

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'



MUSEUM IMPACT REPORT

April – September 2021

MEET THE TEAM

Leadership at the Museum

Welcome from Nick Viner, Chair of Trustees



We reached an exciting moment for the Museum when we reopened in early July after 16 long months of 'being dark'. But that period of lockdowns and closure, though extremely challenging, was incredibly busy and remarkably fruitful.

Since March last year, over 130,000 people participated in our virtual programmes, from weekly object talks to family mornings, to tours and events, to our extensive award-winning schools programme. Now that we're open, all those who saw some of our amazing objects online can now see them for real; they can also take part in our digitisation project, making our collection accessible to all by photographing and writing about objects.

As we start to prepare for a new chapter and develop our ambitious plans for the future, I'd like to thank our funders, in particular the Arts Council and the Cultural Recovery Funds, as well as number of committed private donors and foundations, who have stood by us over the last year and a half.

Thank you also to our community partners, to our wonderful volunteers, to my fellow Trustees, and of course, to our staff who continue to work tirelessly, energetically and creatively.

Welcome from Frances Jeens, Interim Director



The last six months have seen the Museum make some huge strides. We are absolutely thrilled to see the Museum opening up in new ways to our audiences. It's fantastic to now go beyond the long period of lockdown closure and invite our visitors back into the Museum to engage with our collection in person. Whilst we are hugely proud of our ongoing digital engagement, we are so delighted to have welcomed staff, Trustees, visitors, and schools back to the Museum in

person. The reopening process saw a lot of change at the Museum, including welcoming six new Trustees to the Board, partnering with the Jewish Genealogical Society of Great Britain, and introducing a vibrant new Research Centre.

We look forward to more changes to come as we continue to grow and solidify our core principles of engagement through our incredible collection and community partnerships.

Trustees



Jamie Beaumont
Treasurer



Liz Cleaver



Damien Egan



Daniel Korski



Gina Koutsika



Tali Krikler



David Meller



Tanya Persey



Robert Swerling



Kelly Webb-Lamb

Staff



David Stein
Finance and Operations
Director



Lisa Shames
Senior Learning
Manager



Adam Corsini
Senior Collections
Engagement Manager



Miranda Baxter
Reopening Senior
Manager



Helen Atkinson
Operations Manager



Rhianon Parkinson
Museum Manager



Emma Crew
Engagement Manager



Shereen Hunte
Learning Manager



Eliana Mendelsohn
Learning Officer



Yasmin Downie
Learning Engagement
Assistant



Maria Duarte
Collections Assistant



Rachele Nizi
Museum Assistant



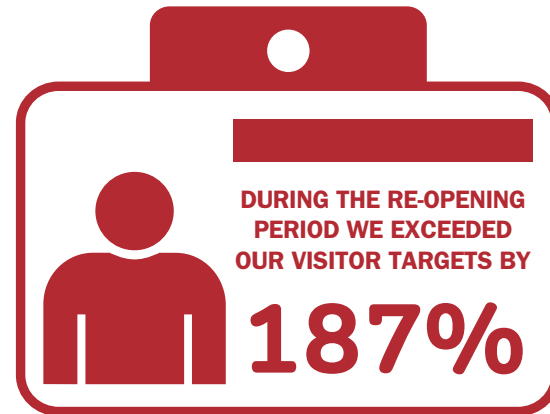
Mona Hamid
ARSP Intern

REOPENING THE MUSEUM

After 16 months of closure due to Covid-19 we physically reopened to the public on Sunday 11 July, 2021. Reopening was preceded by a preview day on Sunday 4 July.

We incorporated the themes of Community, Enquiry, and Identity into the goals of the Museum Reopening Campaign Plan. Some of the reopening highlights were:

- Transforming the Welcome Gallery into a collaborative space with six partners from the Jewish community
- Creating a Research Centre on the third floor
- Piloting 'Museum to Myself' days, during which families had exclusive access to the Jewish Museum.
- Running daily 'Beyond the Label' tours to complement Museum visits.



Welcome Back Event – Preview Day

We hosted an exclusive Preview Day on 4 July to celebrate our reopening and to showcase the transformation of the Jewish Museum.

Over 50 Trustees, project partners, stakeholders, survivors, volunteers, friends and family joined us to mark this pivotal moment of the Jewish Museum's reopening after 15 long months of closure and change. Chair of Trustees Nick Viner and Interim Director Frances Jeens launched the event with speeches, while guests enjoyed refreshments. Jewish Museum staff members and volunteers showed off the spaces with talks and live collections care, during which guests explored the new Welcome Gallery exhibition and the Research Centre.

