



Night Time Economy- After Hours at the Museum Scheme (NTESS II)

Background

The Report of the Night-Time Economy Taskforce, published in September 2021, aims to create a more diverse Night-Time Economy sector for both the local community and visitors alike. It also advocates broadening the part of the NTE offering that does not centre around the sale of alcohol. Ireland's cultural institutions, local museums and galleries have an important role to play in this, both by extending their opening hours into the later evenings, and through making their infrastructure available to provide the space/facilities for diverse types of NTE activities. Increased opportunities can be developed through collaboration between institutions and more diverse partners.

Last year's Night-Time Economy Support Scheme provided support for cultural activity in pubs, nightclubs, cafés and other suitable licensed and unlicensed premises during off-peak times. This call for funding is targeted at museums and galleries and offered to those museums who are members of the [Irish Museums Association](#) and also museums are members of the Museum Standards Programme for Ireland

In addition, in 2022, the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media provided funding towards later night openings for the National Cultural Institutions (NCIs) e.g late openings at the [National Museum of Ireland](#), [IMMA Nights](#) and 'Haunted Dancehall' at the [National Concert Hall late night event](#), and many are continuing this year with late night programmes.

Some NCIs offered later evening tours while others put on music events, fashion shows, poetry readings and other types of events.

Funding will be offered on a pilot basis to local and regional museums and galleries who wish to open later and use their spaces in more diverse way, working with new partners.

Features of the Scheme

- **Up to €10,000** will be made available to open later for a minimum of four nights. The funding will be offered to Museums and Galleries that are Institutional members of the Irish Museum Association **and/or** are a member of the Museum Standards Programme for Ireland (MSPI).

- Applicants must commit to opening until at least 9p.m.
- Using space in new ways and working with new partners is encouraged to attract new audiences for the museum/gallery space and inspire new uses of existing spaces in the community for late night artists and cultural communities. In this context, Applicants are encouraged to host a programme of events to coincide with the later openings where possible.
- Events which can be funded include but not limited to, late evening or night tours, live music, live DJ, dancing (performative or participatory!), exhibitions, poetry readings, comedy shows (Stand up, sketch or improvisation), theatre, film, live podcasts, storytelling, classes and wellbeing initiatives.
- Applications for amounts greater than €10,000 will be considered should a regional museum or gallery want to roll out a prolonged and/or more ambitious programme of events. These will be assessed on a case by case basis in the context of available funding; additional funding is not guaranteed and the above principles apply.
- Applicants can work with their local Arts Officer, Heritage Officer, Creative Ireland Culture Team, Tourist Officer or other relevant stakeholders to help develop the Programmes.
- All successful Grantees will be required to fill out an evaluation questionnaire (See Appendix B, Form A) in relation to this scheme when drawing down funds. This will allow the D/TCAGSM to evaluate the effectiveness of the funding and also to gain learnings from the pilot.
- All successful Grantees are also required to carry out a visitor and/or exhibition survey. Please see **Appendix B**. This data will help D/TCAGSM evaluate the success of the pilot and will also help both the Department and the museums gain valuable insights into who is attending the late night events in what numbers and visitors overall experience of the events and exhibitions.
- Programmes must be advertised locally through various channels to ensure maximum visibility. The Department’s support must be acknowledged in public advertising. To assist with the promotion of late night openings, Fáilte Ireland will provide additional marketing support and promotion. Please contact nite.museumscheme@tcagsm.gov.ie for further information.

Please note: All relevant planning and licensing requirements must be in place.

Eligible Costs

Costs covered include but not limited to:

- Tour Guides
- Late night staff costs
- Costs related to carrying out a visitor survey/exhibition survey (See Appendix B Form B)
- Security Costs

- Event insurance
- Artist's, performers, guides fees/costs etc. (**artists/performers must be paid**)
- set-up/staging costs
- AV costs and equipment hire
- Marketing and Advertising

Ineligible Costs

Costs not covered include but not limited to:

- food and drink (including alcohol)
- purchase of equipment
- transport costs (i.e. mini bus hire for patrons)

How to Apply

Please email nte.museumscheme@tcagsm.gov.ie with the subject line: “**Application for funding for After Hours at the Museum (NTESS II)**” See **Appendix A** for application form.

Timing of the Scheme

The Scheme will **open** for applications **on 17th May 2023** and will **close on 28th June 2023**. Applications must include a clear description of the proposed cultural activities and lay out the timeline for each cultural event proposed. All cultural activities must take place before 12th November 2023 and all funds must be drawn down by no later than the **17th November 2023 to ensure payment**.

For more information on how to avail of this please contact us at NTE.museumscheme@tcagsm.gov.ie.

Freedom of Information Act

Under the Freedom of Information Act 2014, details contained in applications and supporting documents may, on request, be released to third parties. If there is information contained in your application which is sensitive, please identify it and provide an explanation as to why it should not be disclosed. If a request to release sensitive information under the legislation is received, you will be consulted before a decision is made whether or not to release the information. However, in the absence of the identification of particular information as sensitive, it may be disclosed without any consultation with you.

Privacy Statement

The Department is committed to protecting and respecting your privacy and employs appropriate technical and organisational measures to protect your information from unauthorised access. The Department will not process your personal data for any purpose other than that for which they were collected. Personal data may be exchanged with other Government Departments, local authorities, agencies under the aegis of the Department, or other public bodies, in certain circumstances where this is provided for by law. The Department will only retain your personal data for as long as it is necessary for the purposes for which they were collected and subsequently processed. When the business need to retain this information has expired, it will be examined with a view to destroying the personal data as soon as possible, and in line with Department policy. Further information on Data Protection can be found on our website at:

<https://www.gov.ie/en/organisation-information/023ba-data-protection/>

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