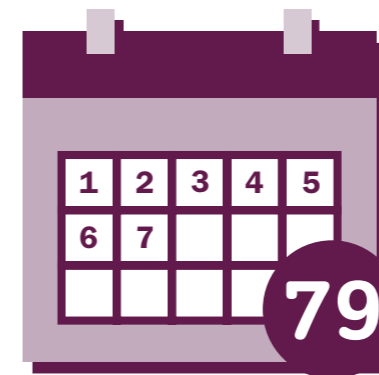


198 PEOPLE ATTENDED THIS VIRTUAL TOUR

Members Events

Each month we have been running a different Friends and Members event. These have included extended versions of our livestreamed object talks, previews of new virtual tours, and virtual trips to other museums.

Highlights include a preview of our 'Service and Sacrifice tour' and our 'Women of Worth tour', and a virtual trip to the Hungarian Jewish Museum and Archives.



IN TOTAL OUR 7 EVENTS HAVE BEEN ATTENDED BY 79 PEOPLE.

Case Study

Race in Religion:

Black History Tour – Department for Transport

On 20th October, we hosted a *Race in Religion: Black History Tour* for the Department of Transport and wider government. The tour covered the role of 'blackness' in the Torah, the Jewish involvement in the Transatlantic Slave Trade, and allyship during Apartheid and Black Jewish communities.

This tour was highlighted during the consultation period of the Commission on Racial Inclusion in the Jewish Community, published by the Board of Deputies. This tour, our exhibitions and schools programme were all highlighted as best practice with a call for the community to take part in these programmes as part of the report's recommendations.

Feedback from the tour:

“This has been amazing! Thank you so much! Please keep on doing what you are doing!!!”

“It is great that Black Jews are represented as part of BHM. My mother's family are Falasha from the Caribbean, but colonial oppression forced many into Christianity...”

Case Study

LGBT+ Pride Event

For Pride Month we facilitated a virtual launch of Ben Freeman's new book; *Jewish Pride: Re-building a People* with Ben and Claudia Mendoza from Jewish Leadership Council. This event was not only touching on his experiences with Gay Pride but showing how this influenced Jewish Pride also. The incredibly honest nature of his book and the interesting subject matter made it one of our most popular virtual events yet with nearly 100 people attending the virtual event.



The event was part of a series of events across six continents to celebrate the release of the widely-anticipated book.

Ben Freeman:

Partnering with Jewish Museum London for the UK launch of my first book, *Jewish Pride: Rebuilding a People*, was wonderful. They were incredibly supportive and their social media campaigns led to the event being incredibly successful. I am really grateful for their support in helping me spread my message of Jewish Pride to the British Jewish community and beyond. Thank you!

Claudia Mendoza: Integration is not assimilation. Not integrating is segregation. You can be true to your identity and part of the collective – they are not mutually exclusive. This is what I took away from talking to @BenMFreeman about Jewish pride. #LGBTHM21 #jewishpride @JewishMuseumLDN

Virtual Tours and Events

Volunteer Engagement and Events

Throughout this period we have run monthly Volunteer Forums attended by Interim Director Frances Jeens and Engagement Officer Emma Crew. Here Volunteers can discuss updates and ask questions.

We have also run events for volunteers, including a virtual trip to Tate Britain, led by Tate Volunteers, and a virtual trip to the Hungarian Jewish Museum and Archives.

Our weekly activity pack continues to be sent to all 110 volunteers on our mailing list. These include a volunteer activity and an object of the week.

This year we nominated our volunteering team for the 'Volunteer Team of the Year' award at the Jewish Volunteering Network Awards, for their work researching and delivering object talks. Whilst we did not win the overall prize for that category, each nominee is celebrated as a winner for their organisation and we received a trophy which one of our volunteers collected.