Welcoming Back Volunteers

We were delighted to be able to welcome volunteers back onsite for the first time since March 2020.

Before volunteers returned we sent out two surveys to enable volunteers to share when they would feel comfortable returning onsite and what measures they would like to see in place.

On 28 June we welcomed the first of our volunteers back onsite. Fourteen people took part in our updated health and safety training, answering difficult questions and taking part in role-specific training. This was followed on 14 July with a second training day.

Our first volunteers signed up to complete volunteer shifts on our preview day, 4 July, and since then we have had 29 individuals volunteer onsite, giving us a total of 334.5 hours of their time.



334.5 HOURS GIVEN BY VOLUNTEERS

Keeping Visitors Safe

We have been working hard to make the experience of visiting the Museum as safe as possible. We have put measures in place to help with that process and will be continuing to encourage these.

Test and Trace

Following government guidelines, we no longer require all visitors to complete Track and Trace when they arrive at the Museum. We still encourage visitors to participate.

Social Distancing

We believe that social distancing is still important and have introduced timed-ticket entry. We introduced a maximum of 10 people attending each tour. We have given visitors the option to book their tickets at the desk, but we encourage pre-booking through Art Tickets to help with capacity.

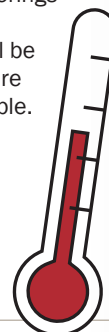
We have signs around the Museum promoting social distancing where possible.

Face Coverings

Following government guidance, face coverings are no longer required to be worn within the Museum. Staff and volunteers will still be wearing face shields and masks and we are encouraging visitors to do so where possible.

Temperature Checking

We continued to perform temperature checks for all visitors over the age of 18 upon entry to the Museum.



NEW AT THE MUSEUM

Ground Floor Exhibition

#PitchUp: Community Voices

Our new Welcome Gallery exhibition takes a fresh approach to community-led displays, offering a platform for a range of Jewish organisations and individuals to share their stories.

Inspired by the East End market stalls, and with a focus on preserving British Jewish heritage, #PitchUp invites others to choose one set of items to discuss the themes of identity, memory and place.

What are the important stories to tell? What do organisations want to preserve for the future? How should the Museum better represent British Jewishness? The display asks these questions, alongside questions posed by our residencies to our visitors.

The first 6 residencies include, Bevis Marks Synagogue, Chabad Islington, EcoSynagogue, the Foundation for Jewish Heritage, Jewish Care, and UCL PhD student, Mie Astrup Jensen.



Cafe

As part of our 're-opening the Museum pilot projects' the Café was integrated with the shop, within the Welcome Gallery, broadening the ground floor experience. This offers visitors, staff and volunteers easy access to all our food, drink, and shop offers in one place.

With a selection of fresh and packaged food on offer, visitors have the opportunity to sit and relax amongst the Welcome Gallery's 'Pitch Up' exhibition.

We partnered with Daniel's Bakery to provide bourekas, rugelach, and a selection of delicious cakes.

The previous café space will now primarily be used as a learning area, and we have some exciting plans to introduce more food learning opportunities, following the recent success of our challah baking workshops. This work is being generously supported by the Band Trust.



Research Centre

As we move forward with our engagement strategy, our aim is to open up more of the collections for research and display. Our Research Centre offers visitors access to our research library of over 2,000 books, including bound copies of the Jewish Chronicle. In addition, we have been able to display a selection of paintings, etchings and photographs, including Nicola Green's portrait of Chief Rabbi Jonathan Sacks. These are alongside displays of items researched by our staff during the pandemic, which we plan to refresh with current research as we move forward with the space.

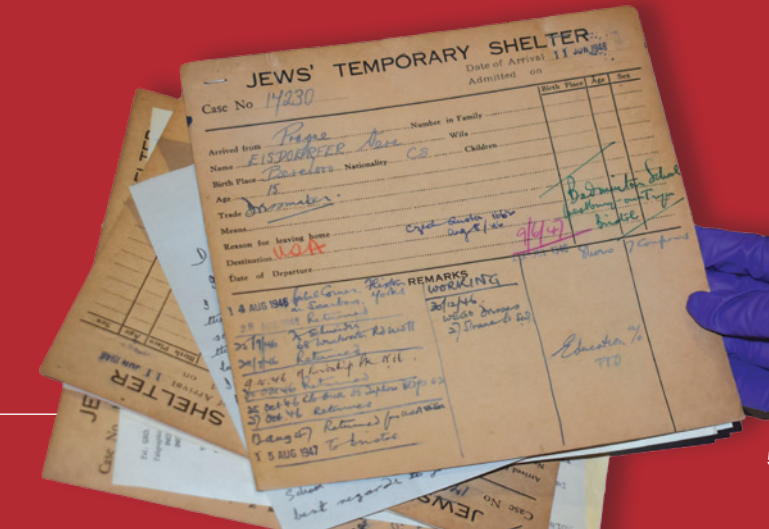
The Research Centre includes a digitisation zone, where current research includes digitising records relating to the Jews Temporary Shelter. These records will generate new data that provides insights into those who passed through the shelter post WWII.

