

# 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'



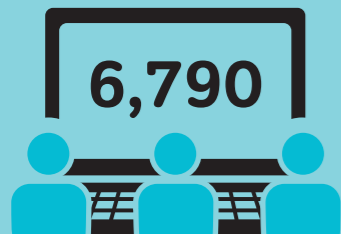
# LOCKDOWN IMPACT REPORT

Part 1: March–August 2020, Part 2: September 2020 - March 2021

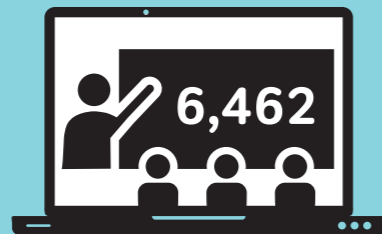
# OUR ACHIEVEMENTS THROUGHOUT THE YEAR

Since the start of the national Lockdown the Museum has gone through a lot of changes, including pivoting our resources to create a digital museum experience. Throughout this time we have prioritised providing the best possible learning experience, continuing to engage with our community and partners, and utilising our collection. We are so proud of the incredible successes we've been able to achieve, and the skills, creativity, and resourcefulness of our whole team.

## Schools and Learning



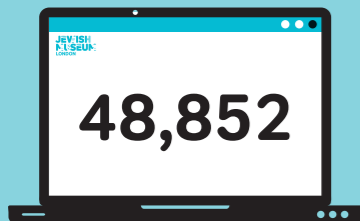
STUDENTS ATTENDED FACILITATED SESSIONS



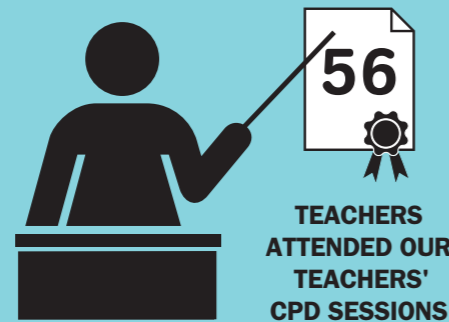
STUDENTS VISITED OUR VIRTUAL CLASSROOMS



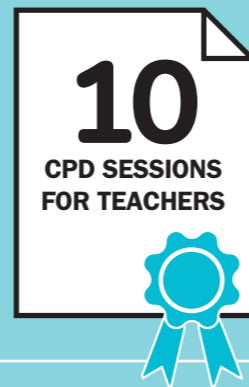
STUDENTS INTERACTED WITH OUR MUSEUM IN A BOX



USERS ON OUR ONLINE TEACHERS PORTAL



TEACHERS ATTENDED OUR TEACHERS' CPD SESSIONS



## Digital Engagement



NEARLY 1,000 NEW TWITTER FOLLOWERS



OVER 119,000 REACH OF FACEBOOK POSTS



3,386 NEW YOUTUBE SUBSCRIBERS

## Virtual Tours and Events



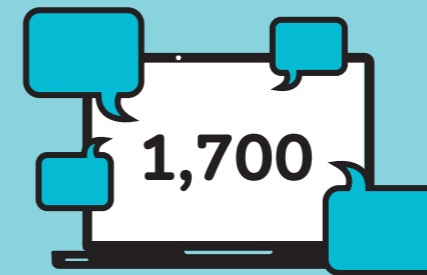
TOURS ON ROTATION



EXCLUSIVE EVENTS FOR FRIENDS AND PATRONS



PUBLIC TOURS AND EVENTS



ENGAGEMENT OF OVER 1,700 PEOPLE FOR OUR PUBLIC EVENTS



CURIOUS MINDS DEMENTIA FRIENDLY WORKSHOPS

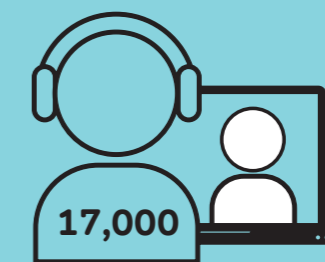


CURIOUS EXPLORERS AUTISM FRIENDLY SESSIONS

## Livestreamed Events



VIDEOS RELEASED



NEARLY 17,000 PEOPLE VIEWED OUR OBJECT TALKS



NEARLY 17,000 PEOPLE VIEWED OUR FAMILIES LIVE MUSEUM MORNINGS



OVER 19,000 ACTIVITY PACKS

## Behind The Scenes



NEARLY 300 COLLECTION REQUESTS WERE ANSWERED

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# MEET THE TEAM

## Change in Leadership at the Museum

### Welcome from Nick Viner, Chair of Trustees



The last few months have been incredibly challenging for all of us. I would like to offer my heartfelt thanks to our staff and to our Board who have worked with energy, enthusiasm and deep commitment to ensure we have been able to thrive in this new environment.

I would also like to thank our funders who have stood by us to preserve the community's collective history and heritage, and who have supported us in finding new ways to enable engagement with our audiences.

Thank you also to all our members, volunteers, and online visitors for remaining involved, encouraging and supportive.

I look forward to working alongside all of you as we move the museum forward.

### Welcome from Frances Jeens, Interim Director



Although many of you know my passion for our museum already and have worked alongside me these past eight years, I have to say that stepping up into the new role of Interim Director during the UK lockdown has certainly been a challenge.

There have been many things to consider and work through but this Impact Report shows our highlights and the positive effect we are having on a daily basis with our audiences.

At the beginning of lockdown I implemented a fast pivot of all our programmes to the digital world. Within a week the team were livestreaming and by May we had launched our Virtual Classrooms for schools. The new partnerships have been invigorating and the feedback has been extraordinary. We have engaged with over 40,000 people through these programmes in just five months and revealed objects that are usually kept in store.

My focus for the museum is to enable access to our world renowned collection in as many ways and to as many people as possible. Our new project; The Object Lending Library will be the first development on this road.

I have always felt the museum is a community, and these past few months have shown that in ways I could never have imagined.

### Trustees

**Jamie Beaumont**

**Jonathan Gestetner**

**Lady Wendy Levene**

**Nick Viner**

**Ron Shelley, MBE**

**Tali Krikler**

**Tanya Persey**

### Volunteers

The museum has over 100 committed volunteers who generously donate their time and expertise to the museum in a variety of ways. Volunteers help us preserve the community's heritage, enable access to collections and support our education programmes for both young people and adults. Their support is invaluable to the museum.

Throughout lockdown we have continued to communicate with our volunteer team, sending weekly activity packs, launching our monthly volunteer forums and organising engaging events.

We have run 7 tours for our volunteers including a virtual volunteer trip to the Peace Museum, Bradford.

