



ASSOCIATION OF INDEPENDENT MUSEUMS

**Association of Independent Museums  
AIM E-News – October 2010 – Number 14**

**Comprehensive Spending Review - outcome for museums and heritage**

- The Renaissance in the Regions programme is cut by 15% (to £45,567m in 2011, £44,725m in 2012, £44,050m in 2013 and £43.914m in 2014)
- National museums, funded by the Department for Culture, Media and Sport (DCMS) are cut by 15% over the same period. Free entry will be maintained. Capital projects at the British Museum and Tate Modern will go ahead
- Arts Council England (ACE) is cut by 29.6%. ACE has been asked not to cut funding to its regularly funded organisations by more than 15%, and to reduce its administration costs by 50%. ACE is expected to take on Museums, Libraries & Archives Council functions after its demise in April 2012, but this is still not confirmed – MLA functions would receive a separate administration budget
- Local authority budgets would be reduced by 28.4% over the four-year period (7.1% each year), with a forecast reduction in capital expenditure of 30% and 45% in capital funding from Government departments. Museums, whether run by or receiving grants from local authorities, are expected to be affected as they are discretionary services for local authorities
- VisitEngland's funding will be reduced by 34% over the next four years. VisitBritain's budget is also cut, effectively by 34%
- English Heritage funding is cut by 32%.
- The Commission for Architecture and the Built Environment (CABE) has had its funding stopped altogether
- The National Heritage Memorial Fund (NHMF) - which is being retained – has had its budget cut by 50%. It will receive £20m over the four-year period – it currently receives funding of £10m a year
- The core DCMS capital budget will reduce by 32%, its resource spending by 24% and administration for the department and its arms-length bodies by 41%
- Department for Communities and Local Government (DCLG) will see its resource budget reduced by 51% over the period

**Government commits to 'New' Renaissance**

Culture minister Ed Vaizey's support for the £50m Renaissance programme and the plans for its future have been welcomed by the Museums, Libraries & Archives Council (MLA). Confident that it could continue to be a strong programme for regional museums, he told the Museums Association conference in October that resources would nevertheless be even tighter in the future and would only be applied to efficient, imaginative and innovative museums. 'New' Renaissance, which will require "doing more with less", includes:

- Replacing hub museums with core museums – a small number of non-national museums with outstanding collections offering exceptional services to large audiences (criteria for these will be announced shortly and a final list will be agreed by December)
- A challenge fund accessible to all regional museums to drive improvement and innovation (shaped by national strategies, delivered within regional and local cultural priorities)
- Investment in museum development (national network of MDOs plus project funding, focusing on improving services for communities within regional and local frameworks)
- Support for Accreditation, Designation and other national initiatives.

Ed Vaizey emphasised the importance of sharing collections, expertise and audiences and working in partnerships across the museums sector and beyond, a message echoed in MLA's Leading Museums Group, published in October. At the Museums Association conference he cited independent museums as examples of successful entrepreneurial organisations and said

that publicly-funded museums could learn from them.

### **HLF and English Heritage will not merge**

The Heritage Lottery Fund and English Heritage will not be merging, after all. The Department for Culture, Media & Sport (DCMS) has, however, asked both to identify and reduce any overlap of activities. The decision has been met with some relief by the sector. In 'the bonfire of the quangos', the Government has announced the abolition of the Advisory Committee on Historic Wreck Sites while the Advisory Committees on National Historic Ships and the Government Art Collection will be declassified. VisitBritain and VisitEngland will be retained as separate bodies, and the Historic Royal Palaces, Royal Botanic Gardens Kew and 16 national museums and galleries have also been reprieved. Further information: [Click here](#). (The abolition of the Museums, Libraries & Archives Council [MLA] was announced in July). Meanwhile British Waterways will move from being a public corporation to a charitable body by April 2012, and Defra (Department for Environment, Food & Rural Affairs) is working with the Environment Agency and Natural England to transform them into leaner more efficient front-line delivery bodies focused on the Government's ambitions for the environment and the green economy.