We are also boosting our genealogical records, by cataloguing named individuals that feature in the Maccabi Times magazine from the 1950s and 1960s.

We will continue to make items more accessible and increase store space through efficient packaging.

Researcher Membership

In conjunction with the opening of our newly-created Research Centre, the Museum has introduced a new membership programme. The Researcher Membership will sit alongside our Friends Membership programme, and will offer all the benefits of being a Friend of the Museum, with the additional perk of block booking a desk in the new Research Centre.



SCHOOLS AND TEACHERS

Welcoming Back Schools

April to September has been an incredibly busy and exciting time for the Learning team. We have been focused on delivering our 4 stream service for schools: our Virtual Classrooms, Museum Workshops, Outreach sessions and Object Loan Boxes.

We were delighted to welcome our first schools back on-site for in-person workshops in June 2021. June also marked a milestone for the Learning team, as for the first time all of our 4 stream services were booked by schools. We also ran our 'Museum to Myself' programme for schools as we eased back into in-person teaching, and by July the Museum was fully open again to both schools and the public.

Between April and July we continued to send out our weekly curriculum activity pack to over 600 teachers. This pack let teachers know about our offers and directed them to resources on our free Learning Portal. In September this became part of our Monthly teachers Newsletter.

We have continued to welcome schools on-site in September and are looking forward to a busy autumn.



Student Feedback

“Overall, it was a valuable lesson on Judaism with lots of eye-opening facts. I hope my peers enjoyed this interactive session as much as I did!”
Student on Torah: Synagogue and Sacred Objects

“I really enjoyed the tour and the opportunity to learn more about Jewish daily life and the rules they have to live by. RS is one of my favourite subjects as I find it fascinating to learn about religions and how they differ and impact on day-to-day lives.”
Student comment on a Keeping Kosher: Kashrut Food Laws Workshop

Feedback from Teachers

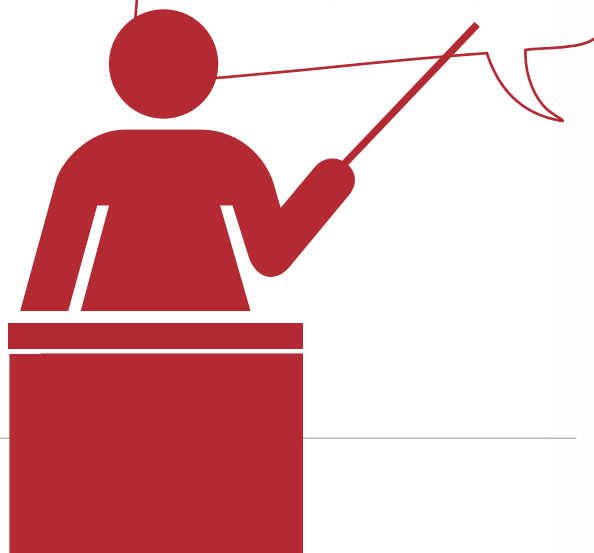
“An informative session with an engaging leader. She spoke in a very child-friendly manner and offered opportunities for pupil involvement.”
Primary Teacher on a Torah: Synagogue and Sacred Objects Workshop

“Personalised and built on existing knowledge, the pre and post workshop sheets were great too.”
Primary Teacher on Kindertransport Workshop

“A massive thank you from all of us at Wilmington Academy. The presentation was inspiring, and there have been many conversations between staff and students sparked by Bob and Anne's testimonies.”
Secondary School Witness Testimony Session

“Interesting and engaging. Shereen was brilliant and we would love to work with her and the museum again in the future!”
Primary Teacher on Outreach Every Object Tells a Story Workshop

“Useful and engaging – which is hard to achieve during a pandemic!”
Primary Teacher on Torah: Synagogue and Sacred Objects Workshop