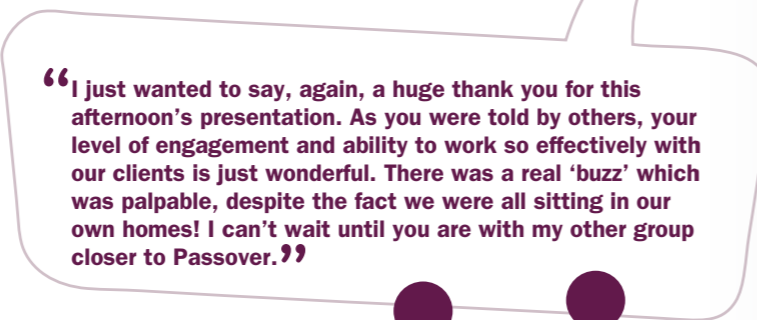


Community Engagement – Curious Minds, Dementia Friendly Workshops

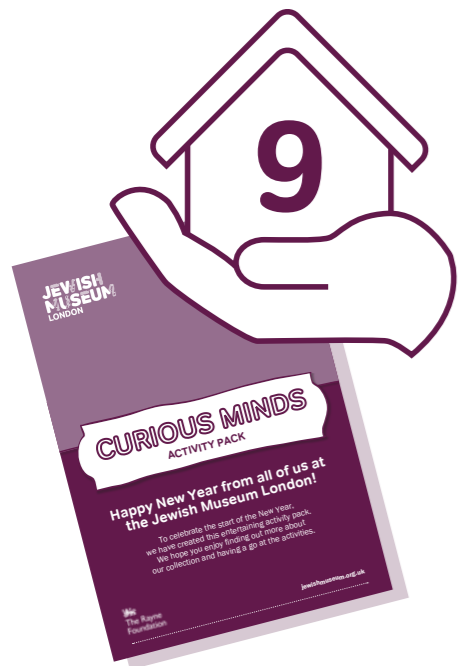
We have launched three new Curious Minds sessions: '8 Lamps of Hanukah', 'Exploring the East End' and 'Seder Celebrations', that have all received positive feedback. We have also continued our workshops 'For Richer or Poorer: The Wedding Photography of Boris Bennet' and 'Highlights of the Jewish Museum London'.

We have launched a dedicated webpage to our Virtual Curious Minds sessions: **Curious Minds Sessions – The Jewish Museum London**

Feedback for our Curious Minds sessions:



189
PEOPLE ATTENDED



**BETWEEN SEPTEMBER 2020 – MARCH 2021
WE RAN 9 CURIOUS MINDS SESSIONS
FOR CARE HOMES AND
DEMENTIA-FRIENDLY GROUPS.**

Case Study

Remote Volunteering

Volunteers engaged with Remote Volunteering during the period of lockdown. Individuals researched and wrote descriptions about objects from the collection of the Jewish Military Museum that were added to our online collection on Holocaust Memorial Day.

Volunteers also researched, wrote and presented object talks. 11 volunteers wrote talks on topic ranging from Harry Errington's George Cross to inspirational women from the East End of London. It was wonderful to hear volunteers bring their own knowledge and experience into objects into their talks.



Tony, Jewish Museum London Volunteer:

"I was really pleased to be able to support the Museum by delivering an Object Talk on 'The Voyage of the St. Louis'. The process of recording the talk from home was made extremely easy and stress free through Emma's support and her facilitating the actual recording which we did in one session. The final version that went out on the Museum website made me feel that I could at least still make a small but useful contribution to the Museum during the Lockdown."

Maryam, Jewish Museum London Volunteer:

"Doing an object talk for the museum has been in my plans since I started volunteering, but in-person events were cancelled just as I was scheduling a talk. But volunteering from home gave me a wonderful opportunity to still do what I have been wanting to do. I have never given a talk before, so it was very exciting, as I am a teacher and I love sharing my knowledge with others. I was anxious, but the support of the museum helped me both hone my presentation and feel more relaxed when recording. I'm very excited to give more talks when the museum opens up and in fact, I think recording my first talk from home prepared me better for in-person events."



DIGITAL ENGAGEMENT

Continuing Success of Livestreamed and digital engagement

We have continued to run our successful livestream series, including object talks, weekly quiz, activity packs, family mornings, and digital activity packs. We now use a monthly theme to bring together these events. These themes have included Diversity in the Community, Support, Light, Hope, Culture, and Women of Worth.