### Staff



**Becks Armstrong**  
Interim COO



**Lisa Shames**  
Senior Learning Manager



**Jemima Jarman**  
Consultant Collections Manager



**Shereen Hunte**  
Learning Officer



**Emma Crew**  
Engagement Officer



**Helen Atkinson**  
Operations and Finance Officer



**Rhiannon Parkinson**  
Museum and Operations Officer



**Eliana Mendelsohn**  
Learning Assistant



**Hannah Ziegler**  
Intern from Action Reconciliation Service for Peace International Programme (ARSP)

THE MUSEUM HAS OVER  
**100**  
COMMITTED VOLUNTEERS



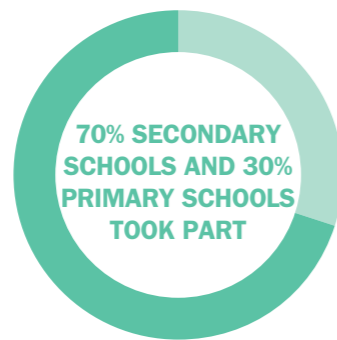


# SCHOOLS AND TEACHERS

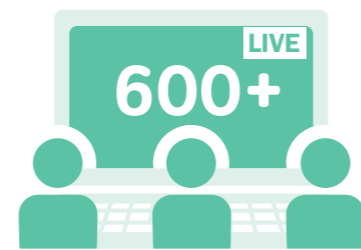
Schools and teachers were our first priority as lockdown began. Teachers immediately reached out to us asking for support in teaching the curriculum in the new and challenging distance learning environment. The subjects we teach rely on students having the opportunity to directly engage with our learning team staff so our challenge was to launch a digital education service that enabled this core part of our learning values.

## Virtual Classrooms

We developed and launched our innovative Virtual Classrooms in May. Our aim was to enable face to face teaching between our staff and students. The programme received large interest with hundreds of students taking part in the pilot programme between May and July. Through this platform we have continued with live delivery to students at both primary and secondary schools across the UK. The programme has proved so popular it is now a core part of our learning service and bookings have been taken for autumn term and beyond.



70% SECONDARY SCHOOLS AND 30% PRIMARY SCHOOLS TOOK PART



WE FACILITATED LIVE SESSIONS TO OVER 600 STUDENTS BETWEEN MAY AND JULY



NEARLY 20,000 TEACHERS USED OUR LEARNING PORTAL

OUR ONLINE TEACHING RESOURCES REACHED AN ESTIMATED

600,000

STUDENTS (THAT'S EVERY TEACHER REACHING 30 STUDENTS)

"I thought Shereen was really nice and happy. She told us that we could ask any questions about Judaism and the Torah and I got to ask 2 of mine. She told me I had worked really hard and I felt proud I knew facts."

"We learnt about the Torah and how it is all handwritten. I thought that they would print it but they have to do it all by themselves. I was shocked that it is written on the skin of an animal and sometimes it's a cow. Shereen told us about how it is written in Hebrew. I had tried writing in Hebrew at home and Shereen was so impressed."

New Haw Community School's Year 3 students following their 'Torah: Synagogue and Sacred Objects' Virtual Workshop

## Learning Portal

(built with generous funding from KC Sasha Foundation)

Our Learning Portal for teachers and students was launched in 2018 thanks to generous funding from the KC Sasha Foundation. At the beginning of lockdown we invested time in creating new content and enabling new search functions to support students with independent learning from home. The portal hosts video, audio and object content entirely created and uploaded by our Learning Team.

During lockdown nearly 20,000 teachers used the learning portal resources, breaking all previous records of engagement. Feedback from teachers showed that the portal provided an authentic and trustworthy resource for their students to use at home.

## Supporting Teachers

We wanted to support teachers with both their professional learning (CPD) and their wellbeing during lockdown. To do this we ran six sessions:

- 2 for primary school teachers
- 2 for secondary school teachers
- 2 wellbeing sessions

Topics for the CPD sessions included Shabbat, Pickuach Nefesh, Torah and Sources of Authority. Our wellbeing sessions were led by our Learning Team staff who have been trained as Mental Health First Aiders by Jami (the Jewish Community's Mental Health Charity).

## Case Study

# Virtual Classrooms

Name of Lead Teacher: Saima  
Year Group: Year 6

### Workshop info:

Saima booked for her entire Year 6 class of 150 students to take part in the Virtual Classrooms. They chose the workshop Torah: Synagogue and Sacred Objects which covers the importance of the Torah as central to Jewish life, how it is treated, interpreted and beautified.



### What the school teachers said about the workshop

My pupils loved this workshop! It was both highly engaging as well as really interesting! We were very impressed with the content: the pupils saw and heard so many new things. It was all highly relevant and really extended what the pupils already knew from their learning in class.

The session was engaging and interactive despite being a virtual session over Zoom. The session leader interacted with the children really well, asked accessible questions and allowed all children to learn and make progress within the session.

I really enjoyed the fact it was a virtual session – this could definitely be the way forward as it takes away the cost of coaches and the need for risk assessments.

### What our Learning Team said about the workshop

The Virtual Classrooms have been the highlight of working from home. Where so much has changed due to COVID-19, it has been lovely to have the opportunity to continue to connect with both Primary and Secondary students. Virtual workshops offer a great opportunity to continue to share our collection and have young people and their teachers engage with it, whilst allowing them to feel safe and confident during this time.

As many of our workshops focus on Jewish festivals and special days, the Virtual Classrooms have come to honestly and authentically represent Jewish ritual and religious life during the pandemic – where many members of the community have also had to bring their Torah services, Shabbat meals, and Seders to a virtual space.  
Learning Officer, Shereen

### Quotes from teachers who used our resources

"A good introduction to the Torah and other sources of authority. Beneficial for teachers teaching GCSE and want to extend their knowledge beyond the curriculum."

"Please continue these even when COVID is over as online CPD allows more teachers to access!"

"The session clarified many misconceptions I myself had as a beginner teacher, and I was able to access problematic pedagogy."

"A well-paced, resource rich and opportunity to ask and receive answers to questions that text books or websites can't answer. I liked the references to Jewish responses to COVID-19."



# VIRTUAL TOURS AND EVENTS

## Public Events

We ran 11 incredibly successful virtual public events during lockdown. These virtual events allowed us to engage with 738 people. The public events programme was vital in generating income, and all funds raised during these events went to directly supporting the museum.

We used the virtual events as an opportunity to explore the objects within our collection that came from

over 12 different countries, each with a unique history. Objects used during these events included the 13th Century Mikveh and contemporary photographs of the Jewish Community in Uganda.

