



Association of Independent Museums

The National Body Connecting, Supporting and Representing Independent Museums

Association of Independent Museums AIM E-News – October 2012 – Number 38 - **EXTRACTS**

AIM Sustainability Workshops - new series - maximising your museum's potential

Improving turnover and containing costs in economically challenging times is a major challenge for all museums. This new series of one-day workshops to be repeated across the UK is being funded by the Esmeé Fairbairn Foundation, which supports the AIM Sustainability Scheme. They have been developed to help smaller and medium-sized independently managed museums, galleries and heritage attractions identify and develop areas that could increase their income and help them to become more resilient.

By the end of the day you will have:

- Identified the key areas of potential for increasing your museum's income
- Set realistic and achievable targets to aim for
- Developed a route map to enable you to achieve them
- Identified external sources of help and advice to help you reach them.

The venues are:

2012 - 29 November at London Transport Museum, London

5 December at The Lightbox, Woking

2013 - 23 January at Birmingham Museum and Art Gallery

14 February at The Quilt Museum, York

20 March at National Maritime Museum Cornwall, Falmouth

The workshops will be led by Judy Niner of Development Partners and supported by an AIM Council member and the AIM Executive Director. Judy Niner will arrange a pre-workshop preparatory discussion with a representative of each organisation. Each workshop will be limited to a maximum of 15 organisations, with each being represented by its director (or a senior manager) and a trustee. **To book a place on one of the workshops please contact the AIM Administrator on 01584 878151 or email: aimadmin@aim-museums.co.uk. The workshops are free to AIM members.** Bursaries are available where individuals are unable to reclaim expenses and distance travel is incurred. Dates and venues for Sustainability Workshops in Scotland and Wales will be announced shortly.

AIM 2013 Annual Conference - *Money - that's what I want*, on 20-22 June 2013 at Manchester Museum of Science & Industry, sponsored by Development Partners

Rates relief protection update

Following the call from AIM and others urging the Government to ensure that mandatory charity business rates relief is fully protected in the Local Government Finance Bill, the issue has received support in the House of Lords, as well as from council leaders, and Baroness Hanham, parliamentary under-secretary of state in the Department of Communities & Local Government, has indicated she is prepared to talk further. Charities are concerned that the bill's provisions may prevent local authorities' support for charitable projects (see **AIM Bulletin**, October issue and September E-News). AIM has now reiterated its views in a second letter after an initial response from the Department failed to address the concerns clearly.

Heritage Funding Directory re-launches

The Heritage Funding Directory, which includes 278 funding sources and dozens of specialist advice, training and education bodies has been refurbished and re-launched. Set up in 2007 and

now sponsored by the Country Houses Foundation, it breaks down grants, loans and other potential benefactors by specialism - such as historic landscapes, transport and maritime sites - and lists bodies that offer training, advice and education as well as other 'in kind' services. Many more financial awards recognising and celebrating heritage protection have been added (there are now over 50), from organisations as diverse as the Costume Society and the Worshipful Company of Coachmakers. <http://www.theheritagealliance.org.uk/fundingdirectory/main/fundinghome.php>

Gift Aid online system 'by April'?

The Government expects that charities will be able to make online claims for Gift Aid from April next year. Sajid Javid, economic secretary to the Treasury, has asked for parliamentary approval for £250,000 to enable HM Revenue & Customs to put the system in place. Charities will be able to use the system to make claims for Gift Aid and claims under the Gift Aid Small Donations Scheme (up to £5,000 without individual paperwork). Waiting for the Small Charitable Donations Bill to receive royal assent would cost the taxpayer an additional £1.3 million. <http://www.hmrc.gov.uk/drafts/small-donations.htm>

OOKL is an app platform designed for museums without the resources to design, build and maintain their own suite of apps. Cultural organisations can use the platform to promote their site and provide interpretive information and games to visitors when they're on site. The app is free for users and provided to organisations on a freemium basis. There are about 22,000 places of cultural interest on the website and growing quickly, says Dan Medicoff of OOKL, adding that 10 British museums joined on one day in October. www.ookl.net

Voluntary Arts and **Volunteering** England have published a **new toolkit** to help small and medium-sized organisations improve the support they offer volunteers. The Arts Council England-funded toolkit uses a wide range of best practice quality assurance processes and procedures, including those that underpin Investors in Volunteers. <http://www.voluntaryarts.org/wp-content/uploads/2012/09/Volunteering-in-the-Arts-toolkit-FINAL.pdf>

New initiatives of the **Collections Trust** include its leadership of Arts Council England's new Building Capacity for Museum Security project, promoting awareness of good practice in museum security. www.collectionstrust.org.uk