We have now made over 150 videos since lockdown began! The 150th video was a quiz that we recorded all together to mark the occasion.



LIVESTREAM VIDEOS



OVER 18,000 PEOPLE ENGAGED WITH OUR LIVESTREAM CONTENT



WE CELEBRATED OUR 150TH VIDEO

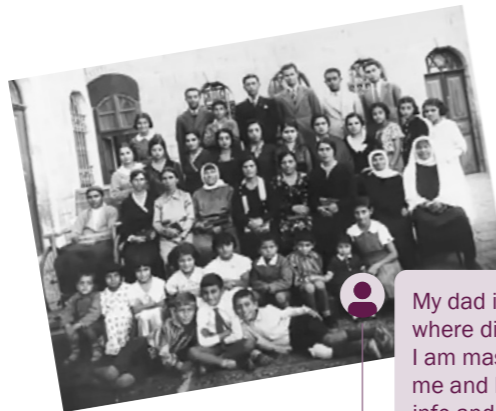
Object Talk Highlights

Mashhadi Jewish Community

In October, Learning Assistant, Eliana Mendelsohn delivered an online object Talk based on photographs of the Mashhadi Jewish Community in Iran.

This video alone has received over 830 views, and reached a diversity of people from around the world including USA, Israel, Canada, Italy and Norway.

Many members of the Mashhadi community themselves engaged with this content, sharing their own stories and connection with this video.



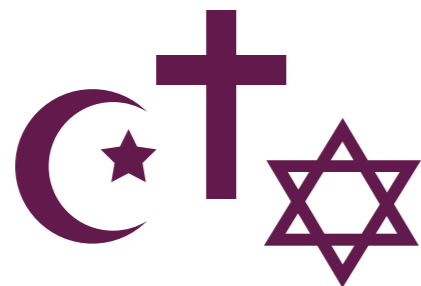
My dad is in that photo. Wow where did you get this from? Yes I am mashadi you can speak to me and I'll give you a wealth of info and direct you to others too.

Like • Reply 3

Like • Reply 3 replies

Jews in Jamaica

In October 2020 we celebrated the theme of Diversity. Learning Officer, Shereen Hunte, shared a video on Jewish people in Jamaica during WWII and beyond. This object talk attracted viewers from around the world including Peru, Jamaica and South Africa.



Interfaith

In celebration of Interfaith Week in November, Engagement Officer, Emma Crew, delivered an online object talk based on a photograph from mid-20th Century which shows an interfaith dialogue in action – a Jewish man, Rabbi Hugo Gryn, learning Hindi in India.

I grew up in the Mashhadi community in Stamford Hill. My late Grandfather was very forward thinking. He wanted his daughters to have the best education possible and sent them to the Evalina De Rothschild school in Jerusalem. My Mother married in Jerusalem and my parents then came to London in the 1930's. My mother's late brother Azaria Levy was a historian and has published books about the Jews of Mashhad.

Like • Reply 2

Like • Reply 2 replies



THIS VIDEO HAS RECEIVED OVER 230 VIEWS



Case Study

Sharing Our Learning: Museums Association Conference

What is the Museums Association Conference:

The Museums Association annual conference was held online in November 2020.

The Museums Association is a dynamic membership organisation that campaigns for socially engaged museums and a representative workforce, advocating for museums and their workforce, so that the value and impact of museums is realised.

What was the Workshop:

This workshop was a collaborative session between the Museums Association and GEM (Group for education in Museums). Our Interim Museum Director, Fran, was asked to present on our sector leading Virtual Classrooms and Blended Learning for Schools programme which has received a huge amount of interest, not only for retaining around 35% of our regular schools visits through the pivot to Virtual Classrooms, but for remaining income generating for the Museum.