We chose to present a broad range of exciting topics including the Medieval Jewish Community, Centuries of Migration, the Jewish East End, unusual Judaica, Race in the Torah and Black Jewish Communities.

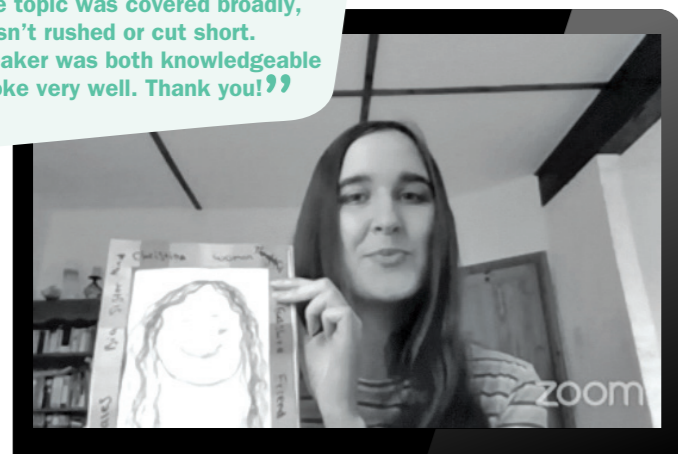
## What our audiences said

“That was really such an interesting presentation. Thank you so much. Your knowledge is amazing and it was beautifully presented.”



“I find it so much easier to learn history when it is presented like this rather than reading it in books – you really brought it alive. A lovely selection of objects to discuss. I am so glad that the museum can continue to reach people in this innovative way.”

“Emma was extremely engaging, and many could take lessons from her. The topic was covered broadly, and wasn't rushed or cut short. Our speaker was both knowledgeable and spoke very well. Thank you!”



## Members Events

We are very proud to have over 360 Friends and Patrons as part of our membership programme. Their membership during this time has been invaluable and supports the museum's core work including the collections care of our 40,000 objects and our award-winning education provision.

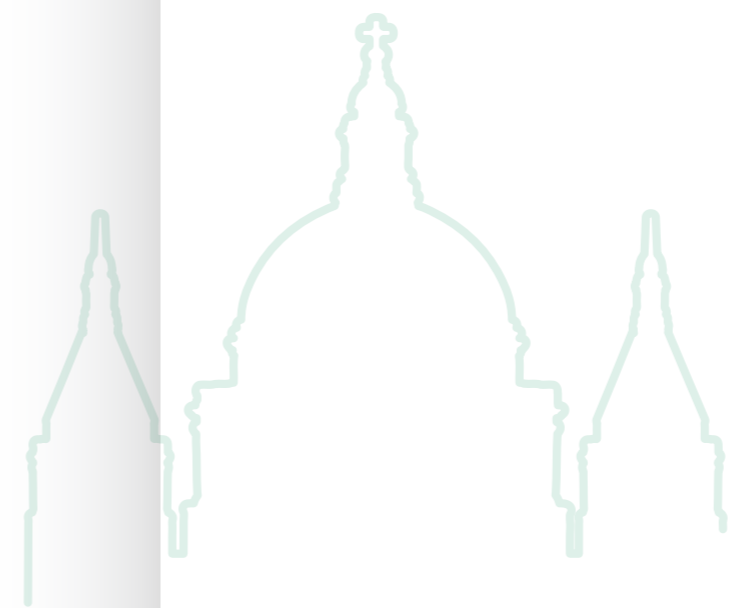


**360 FRIENDS AND PATRONS TOOK PART IN OUR MEMBERSHIP PROGRAMME**

We moved our members events virtual at the beginning of lockdown and have since run 14 events exclusively for Friends and Patrons. These have included the Extended Object Talk live sessions on topics including Jewish Pedlars, Refugees from Nazi persecution and Judaica depicting Aaron and Moses. Friends and Patrons have joined us for previews of our tour programme including our Stories from the Stores tour where we peer behind the scenes at objects currently in our stores.



**SINCE LOCKDOWN, WE HAVE RUN 14 EVENTS EXCLUSIVELY FOR FRIENDS AND PATRONS**



Additionally we have organised reciprocal virtual tours of other museums for our Friends and Patrons. We virtually visited the Jewish Museum Milwaukee to learn about the Girl in the Diary Exhibition and we also virtually visited St Paul's Cathedral to meet the artist Gerry Judah to discuss his artwork on display.

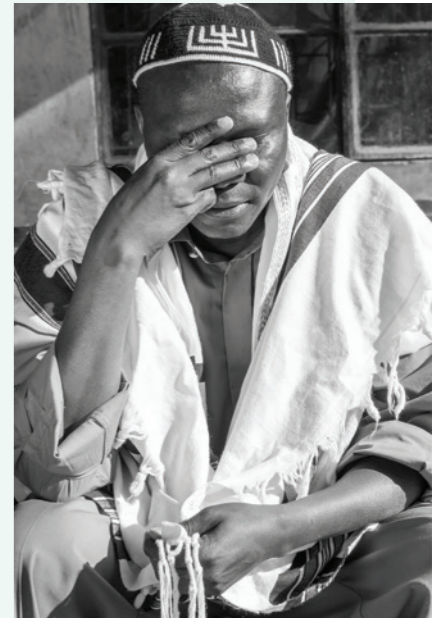
“This special member's event has been so interesting and very enjoyable. A real treat whilst we were unable to visit you in person.”

## Case Study

# Black History Tours

### What is the tour about?

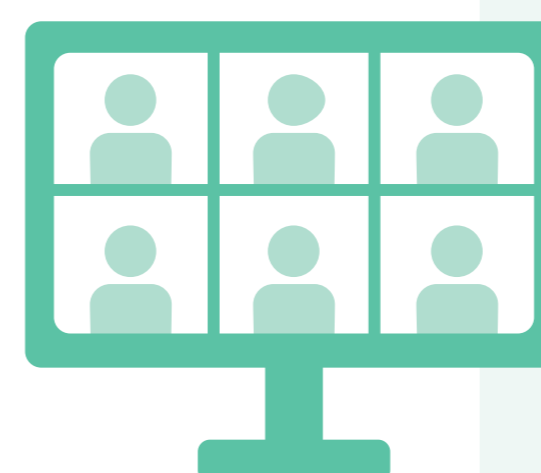
The Race in Religion: Black History Tour seeks to reveal Black history and Black Jewish history in the collection. From the role of 'blackness' in Holy Texts to some of the ancient Jewish communities of Africa, the tour explores the many ways in which race is portrayed through religion. Led by Learning Officer Shereen, attendees got the opportunity to learn and see some of the rare and unique objects in our collection through booked virtual tours.



