



Association of Independent Museums

The National Body Connecting, Supporting and Representing Independent Museums

Association of Independent Museums AIM E-News – April 2013 – Number 44 – **EXTRACTS**

AIM Benchmarking Project wins ACE Renaissance grant...

A new AIM project to establish a benchmarking system for independent museums has been awarded £286,000 in the second round of Arts Council England's (ACE) Renaissance Strategic Support Fund. The project aims to encourage best practice in museum resilience and excellent visitor experiences across the sector, the first time such a scheme has been available. In a partnership with the Association of Leading Visitor Attractions (ALVA), AIM will establish a robust and sustainable system of benchmarking, in which museums will be able to compare their business processes and performance with industry best practice. The scheme is one of 87 organisations receiving a slice of £17.8 million from the ACE fund. The awards are for projects lasting from this month until 31 March 2014, and have been given to enable museums "grow their appeal and to become more sustainable." Further information about AIM's project will be included in the AIM Bulletin, website (www.aim-museums.co.uk) and future E-news issues.

PRISM Fund next round open

The new round of PRISM Funding is now open. The maximum grant for projects is £20,000 with a match funding requirement of 10%. PRISM is open to museum and heritage groups in England Wales, supporting a huge range of scientific, technological or industrial heritage objects. Applicants do not have to be Accredited, but do need to have charitable purposes. PRISM is a rolling fund, with no deadlines. <http://tinyurl.com/cs9cjhe>

The V&A has discovered that over the last year the number of people accessing **its website via mobile devices** has doubled. In a survey they found that around two thirds of visitors own a smartphone and 60% said they used it in a gallery to enhance their visit. Young visitors tend not to use audioguides and would prefer to use their own device, although the 'tour' concept may not suit how they interact with the museum. See <http://tinyurl.com/c9wtjy9> and <http://tinyurl.com/celv2m9> for the full report.