Why we believe it is important to share our learning:

The Museum team strongly believe in sharing our learning with the Museum sector. Over the past year we have been invited to lead several workshops and been involved in many conferences and seminars to share our experiences and support others as they begin their own work in digital learning. Learning is at the heart of the Museum and this extends to sharing our knowledge and expertise with other institutions.

Case Study

Great Jewish Museum Bake Off

In the spirit of Lockdown staff at the Jewish Museum London were looking for a challenge and what better way than a Bake Off with our friends at Manchester Jewish Museum.

Manchester jumped at the chance for some friendly competition and both museums put forward recipes from their collections.

We showcased a Passover cake recipe from Florence Greenberg's famous cookbook and Manchester delved into their oral history archives to dig out family recipes such as the Borekas. Each week the public would vote on twitter to see which staff member won best bake of the week.

Dan Jarvis Manchester Jewish Museum:

It was great to connect with Jewish Museum London over the #GreatJewishMuseumBakeOff. Not only did it give our staff and audiences a fun and creative project over lockdown, it was also a fantastic way of communicating with each other's audiences and sharing Jewish culture and stories and items from our collections.



High Holidays Digital Programming

Overview
To mark the High Holy Days, Sukkot and Simchat Torah we ran free programming for our different audiences including our volunteers, members, families and Care Homes. We sent out digital Rosh Hashanah cards to our partners, volunteers and members, and presented livestreamed events discussing the themes of the High Holy Days.

Highlights
Highlights include our wonderful volunteer Neville demonstrating how to blow the Shofar as part of an Object Talk, Apple and Honey cupcake baking for A Rosh Hashanah Museum Mornings and a special Object Talk video on Torah Scrolls from behind the scenes at the Museum.



THE OVERALL ENGAGEMENT NUMBER FOR OUR HIGH HOLY DAYS, SUKKOT AND SIMCHAT TORAH PROGRAMMING WAS **OVER 1,700**

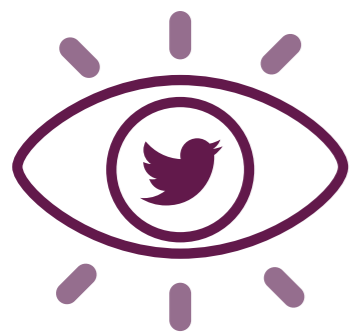
We also took part in 'The World's Biggest Succah Hop: Live!' produced by Hampstead Synagogue for the United Synagogue streaming station US.TV. We joined Jewish communities from all around the world including Los Angeles, Uganda, Bermuda, Gibraltar and Australia. Our Director, Frances Jeens, joined them live from the Museum to share a mystery object that linked to Sukkot, and Learning Officer Shereen Hunte gave talk about another object from our collection, from inside the object itself!

Social Media Highlights

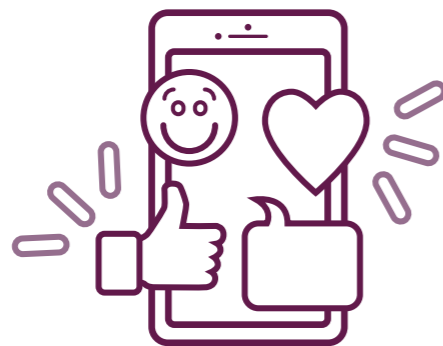
To celebrate Women's History Month in March we highlighted some of the amazing stories of women in our collection. We profiled Milly Witkop, Nina Salaman, Helen Bamber, Lily

Montagu and Jennie Cohen. We showed some previously un-seen photographs of these women, showcasing their lives and their contribution to the Jewish Community and British Society.

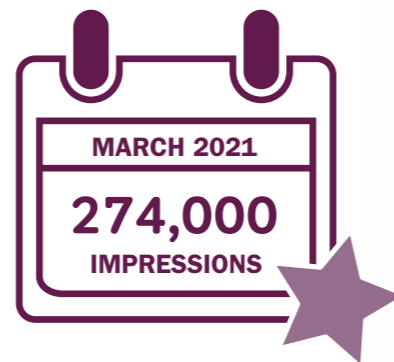
The photos were shared across our social media platforms and advertised the new Virtual Tour 'Women of Worth'.