### **Railway Heritage Committee to be abolished**

The Railway Heritage Committee is to be abolished by the Government, following 15 years in which it served the industry, identifying some 1,000 railway records and artefacts for preservation. Concerned about the effect on the independent and volunteer-run railway heritage museums, AIM had written to the Government to urge the committee's retention. The committee is now considering how to salvage the concept of co-operation between the railway industry and the museum and heritage sector and how its functions can be preserved for the future. Further information: Peter Ovenstone on 0131 225 1486, email [peter.ovenstone@hra.gb.com](mailto:peter.ovenstone@hra.gb.com)

### **Heritage lottery income share restored**

The expected extra £50m each year for the Heritage Lottery Fund – along with the other good causes – has been confirmed following the Government's National Lottery reform in a Statutory Instrument laid before Parliament this month. From 2012 the original good causes will again receive a 20% share of the total, as set out when the Lottery was created in 1994.

Esmée Fairbairn Foundation's support for the AIM Sustainability Scheme continues

The Esmée Fairbairn Foundation has agreed to continue its support for the highly successful AIM Sustainability Scheme, approving a grant of £266,000 over three years. Sam Mullins, who chairs the scheme's awards committee, said: "AIM is delighted that the foundation is continuing to support this scheme, one of our most significant and member-focused initiatives. Awards under the scheme have already helped 99 members with a variety of projects designed to ensure their future sustainability, even more vital in today's challenging economic circumstances". AIM's other grant-in-aid initiative, the AIM Conservation Scheme, supported by The Pilgrim Trust, has so far helped 80 members with vital conservation work on some of the most important artefacts in their collections. Further information and closing dates for both schemes can be found at [www.aim-museums.co.uk](http://www.aim-museums.co.uk)

### **Winstan Bond Trophy for the Entrepreneurial Attraction/Museum of the Year, supported by AIM – deadline 11 February 2011**

For the second year, this AIM-sponsored prize in memory of its long-time honorary treasurer, Winstan Bond, is being given as part of the annual Museums & Heritage Awards for Excellence. Deadline for entries is 11 February 2011. The prize is awarded for the museum, gallery, heritage or cultural visitor attraction which can best demonstrate an opportunity seized, a product created or service delivered that creatively secures a significant increase in public benefit, capital or income for the museum. Judges will take into account the return on investment, the capacity for other museums to apply a similar scheme for their benefit and the scope for sustainability demonstrated by the initiative, product or service. The Awards spotlight the truly exceptional work that goes into creating world-class visitor attractions: there are 11 categories including the Winstan Bond Trophy, and they are open to organisations of all sizes, regardless of budget and profile. The prizes are awarded as part of the Museums & Heritage Show held at Earls Court, London on 11/12 May. To enter and for further information: tel 01905 724734, email [info@museumssandheritage.com](mailto:info@museumssandheritage.com), website [www.museumssandheritage.com](http://www.museumssandheritage.com)

### **Government urged to push ahead with Gift Aid reforms**

Eight third-sector bodies, including the Institute of Fundraising and the NCVO (National Council for Voluntary Organisations) have urged the Government to create a standard Gift Aid database and allow charities to file claims online, dispensing with the current mandatory paper declarations. The idea is included in the latest call for a review of existing Gift Aid rules. Others are enabling online Gift Aid claims, allowing Gift Aid to be claimed on text donations and simplifying the procedures around claiming the tax relief on fundraising sponsorship and auction income. The cost of Gift Aid claims made to HM Revenue and Customs (HMRC) has risen by more than half over the course of the year, it was revealed during parliamentary questions in September. In March the estimate for the processing of one claim was £5, but the real cost is now known to be around £8 if it includes the payroll costs of staff involved in processing. The expense in processing sometimes low-value Gift Aid claims has been one of the ongoing issues in the debate about reforming the tax incentive, with a Charities Aid Foundation (CAF) report citing it as a reason why the Treasury has been reluctant to expand the system. Relatively simple changes, including allowing charities to submit claims online, would reduce the burden, the foundation suggested, making savings for HMRC and helping charities maximise the use of this important tax relief: £750m went unclaimed last year. Further information: [Click here](#) and [here](#)

### **New Accreditation standard starts in January**

The upgraded Museums, Libraries & Archives Council (MLA) Accreditation Scheme – one of the sector's significant flagship programmes – will be launched and implemented in early 2011.