### What's the history behind these tours?

The Learning Team began our first Black History Tours in 2017 and have run them every Black History month since, each year changing the focus on both the objects and the discussions. Following the murder of George Floyd this summer we decided to integrate our Black History tours into our general tour programme as opposed to delivering them only in October, during Black History Month.

We scheduled our first virtual Black History tour on Monday 27th July. This happened to be the Monday after grime artist Wiley's series of antisemitic tweets. As a result, the tour picked up a lot of attention and interest across the social media and press. At our first tour we welcomed 77 attendees, most of which had never attended a tour with the museum before.



# 77

**ATTENDEES AT OUR FIRST VIRTUAL TOUR**

“Presentation deserves widespread reach – so much to learn.”

“So fascinating and informative. Really happy you held this online tour. Thank you very much!”

“Thank you so much from New York!”

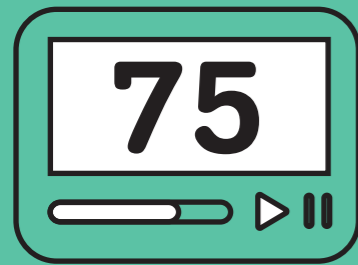


# LIVESTREAMED EVENTS

The first decision we made as lockdown started was to utilise the skills and experience of the Learning Team to take our engagement work digital.

We successfully launched a series of regularly scheduled livestreamed events, each one directed towards a core audience group.

The whole programme was launched just one week after the lockdown started.



WE RELEASED A NEW VIDEO THREE TIMES A WEEK. THERE HAVE NOW BEEN OVER 75 VIDEOS CREATED SINCE MARCH.



WE LIVESTREAMED TALKS ON 69 OBJECTS WHICH IS STILL ONLY 0.17% OF OUR COLLECTION!

The items we discussed during the livestream included an 18th century haggadah, prayer sundial, Kabbalistic amulet, North African Rimmonim, WWII Nurses Cape, Yiddish Theatre Poster, Jews Free School Photographs, letters by Kindertransport Refugees and many more diverse objects.

We used these objects to look at a range of Jewish communities, including English, Baghdadi, Indian, Adeni, German, Austrian, Bukharanian, North African and Tunisian.

“Thank you for such an interesting and engaging talk, I really enjoyed it and found it quite emotional. I also appreciated the sensitivity with which the talk was delivered. So special to hear about this man and his daughter, it reminded me of my Dad and I. Thank you for prompting some special memories.”

## Object Talks

Our weekly live object talks were the heart of our new digital engagement plan. The Learning Team brought together research from across the museum and created a series of talks hosted via Facebook Live and then streamed to YouTube.



UK, USA, Israel, Italy, Germany, Brazil, France, Poland, Hungary, Spain, Australia, Argentina, Peru, Norway

OUR OBJECT TALKS WERE WATCHED BY **10,316** PEOPLE, ATTRACTING NEW AUDIENCES FROM ACROSS THE WORLD

## Weekly quiz

Our Shabbat morning (Fridays) weekly quiz was designed to be a more informal way to share our collection with audiences. We wanted to use our collection in a new way and create a fun and relaxed regular event for both our volunteers and wider audiences. Teachers were a surprise audience group who have used the quizzes as a way to learn more about the community as part of their CPD.

Fun facts we learnt through doing the quiz:



SPECIAL MILITARY UNDERWEAR CAN BE WORN FOR 3 MONTHS



PEOPLE USED TO THINK FROGS FELL TO EARTH FROM THE SKY



THE WORLD'S LARGEST EVER SEDER HAD 4,000 PEOPLE ATTEND AND USED 100 GALLONS OF RAISIN WINE!

OUR SECTION ON GREAT BRITISH JEWS WERE WATCHED BY

**4,935**

PEOPLE AND HAS FEATURED:



JUDITH KERR



CLAUDIA WINKLEMAN



NICHOLAS WINTON



SIR BEN HELFGOTT



BEN ELTON



JOSH WIDDECOMBE



AMY WINEHOUSE



JOAN COLLINS



SHEILA VAN DAMM

### Family Mornings

Our family audience has been a focus for the Learning Team for the past 4 years so we were keen to make sure that we continued to engage with them during lockdown. We decided to create and launch a weekly Sunday morning virtual family session that families could either join in live or catch up with later. We also partnered with our interfaith partnerships to do facilitated workshops online and launched an Arts Award summer holiday programme.



We were aware that not everyone could access arts and craft materials during lockdown so our team worked hard to only include items you could find in the home. We showed families how to be creative with materials to create their own Torah scroll, make their own Shavuot cheesecake and using just paper, a hole punch, string and colours children were able to be inspired by the amulets in the collections to make their own.



### Activity Packs

It was really important to us to both keep engaging with our core audiences, and to support them during lockdown. This included families, teachers, volunteers, care homes, synagogues and cheders. Weekly digital activity packs were created individually for each of these groups, and the response from them has been overwhelming.



OUR ACTIVITY PACKS REACHED NEARLY

**9,000**  
PEOPLE SINCE MARCH

What our audience said:

“Thank you so much for this beautiful contribution to boost our intellectual & mental wellbeing, I enjoyed reading your newsletter. We are encouraged to exercise our muscles during this lock-down but we should also be just as much encouraged to exercise our ‘little grey cells’! Your newsletter certainly does this thanks for keeping in touch with so many interesting materials and ideas – been great to share some with grandchildren to have a shared experience whilst we are apart.”

### Social Media

Before lockdown our tweets reached an average of 5,600 people, but during lockdown our highest rated tweet reached over 27,463 people. We’ve welcomed hundreds of new followers on Facebook and Twitter, and have seen engagement rise with our livestreamed events on these channels.

The Learning Team got to grips with all the new platforms, livestreaming from Zoom to Facebook live, all while using only in-house skills, and within a week of lockdown. We also used Facebook analytics to help us monitor our audience engagement and modify our approach accordingly.

254 NEW FOLLOWERS AND



NEW PAGE LIKES ON FACEBOOK SINCE MUSEUM LOCKDOWN (17/03/2020)

# BEHIND THE SCENES

The museum has been working incredibly hard behind the scenes on all the aspects that our audience rarely, if ever, see. This included the challenging nature of collections care during the initial very restrictive lockdown measures and all the operational logistics of a building that has complex systems in place to regulate environmental controls to ensure we uphold the excellent standards of collections preservation.