1,292,000
TWITTER IMPRESSIONS



1,200,688
REACH OF FACEBOOK POSTS



MARCH 2021 WAS OUR MOST SUCCESSFUL MONTH ON SOCIAL MEDIA, WITH OVER 274,000 IMPRESSIONS



Press Highlights

- The 'Race in Religion' tour will be featured in the next issue of Jewish Renaissance Magazine.
- Our 'Service and Sacrifice' tour was featured in the BBC History Magazine.
- Senior Learning Manager, Lisa Shames, appeared in the VOX Pop feature of the Museum Association Magazine in March 2020.
- Learning Officer, Shereen Hunte, discussed her role at the Jewish Museum London and the work she has done supporting the Black History Programme at the Museum Association's 'Don't Stop Me Now' Conference (November 2020), the Museum and Tech Conference (December 2020), and the 'People. Change. Museums' podcast in March 2021.

Purim Family Day

Overview
To celebrate the festival of Purim, we partnered with PJ library to run a virtual Family Day on Zoom. We ran an interactive scavenger hunt to tell the Purim story, shared a painting from our collection and made our own Mishloach Manot Gift Boxes.

Engagement
135 children attended the event from around the UK and beyond. The partnership was so successful we ran another family day with them in March 2021, making Afikoman covers.



CHILDREN ATTENDED THE AFIKOMAN COVER MAKING

Case Study

Hanukah Digital Programming



Overview
To celebrate Hanukah in 2020, we moved our programming to a Virtual platform. Our two main events series were our '8 Digital Nights of Hanukah' involving 8 community partners which was suitable for all our audiences, and 'Museum Mornings: 8 Days of Activities', which focused primarily on our family audience.

The aim of our Hanukah Programming was to connect the wider community to our Museum's Designated collection through our 8 community partners and through our family activities.

8 Digital Nights of Hanukah
Our 8 community partners were Jewish Women's Aid, Bevis Marks Synagogue, HM Armed Forces, Norwood, Chabad Islington, The Holocaust Educational Trust, The Jewish Leadership Council and JAMI.

We selected 8 Hanukah lamps from our collections and matched those up with 8 potential partners organisations from within the community, based on themes found within the unique artefact. We invited each community partner to record a short 2-3 minute talk that used the object as a starting point to talk about the theme, how this resonates with their own community organisation and experiences of this year and their hopes for the next.

Each night of Hanukah we released a video containing this message from our community partners on both Facebook and Twitter. This was a fantastic opportunity to create new partnerships, continue current partnerships, and connect our community to our collection.

Quote from Community Partner
We are delighted to work alongside the Jewish Museum to ensure the past is never forgotten. They hold an esteemed and highly regarded collection - in the Museum itself and online - and it is a pleasure to work collaboratively to ensure that Jewish history is understood and that the Holocaust is remembered. We look forward to continuing to work together.

Wanda Banks - Holocaust Memorial Day Trust

Museum Mornings
We released a Museum Mornings video on our Facebook channel every day of the festival of Hanukah for our family audiences. These were special episodes of our Families Live: Museum Mornings programme which run every Sunday at 11:30am on our Facebook Page. Highlights included: making Latkes, making a Hanukah Lamp and making your own Dreidel!

OUR HANUKAH DIGITAL PROGRAMMING HAD ENGAGEMENT NUMBERS OF OVER **3,700**

BEHIND THE SCENES

Curatorial

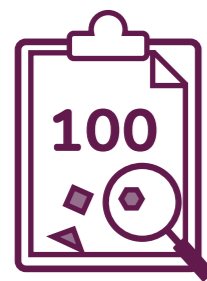
Although physical access to the Museum hasn't been possible, we have answered over 250 enquiries relating to the collection, including over 100 specific object research requests and over 50 offers to donate new items to the collection.

For Pesach, we were able to share three Haggadah online, partnering with Yahad.net to create online Seders.

To widen our engagement, we have been reviewing the collection for the forthcoming Object Lending Library, which aims to make the collection available to the public for private and public events.