### **Investing in heritage makes sound economic sense**

English Heritage's annual Heritage Counts report reveals that heritage is playing a distinct and important role in the English economy. Over a 10-year period, every £1 invested in historic attractions generates £1.70 in additional economic activity, and every £1 invested in the historic environment generates £1.60. Investing in 72 historic visitor attractions has created 3,600 jobs and safeguarded a further 6,900. On average each site has generated almost £3m of additional expenditure in regional economies. Half of all jobs created by heritage tourism are in local businesses. 24.8 million adults in England visited two heritage sites in 2009, one million more than in 2008. Membership of heritage organisations is at a record high, with 3.76m National Trust members, 988,000 English Heritage members and 31,100 Historic Houses Association Friends. Together this shows that at least 7% of England's population belong to heritage organisations, more than the total membership of the UK political parties. Further information: [www.english-heritage.org.uk](http://www.english-heritage.org.uk)

### **AIM's 2011 Annual Conference - Crisis, what Crisis: Opportunities for Independent Museums. Imperial War Museum, Duxford, Cambridgeshire on 16-18 June**

AIM's 2011 annual conference, sponsored by Development Partners, aims to provide the right balance of inspiration, practical assistance, guidance and support to ensure that independent museums continue to thrive in difficult economic times. Our hosts at the Imperial War Museum, Duxford, director general, Diane Lees and Richard Ashton (director, IWM Duxford) will give their perspective on the conference theme as they discuss: Invest, Cut, Grow - a strategy for crisis. Friday's keynote speaker will be Michael Day, chief executive of Historic Royal Palaces, who will consider how his organisation meets the challenge of balancing the needs of the business, visitors, collections and some of the most iconic historic sites in the country. Case studies will look at how museums have worked to develop their income streams - from harnessing wind power to searching for paranormal activity - and practical workshop sessions will focus on how to 'future proof' your museum. Members are to be asked to come forward with 'Five-minute survival tips' to present during the conference. The annual MDO Conference, hosted by AIM, will take place on 15 June at the Fitzwilliam Museum, Cambridge. Watch out for further information and booking details on what promises to be a significant event for AIM members in future E-newsletters and the AIM Bulletin.

### **Don't forget AIM's Economic Value Toolkit - available on AIM's website**

AIM members are making use of the new Economic Value Toolkit, devised following the association's research into the Economic Value of Independent Museums. First presented at the

2010 AIM Conference, this found that the independent sector is worth between £610 and £932 million. The full report, researched by DC Research and supported by the Museums, Libraries & Archives Council, is available to read, along with an executive summary, and most importantly, the toolkit – go to <http://www.aim-museums.co.uk/pages/pg-18-aim-economic-impact-paper/>. The toolkit enables you to calculate your own value in your own local area, providing a useful advocacy tool and enabling you to make your case to economic and tourism stakeholders. The toolkit has three levels, tourism impacts, employment impacts and impacts of spend on goods and services. AIM Bulletin will publish the findings of some of our members who have made use of the toolkit. Watch out for the case studies in future Bulletins.

#### **The economic value of the independent museum sector to the UK economy –**

- An estimated 9 million visitors
- £364 million direct income per year
- At least £124 million spent on goods and services by the sector (although figure may be as high as £349 million)
- At least 5,800 jobs, equivalent to £122 million (although figure may be as high as 10,500 jobs, equivalent to £219 million)
- Thousands of volunteering opportunities

That's a total of £610 million at a conservative estimate, although it may be as high as £932 million.

Source: *The Economic Value of Independent Museums*, DC Research for the Association of Independent Museums, 2010  
<http://www.aim-museums.co.uk/pages/pg-18-aim-economic-impact-paper/>