School Stats



STUDENTS ENGAGED IN OUR 4 STREAM LEARNING PROGRAMME:
MUSEUM WORKSHOPS, VIRTUAL CLASSROOMS, OBJECT LOAN BOXES & OUTREACH VISITS



STUDENT VISITS TO THE MUSEUM



STUDENTS PARTICIPATED IN OUR VIRTUAL CLASSROOMS



STUDENTS PARTICIPATED IN OUR OUTREACH VISITS



STUDENTS ENGAGED WITH THE LOAN BOXES

Life with Loss: Understanding Grief & Memory – In partnership with Grief Encounter

Our partnership with Grief Encounter focuses on our workshop 'Life with Loss: Understanding Grief & Memory', in memory of Solly Irving z"l.

Solly Irving was a Holocaust survivor who spoke at the Museum for many years. Earlier this year, the Museum received funding from the Irving Family to create a school workshop in Solly's memory. Our workshop focuses on universal themes of grief and loss through the lens of Solly's story.

We partnered with Grief Encounter, a UK based bereavement charity focusing on working with young people. Grief Encounter provided training for the Museum staff in April 2021 and has been essential in helping us find the right approach in speaking about these topics with young people.

We have also created a new film which combines Solly's own testimony alongside interviews with some of his descendants. The film focuses on telling Solly's story, the loss he experienced and the things that helped him cope.

The workshop also includes object handling, looking at objects that help us understand how we remember people who have died in Judaism. Students will also have the opportunity to explore the Museum galleries and think about how objects help us remember individuals or whole communities, and consider how we can remember people or groups of people for whom no objects survive. The workshop concludes with a creative response piece to Solly's story, giving the students a chance to reflect on the session.

Solly was born in Poland in 1930 and was the only member of his family to survive the Holocaust. He came to Britain in 1945 as part of 'The Boys,' a group of young Holocaust survivors who were taken in by Britain after the war. Solly worked alongside the Jewish Museum London for many years speaking to thousands of young people through our learning programmes, recording filmed testimony and donating personal objects and photographs to the Museum's collection.

Throughout 2021 the Museum will be working with pilot schools and partnering with mental health experts to develop this innovative workshop for students. The full programme is due to launch to all schools in January 2022 and will include a bursary scheme to ensure that all students are able to access this programme.

TOURS AND EVENTS

Summer Family Days – Summer Challah Days



Over the summer holidays we ran our first on-site family activities since February 2020. Throughout August families were invited to bake their own challah bread, as part of our 'Museum to Myself' Family Days.

Our team taught families how to make, plait and bake their challah loaves. Families also took part in challah themed self-directed activities whilst they waited for their bread to bake. These included creating their own challah cover, a baking themed gallery trail and handling objects linked to Shabbat. Throughout the Summer Challah Days we shared the diversity of Judaism and included optional ingredients for challah loaves that reflected challah recipes from Sephardi and Mizrahi Traditions.



**40 PEOPLE ATTENDED
THESE FAMILY ACTIVITIES
THROUGHOUT AUGUST**

High Holy Days

To celebrate the Jewish New Year we launched a new in-person tour; 'Beyond the Label: Rosh Hashanah'. This tour looked at objects that explore how Rosh Hashanah has been celebrated in different countries and different periods of history. Highlights of this tour were a Bukharan Shofar, photographs of a Second World War celebration, and a drawing of Bevis Marks Synagogue, founded on the eve of Rosh Hashanah.



In addition to this tour we also ran livestreams on our social media channels to celebrate the High Holy Days.

We ran a special 'Families Live: Museum Mornings' inspired by a drawing of Jonah and the Whale. This text is often read during the High Holy Days.

We also ran two Object Talks for this festival. One was on a shofar from the Chief Rabbi's Emergency Religion Council, and the other was a guest Object Talk led by Bevis Marks Synagogue.

Friends and Patrons Events

We have run virtual talks on a range of themes from the Great British Seaside to pioneers who campaigned for freedoms. It has been wonderful to welcome our Friends and Patrons back on-site for the first time since March 2020.

We gave our Friends and Patrons priority booking when we reopened and ran exclusive 'Beyond the Label: Rosh Hashanah' tours.