WE HAVE ANSWERED OVER 250 ENQUIRIES RELATING TO THE COLLECTION



OVER 100 SPECIFIC OBJECT RESEARCH REQUESTS



OFFERS TO DONATE NEW ITEMS TO THE COLLECTION

Curatorial Case Study Sheila Brull / Cohen's Diary



In 2018, the Museum acquired a diary written by an 11-year-old girl, living in London during WWII. Mixing everyday childhood experiences with highlights of wartime activity picked up from the day's newspapers, it is a fascinating insight into 1940s life from a young perspective. Serialising the diary on our new Twitter channel, @JMLDiaries, with its parallels to life in lockdown, we witness a disruptive education and daily death figures, blended with the Cohen family adapting to the changes around them.

Operations Case Study Governance

Background

We've been working very hard behind the scene to make sure all our governance processes were updated and fit for purpose. In a year that saw so much change within the Museum, including a new Chair of Trustees, a new Interim Director, and a number of new Board Members, it was important for us to take stock of our processes and plan for the long-term health of the organisation.

What did we do?

- We hired a legal firm that specialises in charity law to ensure that our governance documents were fit for purpose. Based on these recommendations we have updated our governing documents, in line with best practice.
- We completed a Trustee Audit, identifying skills gaps within our Board of Trustees.
- We have introduced accurate annual equality and inclusion monitoring of our Board of Trustees.
- In line with best practice, we have chosen a new Treasurer, following the three-year term of the previous Treasurer.

What will we do next?

We have hired a recruitment specialist to help us to recruit four new Trustees, based on the skills gaps identified in our audit. We are advertising widely within the Jewish community and the Museum and Heritage sector. We are creating a robust process for bringing new Trustees on board, with the aim of introducing more communication and cooperation between the Board and the Staff of the Museum.

Preparing to Reopen

Phased Reopening Model

The Museum has in place a Phased Reopening Model to ensure a safe and flexible plan that both follows the government's roadmap and creates the best possible experience for returning schools and visitors.

Museum To Myself

When the Museum first reopens it will be under the Museum To Myself model which will enable us to invite core groups of visitors back to the Museum whilst ensuring Covid-19 safe practice.

The first core groups to return will be schools and community groups. Then we will open up to all members of the public to book in advance for tours and events, with online ticketing to limit numbers, creating a unique and safe experience.

Plans for the Museum

This past year has been an opportunity to re-imagine the Museum and try new approaches. Our focus as we reopen is to continue to try new things and continue to focus on community and partnership. The first ways our visitors will see this is through the changes to the ground floor and third floor spaces.

Ground Floor

The Museum has been trialling this past year, through digital programmes, the reinterpretation of objects in our collection by partner organisations. As we reopen, the ground floor will now become a market place of ideas and representations of the contemporary Jewish community. Organisations from across the community will be invited to take up a short residency within the space to reflect on their own heritage through donating new items or reinterpreting those within the collection. Visitors, as they enter the Museum will see the full breadth of the Jewish community and connect to this ever-changing space.

Third Floor

This space will pilot one of our biggest changes in the Museum is Opening Up programme. We are transforming this previous temporary exhibition space to an open access research library of books, objects and archives. Staff, volunteers and visitors will all be using this hands on research, digitisation and participation area to explore the collection in its most accessible format than ever previously experienced.

Operations Case Study Bringing our Finance Operations In-house



Objective

To take ownership of our financial direction, ensuring that we plan and manage our resources sustainably.

Background

The museum previously outsourced its accounting function to a third party accounting firm. The quality of the management reporting did not give us a clear and timely picture of how our resources had been received and applied, nor did it give us the information to effectively plan for the future. We decided to terminate the outsourcing contract and recruit an in-house team.

Process

In December 2020 we appointed David Stein as Director of Finance and Operations to take over from the external accounting firm and our interim COO. At around the same time Robert Kincaid was recruited as part-time Assistant Accountant.

After a brief transition period, the outsourcing contract was terminated with effect from 31st January 2021.