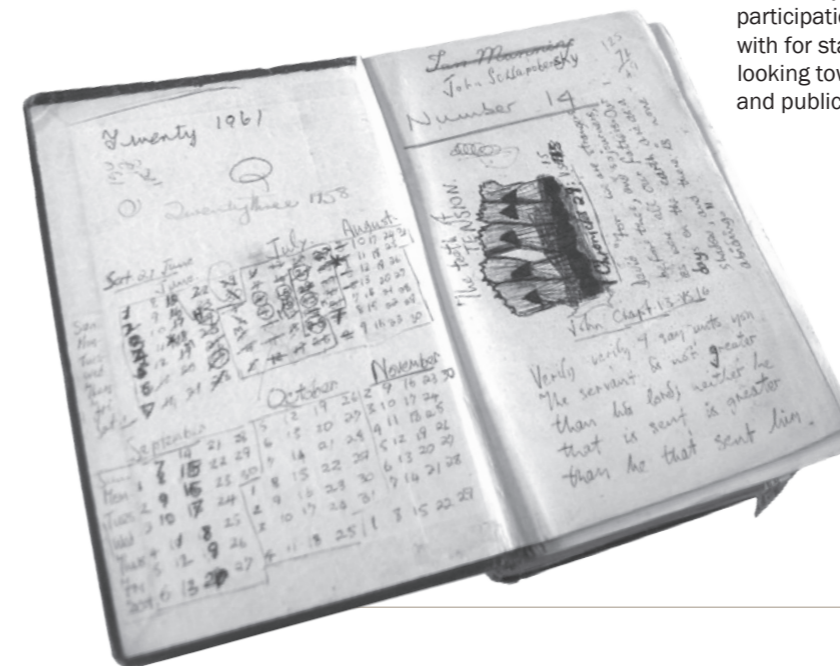
### Collections

During lockdown our curatorial consultant has answered over 100 collections requests. Many people around the world took the opportunity of lockdown to deepen their research into their own family history or academic interests. The museum enabled virtual access to objects, archives and photographs throughout lockdown.

### Our collections highlight during lockdown was an email from John Schlapobersky:

John Schlapobersky’s Bible (held at the museum on long term loan) was the only personal object he was allowed, whilst in prison for demonstrating against the apartheid regime in South Africa. He used the Bible not only to record his time there, but also to find messages of hope and inspiration from both the New and Old Testaments.

Shereen (Learning officer) recently used this object in her public talk with the theme of ‘coming together’. We were delighted to hear from John Schlapobersky, who sent us a lovely email thanking the Museum, and in particular Shereen, for the great work we do and for using his Bible to illustrate the theme of ‘coming together’ during the period of lockdown.



### Operations

Operations have been particularly challenging during lockdown. With only limited access to the museum building itself, we have had to put in updated and remote systems across nearly all aspects of the operational management in order to uphold our excellent standards.

We migrated the accounting system from the Sage accounting package to Xero, and migrated the email system from being server-based to Microsoft365. We also needed to create a digital hub for the team to stay connected and communicate whilst we are working remotely as the team relies on partnership working for all our programmes. To help with remote working we’re also improving the filing system for the online shared drive.

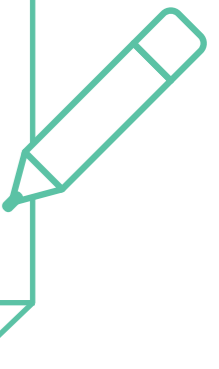
In order to be able to make decisions in a fast paced and ever changing situation we have been creating monthly detailed cash flows, negotiating and where possible and improving supplier contracts, and amending the previous invoice processing and improving supplier relations.

We’ve also been working hard on all aspects of health and safety for access to the museum including the participation in the track and trace system. To begin with for staff and priority researchers and now we are looking towards a phased reopening to priority groups and public access.

DURING LOCKDOWN OUR CURATORIAL CONSULTANT HAS ANSWERED OVER

**100**

COLLECTIONS REQUESTS





**Strategic Planning**

The museum's new interim Director, Frances, implemented, at the start of the lockdown the engagement plan and later full Engagement Model which capitalised on our expertise in creating a digitally led learning service. In this case learning is the broadest sense of the word, including not only schools but also adult learners, researchers, and the general public interested in engaging with object talks and tours.

Implementation of the model was carried out within the first three months of lockdown in order to ensure we were financially resilient and delivering unique public benefit to our audiences. The Engagement Model will take us through to a phased reopening of the museum building itself whilst the Board and Staff work on the next stages of our strategic planning.

**Fundraising**

Covid-19 has brought with it a scale of financial challenges not experienced before. Both the museum and heritage sector and Jewish charity sector has found itself in new territory and had to work hard and fast. Our primary responsibility is to always ensure that the collection that the Jewish community has collectively identified as core to our identity and heritage is preserved and protected. Our secondary responsibility is to ensure that this world-leading collection is not just kept behind closed doors. Opening the collections and encouraging access and engagement is the heart of what we have endeavoured to do during the lockdown period.

The landscape remains extremely challenging and the museum is working hard to fundraise to ensure our priorities do not waiver. We are extremely grateful to our funders, both previous and new, who have stood with the museum to support us. Our funders include Foundations and Trusts and as well as individual donors and Arts Council England.

Fundraising continues to be a priority for the museum as we will continue to need support to deliver.

**Funders**

Arts Council England	John Lyon's Charity
National Lottery Heritage Fund	Acacia Trust
Rothschild Foundation	Association of Jewish Refugees (AJR)
Hanadiv Europe	Rayne Foundation
Kirsh Foundation	The Circles of Art
Blavatnik Family Foundation	AJEX
Esmée Fairbairn Foundation	Generous Private Donors

**Case Study**

**Operations – moving from Sage to Xero**

**Objective**

To decrease costs and complexity of our accounting processes.

**Background**

The museum had been using the Sage accounting platform for our accounting, bookkeeping and reporting for many years. This sophisticated software is an enterprise level system (usually for 100+ staff) and therefore an expensive and complex platform to use.

Following the implementation of the Engagement Model we reviewed the needs of the museum and it was decided to migrate over to Xero. The Xero platform is for organisations of a similar size to the museum. The system is flexible, more cost efficient to access and also simpler and quicker for the bookkeeping needs.

**Process**

The decision was made to migrate over to Xero on the 1st April 2020 which is the start of the Museum's new financial year. We worked through with our accountants what the current Chart of Accounts was and what would be needed for reporting in the future. We created a new chart of accounts that fulfilled our needs and worked to update the coding for any invoices paid after this date.

Due to the more flexible nature of Xero we were also able to change the payment process to make it a more automated system for coding, authorising and sending invoices due to a bookkeeping app called iCompleat. We are also able to modify any identified errors quickly and easily with Xero to lower any issues we would have with the end of year accounts.