**21 PEOPLE ATTENDED
EXCLUSIVE FRIENDS AND
PATRONS VIRTUAL EVENTS**



**94
PEOPLE HAVE ATTENDED
THE TOUR SO FAR!**

Introduction of Daily Tours

We launched our brand new daily tours in July 2021: 'Beyond the Label: Highlights of the Jewish Museum London'. The popularity of our virtual tours and live Object Talks showed that visitors wanted to learn more about our collection. Through sharing the stories behind our collection we were also able to better highlight the diversity of Jewish history and culture.

With consideration being given to reopening in a Covid-safe manner we also felt that tours would allow us to monitor the flow of visitors in the galleries and aid social distancing.

Our 'Beyond the Label' tours explore highlights from the Jewish Museum London's collection, from our 17th century Italian Ark to a 1920s Yiddish Theatre poster. Throughout this tour we cover hundreds of years of Jewish culture and objects that represent diverse communities.

Feedback from the tour

"Thank you so much for sharing your faith, history and culture with me today. It was both moving and instructive."

DIGITAL ENGAGEMENT

Continued Digital Engagement

When we went into lockdown in March 2020 we made a strategic decision to keep our digital programme as part of our core offer going forward. We are proud of all the digital engagement the Museum has done over these past few months and continued to do even after reopening in July.

Between April and September, we have delivered our Virtual Classrooms to schools, delivered talks at online events such as World Jewish Relief's 'Globetrotting' series, spoke to other museum professionals at online networking events, and have spoken about our schools' programme at online teachers SACRE meetings.

We continued to run our weekly Object Talks and Museum Mornings throughout the summer months. These will run on a monthly basis from September onwards.

We have also incorporated some of our digital work into the physical Museum: Some of our Object Talk videos are now on display in the new Research Centre, next to a display of the physical objects.



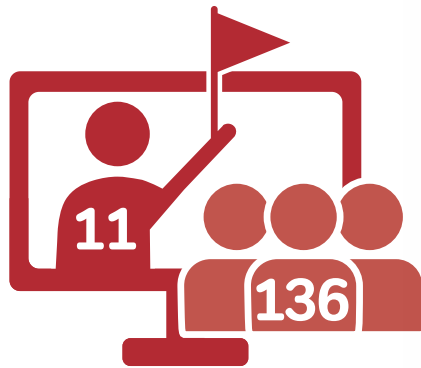
Digital Tours

We continued to run Virtual Tours during the Museum's reopening period. These tours explored Black Jewish History, Jewish military service, inspiring women from our collection, Jewish migration and highlights from our stores.

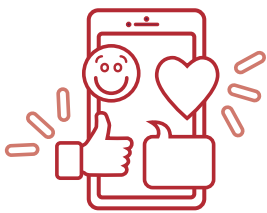
These tours were a mix of public and private tours. One of the private tours was for the Houston Congregation for Reform Judaism, and a more local private tour was delivered for Pinner United Synagogue.

As we reopened we wound down our regular offering of digital tours and moved to in-person tours. However, our digital tours remain available to be booked by private groups.

**IN TOTAL WE RAN
11 VIRTUAL TOURS
FOR 136 PEOPLE**



Digital Engagement Stats



31,292

FACEBOOK
PAGE REACH



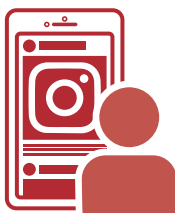
812,000

TWITTER
IMPRESSIONS



25,769

TWITTER
PROFILE VISITS



19,637

INSTAGRAM REACH



694,613

YOUTUBE VIEWS



68,144

WEBSITE USERS



67,341

NEW USERS



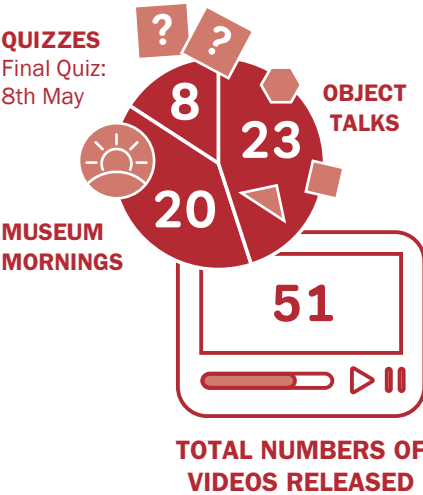
148,399

PAGE VIEWS

Digital Learning

As the Museum has shifted from online to on-site, our digital experience has transformed once again. To accommodate this transition, we continue to create Object Talks and Museum Mornings on a monthly basis and have embedded some of our favourite videos into our newly designed Research Centre.

