



Association of Independent Museums

The National Body Connecting, Supporting and Representing Independent Museums

Association of Independent Museums AIM E-News – March 2013 – Number 43 - Extracts

AIM's Ten Golden Rules for Good Governance

If there are just 10 things we should all do as successful enterprises, then these are they... Drawn up by AIM Council, they are the hallmarks of a successful museum charity. Years of hard-won experience reveal these Golden Rules form the basis for successful governance for all independent museums and galleries – large and small. Everyone faces exactly the same challenges, and these often boil down to the way we behave as governors, trustees, staff, and volunteers.

- 1. Cleave obsessively to the goals of the charity**
- 2. Make crystal clear the roles of the executive staff/volunteers as opposed to the non-executive chairman/trustees**
- 3. Allow not a cigarette paper to appear between the senior staffer/volunteer etc. and the chairman**
- 4. Back the staff or sack 'em!**
- 5. Meet up regularly!**
- 6. Go on an awayday!**
- 7. Answer the strategic questions!**
- 8. Go back to basics!**
- 9. Make the board aware of its legal obligations, individual and collective!**
- 10. Be on the money!**

There is much detailed guidance available on this subject from the Good Governance Guide, the Charity Commission, NCVO and ACEVO for example, but these 'rules' are intended to keep it simple so that everyone follows them as a matter of course.

Go to the April issue of AIM Bulletin for the full document, which AIM plans to release as a poster to put up in your office.

Don't forget - Gift Aid online guidance now available

HMRC has published guidance on the new system for making Gift Aid repayment claims electronically. Charities Online, to be introduced on 22 April, will enable organisations to file their Gift Aid information online. All versions of the current R68 form will be replaced by three options for making claims. For each, extra information is needed about donors.

- Option 1. Claim using an HMRC Online Services form. Complete the information in the correct spreadsheet template, published this month.
- Option 2. Claim using your own database. Check with your software provider whether they are providing this service as part of their package.
- Option 3. Claim using a new paper form ChR1 Gift Aid and tax repayment claim. The will be available for those who do not have access to the internet.

The guidance includes details of the transitional arrangements, with HMRC continuing to accept the current paper forms until 30 September.

Meanwhile the new Gift Aid Small Donations Scheme will be introduced from next month, allowing charities to claim a top-up payment on cash donations of £20 or less, and up to £5,000 a year, without the need to collect Gift Aid declarations. The contents of your donations boxes qualify. For more information on both schemes go to www.hmrc.gov.uk/charitiesonline.

2013 Telegraph Family Friendly Museum Award

The 2013 Telegraph Family Friendly Museum Award has been launched, giving the public a chance to say which museum, gallery or historic house in Britain gives the warmest welcome to families. Further information: <http://kidsinmuseums.org/awards/>

The **Scrap Metal Bill**, which aims to crack down on unlicensed cash dealing in scrap metal, has passed its third reading in the Lords and only requires Royal Assent before becoming law. The Bill will introduce a licensing system for scrap metal yards, a national register of scrap metal dealers, and the compulsory taking of identification at the point of sale. The aim is to crack down on illegal theft and sale of metal, much of it taken from historic structures.

AIM Sustainability Workshops – 2013 dates

This series of free one-day workshops aims to help smaller and medium-sized AIM members identify and develop income streams, helping them become more resilient. Funded by the Esmée Fairbairn Foundation (which supports the AIM Sustainability Scheme), remaining dates for 2013 are: **1 May** Discovery Point, Dundee; **7 May** Cardiff Story, Cardiff; **15 May** Northern Ireland Museum Council, Belfast. The workshops are led by Judy Niner of Development Partners and supported by an AIM Council member and the AIM executive director. To book a place contact the AIM Administrator on 01584 878151 or email: aimadmin@aim-museums.co.uk. See also AIM's website, www.aim-museums.co.uk. Bursaries are available from the AIM Training Grants scheme.

Advice and good practice from AIM

AIM's research study Examples of Successful Practice is now available on AIM's website at <http://tinyurl.com/bbogav2>, and there is a list of advice sources at <http://tinyurl.com/b6248nt>. The study summarises and reviews successful business ideas and strategies as exemplars for museums and galleries striving for organisational resilience. Compiled by Jon Finch of Black Radley Culture Ltd and supported by the ACE (Arts Council England) Renaissance Strategic Support Fund, the research highlights 13 case studies from the museum, heritage and voluntary sectors, covering a range of subjects.