**Outcome**

The change of accounting system has saved the museum over £16,000 yearly in platform and accounting services, which achieves the objective of the change.

The change of platform has meant that the internal systems for the tills in the Museum has also needed to change as the tills were linked to the Sage system. This has also saved the museum money due to the expensive nature of the Sage platform and associated integrations. We are able to use a lighter and more streamlined and integrated system that will be used for the tills as well as the website which was run on separate systems previously.



**THE CHANGE OF ACCOUNTING SYSTEM HAS SAVED THE MUSEUM OVER £16,000 YEARLY**

**Case Study**

**Object Lending Library; An Accessible Collection**



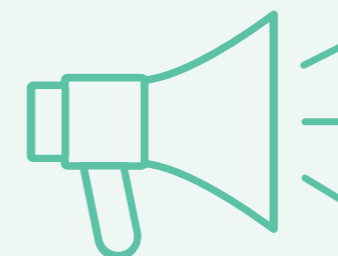
**What is the project?**

Encouraging engagement with the collection has been the heart of our lockdown programming. The museum's interim Director, Frances, worked up a bid to the Esmée Fairbairn Foundation to pilot a project involving the creation of an Object Lending Library, enabling us to make our collection accessible in completely new ways to the wider community. This funding bid was successful and we were pleased to announce the project in July with a start date of October.

**What will the project do?**

This year-long funding enables the museum to create a pathway for all individuals, groups and organisations who want to borrow an object for a specific event. We want to connect communities to shared heritage and history and focus on how we can use physical objects at a time when digital became our default.

The funding has also enabled us to hire a Collections Engagement Manager to lead the project and start building new partnerships. This new post will be responsible for responding to themes, festivals, and events that can integrate with our collection, as well as the process of safely and securely lending and receiving these loans through a new website platform creating an easy way for everyone to look at the object ready to be loaned out to individuals, families and communities.



**IN JULY WE ANNOUNCED OUR SUCCESSFUL FUNDING GRANT WITH A FULL BACK PAGE SPREAD IN THE JEWISH CHRONICLE.**

**KEY AIMS OF THE PROJECT**



**ENABLE A NEW PATHWAY OF EASY ACCESS TO THE COLLECTION WITH OBJECT LOANS TO COMMUNITY PARTNERS INDIVIDUALS AND FAMILIES**



**IMPROVE DEEPER RELATIONSHIPS WITH COMMUNITY PARTNERS SUCH AS SYNAGOGUES, OTHER MUSEUMS AND COMMUNITY GROUPS**



**WIDEN THE MUSEUM'S AUDIENCE, AND INCREASE DIVERSITY AND INCLUSION IN THE PROCESS**



**RAISE THE MUSEUM'S PROFILE AS A PLACE FOR THE COMMUNITY TO ENGAGE AND ACTIVELY PARTICIPATE**



# PARTNERSHIPS

As part of the Engagement Model partnerships have been a focus for the museum both during lockdown and beyond.

We have partnered with different museums across the world to deliver engaging tours. As part of the Jewish Museums Across the Seas Programme we partnered with



We have also partnered with



to organise virtual talks.



We partnered with Westminster Abbey twice to deliver activities as part of their virtual family programme. Also involved in these family days were the Garden Museum, London Museum of Water and Steam, the Horniman Museum and St Paul's Cathedral.

To mark Yom HaShoah we partnered with




to deliver a live event for Yom HaShoah UK's online programme of events.

**BRITISH LIBRARY**  
We partnered with the British Library and the launch of their Hebrew Manuscript's Exhibition with our Senior Learning Manager being invited on the Panel for their virtual private view.

**Gem**  
the voice for heritage learning  
In partnership with GEM our interim director delivered CPD sessions to over 350 museum professionals on our launch of our Virtual Classrooms programme.

**MUSEUMS ASSOCIATION**  
Museum Association  
For the month of September, Museum Journal, the leading journal for information for museums, galleries and heritage sites, featured an article written by the museum's Learning Officer, Shereen Hunte. In line with the Museum Journal's September theme of Anti-Racism work in museums, Hunte wrote of the Museum's Black History Programme, including the Museum's Race in Religion: Black History Tours, the Abayudaya: Jews of Uganda Exhibition and Diversity in the Community stream of learning workshops.

**Knowledge Quarter**

 On 19th August 2020, the creative network Knowledge Quarter hosted the 'KQ Virtual Private View: Hebrew Manuscripts with the British Library' Event. Jewish Museum London's Senior Learning Manager, Lisa Shames, joined the Q&A discussion, sharing her insight on the role of the Hebrew language within the Jewish world, and museum sector.

**Baltimore Jewish Times**

Baltimore Jewish Times reported on our recent partnership with the Jewish Museum of Maryland, in which we gave a virtual presentation detailing the Jewish Community's history in Britain. The trans-Atlantic museum partnership was a great success, and we were thrilled to see the event picked up by international press.



**Board of Deputies of British Jews – Hidden Treasures**

We partnered with the Board of Deputies of British Jews for their project called *Hidden Treasures*; celebrating Jewish archives in Britain. This project aims to raise the profile of and showcase Jewish archives that tell the story of Jews in Britain from across the sector. Our collection now features on their website as an important part of this showcase of British Jewish history.



# NEXT STEPS

The lockdown period has been an extremely challenging time for the museum but has also enabled new partnerships, new ways of working and new programmes. We have realised our expertise in digital programming and welcomed over 40,000 people from all over the world in just five months.

The museum will continue to change and flex with the environment, particularly over the coming autumn and winter. Our phased reopening plan will enable the museum to open to priority pre-booked groups including schools, researchers and accessibility groups. Our operations planning for safely reopening to these priority public audiences aims to be complete for October so we can begin by welcoming schools.

The museum takes our responsibility to staff, volunteers and public safety very seriously and therefore we are taking our time to get things in place. The next months will bring new challenges but the museum is ready to meet them.

Thank you to everyone who has supported the museum during the lockdown period, through membership, funding, attendance at our events and volunteering.

The museum is a community and we are grateful to each and every person who chooses to be a part of ours.





**BOOK WITH  
CONFIDENCE**



VIRTUAL CLASSROOMS



OUTREACH VISITS



MUSEUM WORKSHOPS



OBJECT LOAN BOXES



# SUPPORT THE MUSEUM

**Shana Tova! As we welcome the Jewish New Year, Rosh Hashanah, we ask for your support to help us both preserve the community's history and heritage and continue the award-winning learning work we do through our collections.**

The Covid-19 lockdown has had a huge impact on the museum and whilst our doors are still physically closed we have been hard at work creating new virtual platforms and an array of enjoyable and insightful programmes to continue our mission.