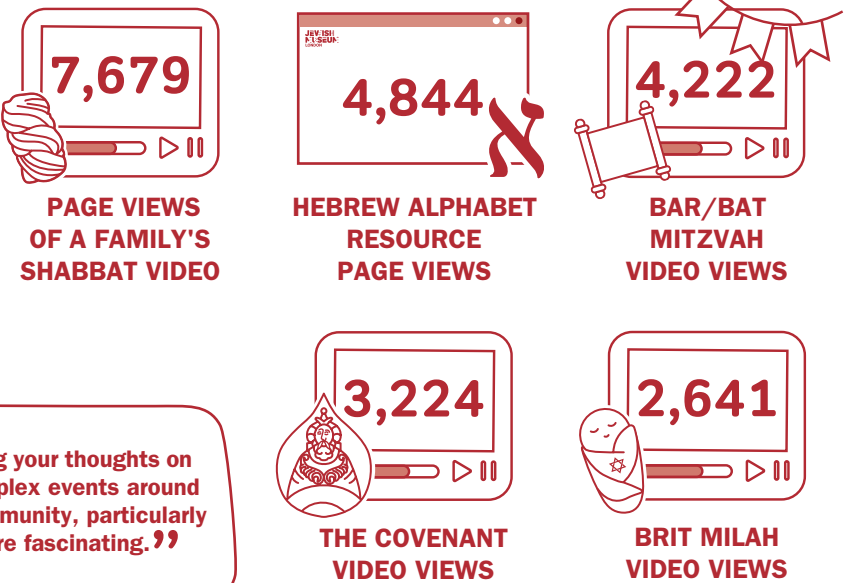
Learning Digital Engagement



Learning Portal Interactions



Learning Portal – Most Popular Pages



Feedback

“The robe is beautiful. So interesting!”
Bar Mitzvah Robe Museum Mornings

“Thank you Jewish Museum for sharing your thoughts on this part of Israel's history. The complex events around the migration of the Beta Israel Community, particularly in relation to 'Operation Solomon', are fascinating.”
Beta Israel Object Talk

Highlights

Takeover Day

Our ARSP Intern, Mona, and Learning Intern, Agnese, ran a Takeover Day on 25 June. Mona and Agnese took over Instagram and Twitter, where they interviewed staff members, gave a behind-the-scenes tour of the Museum, and created a fun collection-based quiz.

Refugee Week

We ran a special Museum Mornings for Refugee Week where Senior Learning Manager Lisa explored a photograph in our collection that shed light on the experiences of refugees. This was followed by an activity in which audience wrote letters welcoming refugees to the UK.

PARTNERSHIPS



Merthyr Tydfil

The Jewish Museum London has been appointed as consultants by the Foundation for Jewish Heritage, who have recently bought Merthyr Synagogue and plan to open the first Welsh Jewish Heritage Centre. The aim; to create a digital Learning Portal for teachers and students, and to build the wider foundations for the website around it.

The portal will focus on the Jewish communities of Wales, in particular Merthyr Tydfil and the surrounding areas in South Wales. The Learning Portal will be a one-stop-shop of resources and objects for teachers and students to support their learning as Wales adopts a new curriculum over the coming year.

The team, comprised of Senior Learning Manager Lisa Shames and Operations Manager Helen Atkinson, began initial preparation, contacting Welsh educational bodies such as WASACRE and local museums in Wales, to locate a range of Jewish objects within their collections. The website now hosts a variety of religious objects, textiles, photographs and oral testimonies from a number of museums and heritage sites in Wales, including St Fagan's and Rhondda Heritage Park, with images also kindly supplied by the Jewish Historical Association of South Wales.



We are delighted to announce our partnership with Bevis Marks Synagogue, the oldest continuously running Sephardi Synagogue in London.

This long term partnership will have a series of different engagement outputs including an online exhibition, a series of Object Talks, and a Virtual Classrooms workshop. Over the past few months we have been working alongside the Bevis Marks team to create the online exhibition which soon will be launching. We have also released two Object Talks focused on Bevis Marks. The first object talk was an introduction to the project, the building and the history. The second Object Talk was delivered by Rabbi Shalom Morris for the High Holy Days.

We have also recently completed the first round of filming at the synagogue for the Virtual Classrooms and the Virtual Tours, both of which will be launching in 2022.

