



Association of Independent Museums

The National Body Connecting, Supporting and Representing Independent Museums

Association of Independent Museums AIM E-News – February 2012 – Number 30

EXTRACTS

Biffaward grants for cultural facilities

Biffaward is now inviting applications for Cultural Facilities projects within its Small Grants Scheme. Offering grants of £250 to £5,000 for projects with total costs of £10,000 or less including VAT, the awards are given for strengthening communities and encouraging lifelong learning, as well as for **small building improvements and refurbishments**. The awards are aimed at organisations needing only a small amount of money to make a difference to a local facility, such as an exhibition providing educational and recreational benefits for museum visitors. The Small Grants Scheme offers quicker access to lower levels of funding to make these projects happen. One example is The Abertillery & District Museum Society in South Wales, which received £5,000 towards the installation of imaginative new displays showcasing the area's heritage. To check your eligibility and apply for funding visit www.biffaward.org, where you will also find contact details for regional grants officers.

HLF increases upper grant limits on two programmes

The upper grant limits of two of the Heritage Lottery Fund's main programmes are increasing from this month. Applicants can now submit requests for up to £100,000 under *Your Heritage* and £50,000 under *Young Roots*. *Young Roots* now also welcomes project participants aged 11-25 (13-25 previously).

http://www.hlf.org.uk/HowToApply/programmes/Pages/programmes.aspx?dm_i=12AA,OU2L,5M6I60,2057W,1

New money for Scottish culture

The Scottish Government has announced an additional £1.1 million for culture (part of £33 million extra spending announced as a result of adjustments in the home countries to reflect spending levels allocated to public service in England). Of this £400,000 will be available to accredited museums and galleries via Museums Galleries Scotland main and small grant schemes. The remaining funds are ring-fenced for the Recognised Collections of National Significance. <http://www.scotland.gov.uk/News/Releases/2012/02/Culture01022012>

Promoting holidays at home

The biggest ever domestic marketing campaign run in the UK was launched this month by Visit England working with Visit Wales, Visit Scotland and the Northern Ireland Tourist Board as part of a wider initiative to use the London 2012 games to boost domestic tourism across the UK. In addition to money-off deals, value added offers are being included, with holidaymakers benefiting by booking before the closing ceremony of the Paralympic Games. Ideas include 20.12% off hotel stays and meals; three nights for the price of two; two-for-one entry at attractions and offers of a free lunch, bottle of wine, guided tour etc. Offers will be available on a dedicated website, consumers being driven there via a TV campaign to be launched on 8 March. Museums may like to take part, but there is concern that in the case of attractions, such offers are frequently taken up by visitors who would have paid the full price anyway, resulting in reduced income for the attraction. Further thoughts on this will be included in the April issue of AIM Bulletin. For information on the campaign and offer ideas go to

http://www.visitengland.org/2012offers/index.aspx?dm_i=FO5.OT2C,2F6USS.202F4,1

Solutions, inspiration and advice from the Museums + Heritage Show

As the UK's leading industry event, the Museums + Heritage Show combines the latest products and services available with an extensive programme of seminars. Visitors to the show have access to: 150 museum and heritage trade stands, latest exhibition design thinking at the new Design Studio, expert advice from the Income Generation Surgery, a new retail zone, a Social Media Lab and free seminars . The show takes place at Earls Court, London on 16/17 May. For further information and to register for your **free pass** visit www.museumsandheritage.com

Bewildered by the social media avalanche? Then this '**social media cheat sheet**' might help you unravel the complexities and see some light. <http://www.businesszone.co.uk/files/siftmedia-businesszone/Social-Media-cheat-sheet1.png>

The Museums Association is launching **Museums 2020**, a nationwide discussion with people in museums and other organisations to create a vision of the impact museums could be having on individuals and communities by 2020. <http://www.museumsassociation.org/campaigns/museums2020>

The Collections Trust is inviting expressions of initial interest from museums who may like to participate in a project with the *Independent* newspaper to celebrate the **diversity of UK collections**. The 6-8 week series will highlight objects in collections. Contact Nick Poole at nick@collectionstrust.org.uk

The Midlands Federation's AGM and spring meeting focuses on ***Measuring the Value of Culture: Developing Meaningful Conversations with Governments and Funders*** on **27 March** at AV Room, Birmingham Museum & Art Gallery. The meeting will include an update on ACE and the work of AIM council member and MDO Glynis Powell in developing materials to accompany the AIM economic toolkit. www.midfed.org.uk and <http://www.aim-museums.co.uk/pages/pg-18-aim-economic-impact-paper/>

A free seminar looking at how Welsh museums, archives and heritage sites can work with schools and colleges delivering the **Welsh Baccalaureate Qualification** is on **29 March** at the National Slate Museum, Llanberis. <http://www.wbq.org.uk/> or email robin@whiterook.co.uk