Behind the scenes we have been continuing to answer research requests into our collection as well as maintaining excellent standards of collections care to our over 40,000 objects.

Our staff have worked tirelessly since March pivoting our programmes to deliver to our audiences and are now working to reopen our museum building to priority groups.

If you would like to support the museum both in continuing our virtual work and in phasing the reopening of the museum building itself then please donate below.

[www.jewishmuseum.org.uk/support-us/make-a-donation-rosh-hashanah](http://www.jewishmuseum.org.uk/support-us/make-a-donation-rosh-hashanah)

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

[admin@jewishmuseum.org.uk](mailto:admin@jewishmuseum.org.uk)



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

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Accredited Museum no 31

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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.

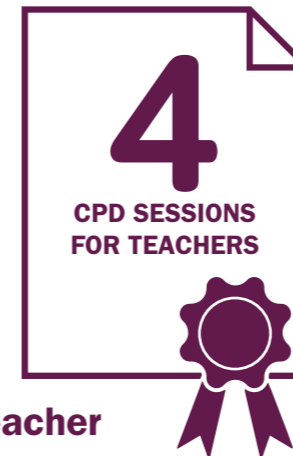
## Case Study

# 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.



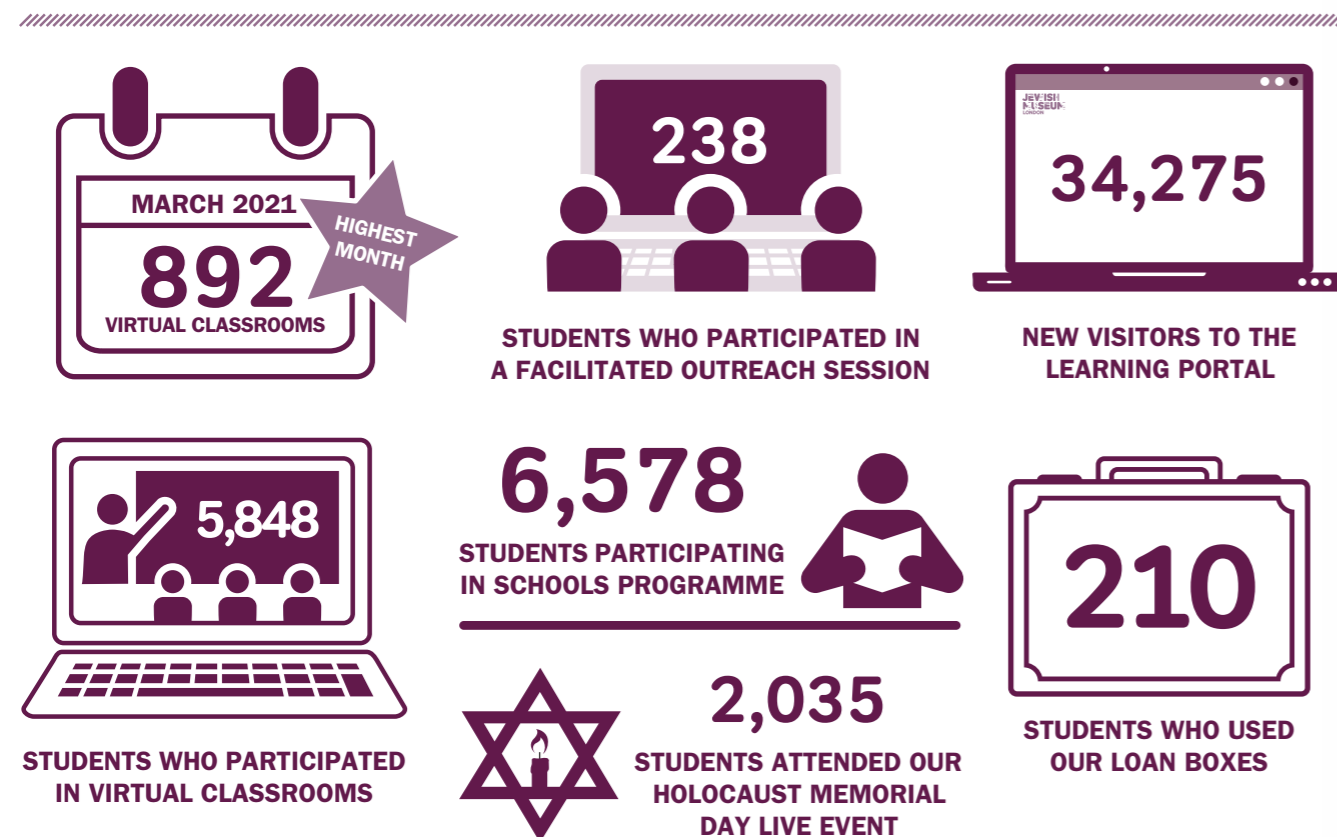
## Teacher Support

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**



## 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.”

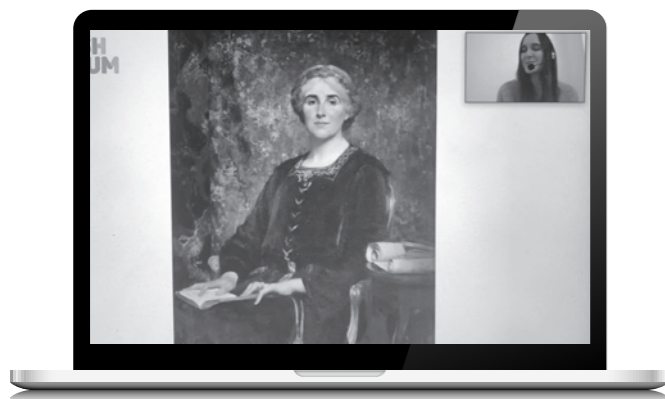
“I am inspired to visit your museum.”

## 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.

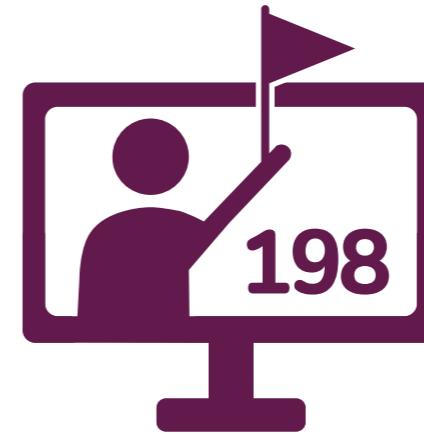


## Holocaust Memorial Day

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.”