Jewish Genealogical Society of Great Britain



The Jewish Genealogical Society of Great Britain (JGSGB) has found a new home at the Jewish Museum London. In September, to coincide with the Jewish New Year, the JGSGB moved their entire library into the Museum's new third floor Research Centre. This new section of the research room will be staffed by the JGSGB, with regular genealogical workshops and events for the public, and the JGSGB librarian continuing to provide assistance for research enquires. The partnership is founded on the shared values between the two organisations, particularly on the importance of establishing a centre of excellence for Jewish research in all its forms and providing exceptional access to these collections to the public. www.jgs.gb.org.uk

Ben-Gurion University Foundation

From May 2021 the Jewish Museum began renting an office space to the Ben Gurion University Foundation, previously based across the road at Ort. A small team works both within the office and remotely, and we are delighted to welcome them to the building.



The Mental Health Service for our Community

In June and July we partnered with the mental health charity JAMI to run two workshops. This partnership began in September 2020 with the aim of providing sessions for JAMI's participants who had anxiety about returning to public spaces after lockdown. A workshop was developed on the theme of Shabbat. It was a sensory and creative workshop in which participants handled spice boxes and created their own spice bags and tea bags. The workshops were initially scheduled in the autumn of 2020 but were postponed until the summer of 2021 due to lockdown restrictions.



19 PEOPLE ATTENDED THESE WORKSHOPS

Feedback from our workshops with JAMI

"I am amazed at the increase and diversity of the Jewish Museum's contents."

"Lovely museum, I will be coming back with my children."

"So marvellous to have the museum to ourselves."



Culum St Gabriel's – Inclusive Judaism

What is the aim of this project?

The Inclusive Judaism Project's overarching aim is to increase public understanding of the vibrant diversity in Judaism and the Jewish community.

The Inclusive Judaism Project aims to transform the ways in which teachers and students understand and learn about Jewish identities. Often, when learning about Judaism, learners are presented with monolithic representations of the Jewish community – representations that tend to reflect the Orthodox Jewish community. The images used tend to be of white, straight, religious and traditional men. It is important to note that this, of course, is an authentic Jewish representation but not the only one. This project will provide teachers with a one stop shop to access a free image library representing the diversity of the Jewish community in Britain today.

We hope that this project will add a real sense of pride to the many, diverse faces of Jewish people in Britain – giving them confidence that their Judaism is being represented and visualised in its colourful complexity and intersectionality.

How are we delivering this project?

- **Contemporary Collecting** – We have worked hard to establish an innovative, accessible collecting approach. So far, we have collected a range of objects including photos representing the Ghanaian Jewish community, virtual lockdown Seders, and LGBTQ+ inspired Judaica. We look forward to welcoming many more images into our collection throughout the next few months.
- **Online Image Library** – Our Online Image Library will showcase the range of images collected from the community. These images will be freely accessible to teachers, allowing them to normalise diversity when teaching Judaism. It will also be a platform for community partners to showcase their organisations and share their resources. This will launch in 2022.
- **Teachers Seminars** – Through these workshops, we will give teachers the language to best celebrate diversity and use these images in their classroom.

What are our next steps?

We look forward to sharing this project at the Museums Association Conference, alongside other events.



BEHIND THE SCENES

New Acquisitions

We are continuously adding to our collection and consider all object donations offers. To streamline the process, we now have a short questionnaire that can be downloaded from the website to help donors decide if the Museum is the right place for their object. All offers are then reviewed on a monthly basis.

Recent acquisitions include a set of Maccabi Times magazines from the 1950s, a photograph of a service at the Great Synagogue following damage from blitz bombing in May 1941, and a silver Hanukia used by the Gruss family each year at their annual Hampstead Hanukkah party.



Loans Highlight

We happily support other institutions by loaning our items for display. This year we have provided objects to Epping Forest District Museum for their exhibition *'The Boys: Holocaust Survivors in the Epping Forest District'* and to the Imperial War Museum for display in their new Holocaust gallery.

We are also excited to have brought in on loan a portrait of Redcliffe Salomon, a pioneer in potato breeding. His portrait sits alongside his wife, Nina Salomon, the renowned poet and champion of women's education. Both have been kindly loaned by the Salomon Hamburger family.

Racial Inclusivity Action Group

In April 2021 the Board of Deputies released their report looking at the Commission on Racial Inclusivity in the Jewish Community, authored by Stephen Bush. In response to the death of George Floyd, and the need to address inequalities within the Jewish community, the commission sought to produce a set of recommendations to Synagogues, community groups, businesses and youth organisations within the Jewish community.

