



## Association of Independent Museums

The National Body Connecting, Supporting and Representing Independent Museums

### Association of Independent Museums AIM E-News – January 2014 – Number 53 - **EXTRACTS**

#### **AIM 2014 ANNUAL CONFERENCE**

*Upcycle your museum – Make the most of what you've got*  
**19-21 June 2014 at the Black Country Living Museum, Dudley**  
*Sponsored by Development Partners*

**Keynote speaker: Sir Peter Bazalgette, Chair, Arts Council England (ACE)**

Underpinning AIM's 2014 Annual Conference is the spirit of independent museums that makes them good at making the most of what they've got. 'Upcycle your museum' will focus on a range of subthemes which can provide economic and visitor-focused benefits based on independents' rich collections. ....

#### **AIM Training Grants changes – next deadline 10 March**

AIM Training Grant applications will be accepted in four quarterly periods in the future. In 2014 this will be 10 March for courses between 1 April-30 June (including AIM Conference); 10 June for courses between 1 July-30 September, 10 September for courses between 1 October-31 December and 1 December for courses between 1 January-31 March. The grants, which aim to assist staff and volunteers at member museums to meet their training needs and broaden their skills, are given towards fees, accommodation and travel costs for courses, seminars and workshops, conferences, study visits and mentoring placements. Priority is given to smaller museums receiving less than 50,000 visitors per year. Maximum grant is £300. The application form can be downloaded from [http://www.aim-museums.co.uk/content/aim\\_training\\_grant/](http://www.aim-museums.co.uk/content/aim_training_grant/) and should be authorised by the museum manager or chairman. Completed applications should be emailed to Justeen Stone, AIM Administrator, at [aimadmin@aim-museums.co.uk](mailto:aimadmin@aim-museums.co.uk) or posted to 3 Chestnut Grove, Ludlow, Shropshire SY18 1TJ.

#### **Giving to Heritage launches in May**

The Heritage Alliance's (HA) *Giving to Heritage* programme, which aims to boost fundraising skills across England, is to launch in May. Supported by £500,000 from the Heritage Lottery Fund, the programme will offer face-to-face workshops in every English region, surgeries, mentoring, webinars and action learning sets, as well as online resources. It combines cutting edge training provision from the Institute of Fundraising with the HA's access to the heritage community to deliver thousands of learning opportunities. The training comes at very low cost, with a maximum of £20 for workshops and surgeries, with everything else free. The Alliance, of which AIM is a member, saw the urgent need for a national programme to help smaller heritage groups access funding in an increasingly competitive market," says an Alliance spokesman. A new website [www.givingtoheritage.org.uk](http://www.givingtoheritage.org.uk) will be launched to provide information. More information available now about the programme can be found at <http://tinyurl.com/ng2eph7>. A part-time project director is being recruited – deadline 27 January (<http://www.theheritagealliance.org.uk/project-officer-post/>). Meanwhile the Alliance's Heritage Funding Directory, a user-friendly listing targeted specifically at heritage groups, will operate in parallel with the Giving to Heritage campaign. <http://tinyurl.com/cdqrwhs>

#### **Changing tourism patterns**

VisitEngland has launched a report on the changing patterns in home-grown tourism over the next 10 years. The research shows that the number of people taking holidays in their own country will increase. Other predictions include: people will use mobile platforms and apps to pursue broader

leisure experiences and try new things; people are seeking experiences very tailored to their own needs and often booked at the last minute; families are changing with grandparents 'younger' in outlook and intergenerational holidays on the increase; the over 80s would like to go for a day out but are often limited by disability and geographically, and consumers have become 'value hunters' in the recession, making developing brand loyalty important. <http://visitenglandtrends.com/>