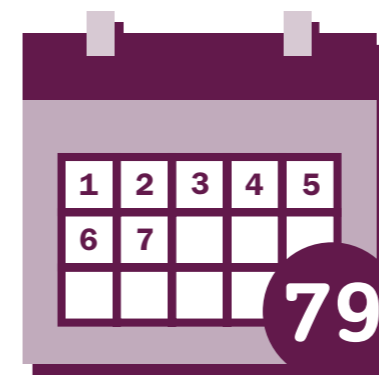


**198 PEOPLE ATTENDED THIS VIRTUAL TOUR**

## 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

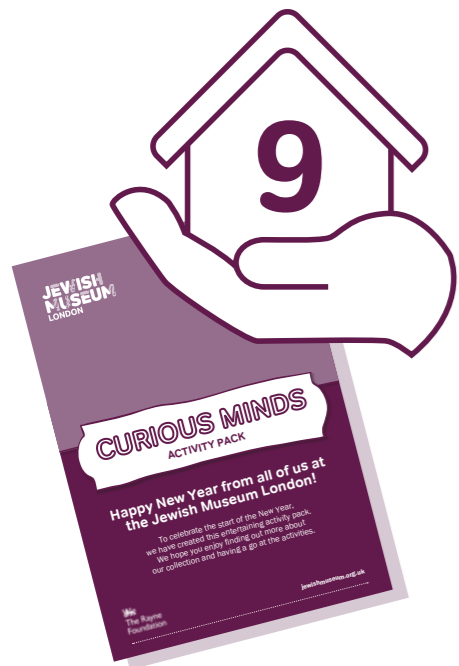
We have launched three new Curious Minds sessions: '8 Lamps of Hanukah', 'Exploring the East End' and 'Seder Celebrations', that have all received positive feedback. We have also continued our workshops 'For Richer or Poorer: The Wedding Photography of Boris Bennet' and 'Highlights of the Jewish Museum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

“I just wanted to say, again, a huge thank you for this afternoon’s presentation. As you were told by others, your level of engagement and ability to work so effectively with our clients is just wonderful. There was a real ‘buzz’ which was palpable, despite the fact we were all sitting in our own homes! I can’t wait until you are with my other group closer to Passover.”

**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

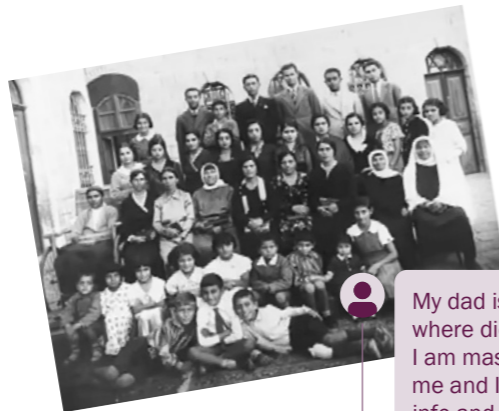
## Object Talk Highlights

### 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.



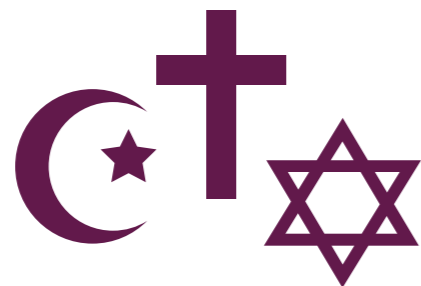
My dad is in that photo. Wow where did you get this from? Yes I am mashadi you can speak to me and I'll give you a wealth of info and direct you to others too.

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.

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

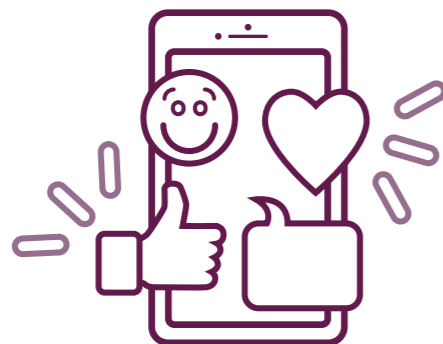
To celebrate Women's History Month in March we highlighted some of the amazing stories of women in our collection. We profiled Milly Witkop, Nina Salaman, Helen Bamber, Lily

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

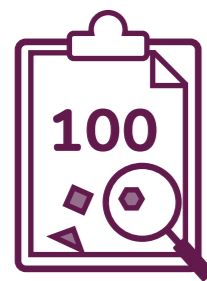
Although physical access to the Museum hasn't been possible, we have answered over 250 enquiries relating to the collection, including over 100 specific object research requests and over 50 offers to donate new items to the collection.

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.



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**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



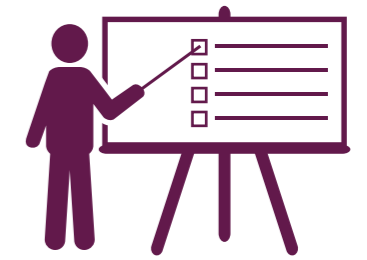
## Local organisations



## 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**

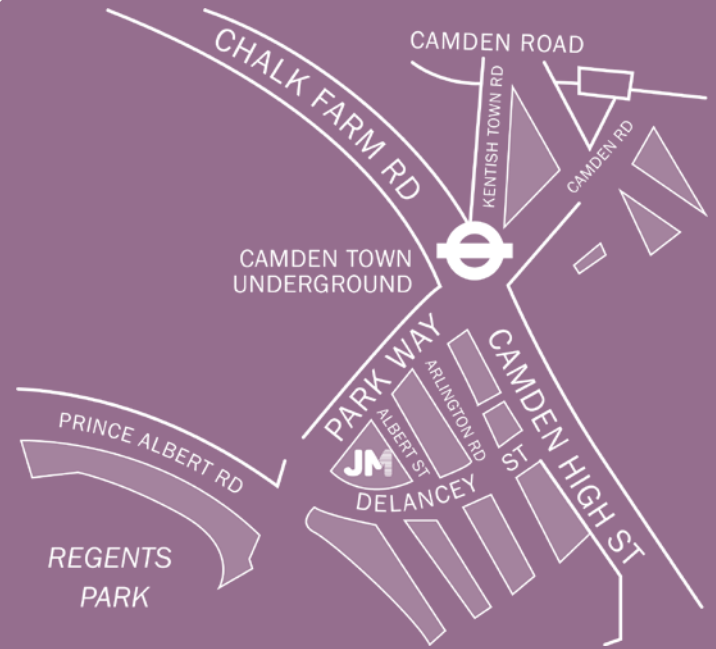
**OUTREACH VISITS**



**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

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