Following the release of this publication the Museum established the its own Racial Inclusivity Action Group. The Action Group used the recommendations from the report to identify ways in which we could ensure best practice, and continue to create a community space that is safe, welcoming, and representative of all Jewish people, of all races.

The Action Group has been working across formal and informal learning, visitor experience, curation, and public programming to ensure these recommendations are met.

The Museum is planning to offer training and tours to key groups, such as the JLC and the Board of Deputies, showcasing Black history within Judaism, as well as highlighting more diverse stories within the Museum.

Case Study New EPOS System

Objectives:

To find a new way of managing tickets that would allow us to provide a Covid-safe experience, to find a new Electronic Point of Sale (EPOS) System to be introduced to the Museum as part of our re-opening process, to find a system that could combine ticket sales with shop and café sales as part of our redesign of the Welcome Gallery.

Background:

During the temporary closure of the Museum we took a full audit of our operational practices and found that our current EPOS system was not fit for use, and would not work with our Covid-safe practices.

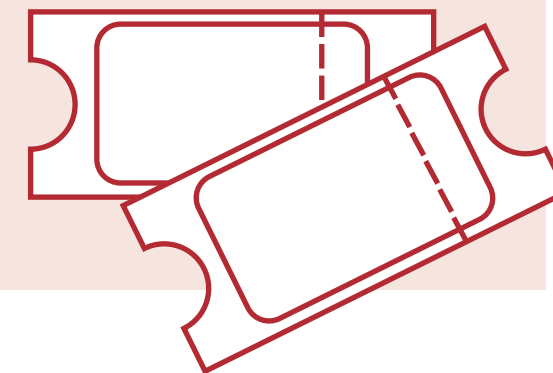
Process:

We contacted museums within our network to ask for their experiences with a range of EPOS systems. Using this information and our own research we tested several different systems to find the one that best suited our needs and budget.

Outcome:

We chose a combination approach: For all internal sales, and data reporting we installed 'Epos Now', and for all online and timed ticket sales we introduced 'Art Tickets', a free online ticketing software created by the Art Fund.

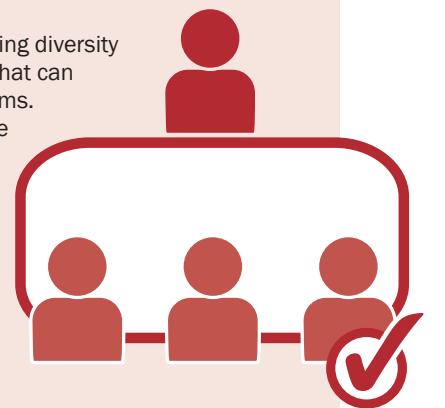
We can now encourage all visitors to book in advance to ensure safe capacity, and our internal system provides a far easier data reporting system.



Case Study Recruitment of New Trustees

Objectives:

To build our Board, ensuring diversity and a combined skillset that can support the Museum's aims. We sought to increase the skills and diversity of our trustees, looking in particular at four main skills groups: museums and heritage, audience engagement, marketing and digital, and legal expertise.



Background:

Following a full governance review we performed a skills audit of our current trustees, and established what gaps in skills and knowledge existed within our current Board.

Process:

Frances Jeens (Interim Director), Nick Viner (Chair of Trustees), and Daniel Korski (Trustee) formed the Trustee Recruitment Committee. After interviewing three executive recruitment firms Liz Amos Associates was chosen to assist us with the recruitment process.

Advertisements were circulated widely amongst arts, heritage, and Jewish organisations and networks.

The calibre of candidates was extremely high. In total 41 candidates put themselves forward for consideration and 14 were shortlisted for interview.

Following the interviews 5 candidates were selected, with a sixth joining the board later in the process.

Outcomes:

In July we formally recruited 6 new Trustees to the board: Liz Cleaver, Damien Egan, Gina Koutsika, Rob Swerling, Kelly Webb-Lamb, and David Meller. The new Trustees joined the board with a wide range of experience and expertise.

All new Board Members were invited to our reopening event, and have been encouraged to attend tours and school workshops to familiarise them with our work.



BOOK WITH CONFIDENCE



VIRTUAL CLASSROOMS



OUTREACH VISITS



MUSEUM WORKSHOPS



OBJECT LOAN BOXES

**JEWISH
MUSEUM**
LONDON



THANK YOU TO OUR PARTNERS DURING THIS PERIOD

Jewish organisations



Cultural Partners



Education Partner



CULHAM ST GABRIEL'S

www.jewishmuseum.org.uk

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Raymond Burton House
129–131 Albert Street
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