Outcomes

The above changes in personnel will save the museum approximately £45,000 per annum.

Other benefits arising from the changeover:

- We carried out a detailed review of our restricted reserves, and as a result of this, and with the permission of the heirs of the original donor, we have been able to transfer some £260,000 into our free (unrestricted) reserves.
- We have established a clear protocol of authorisation limits for contracts, expenditure and bank payments. These limits have been shared with all staff members.
- Our Trustees have approved a budget for 2021/22 which will give us a modest (unrestricted) surplus assuming we can meet a relatively conservative fundraising target.



PARTNERSHIPS

These are some of the partners we worked with this year:

Jewish organisations



Cultural Partners and Museums



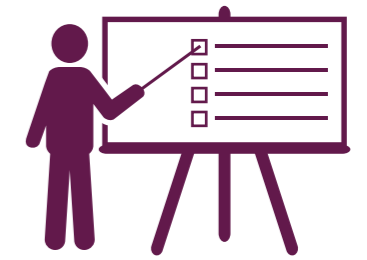
Local organisations



Education Partner



NEXT STEPS



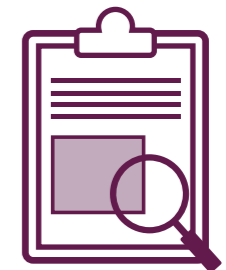
CONTINUING TO OFFER OUR '4 STREAM SCHOOLS PROGRAMME'



LAUNCHING THE 'MUSEUM TO MYSELF' REOPENING MODEL



EXPLORING PARTNERSHIPS AS PART OF OUR GROUND FLOOR EXHIBITION



CREATING AN OPEN ACCESS RESEARCH SPACE ON THE THIRD FLOOR



**BOOK WITH
CONFIDENCE**

VIRTUAL CLASSROOMS

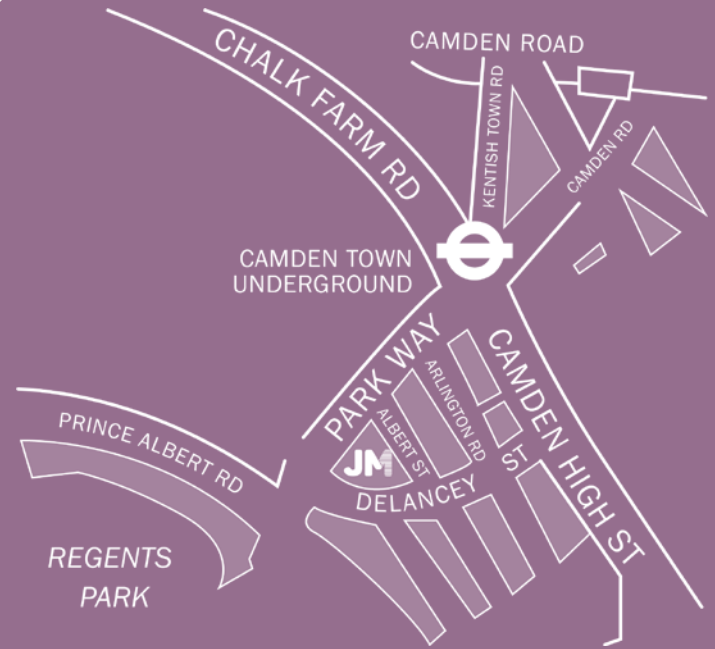
OUTREACH VISITS



MUSEUM WORKSHOPS



OBJECT LOAN BOXES



THE MUSEUM IS OPENING UP

Following government guidance and our own phased reopening model, the Museum is looking forward to welcoming back schools, visitors, researchers, and community groups.

Opening up to Schools

17th May

Museum to Myself and General Visitors

4 July 2021

www.jewishmuseum.org.uk

The Jewish Museum
Raymond Burton House
129–131 Albert Street
Camden Town
London NW1 7NB

admin@jewishmuseum.org.uk



[@JewishMuseumLDN](https://www.instagram.com/JewishMuseumLDN)

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