



Association of Independent Museums

The National Body Connecting, Supporting and Representing Independent Museums

Association of Independent Museums AIM E-News – March 2014 – Number 55 – EXTRACTS

AIM membership survey 2014 – just five minutes!

AIM would like to know what you think about the services and activities we currently provide and what we might do in the future. Please complete our five-minute survey at <https://www.surveymonkey.com/s/AIMSurvey2014enews>. The survey is for members and non-members and we are keen to hear from suppliers and consultants as well as museums, individuals and people working with other organisations that support museums. We look forward to hearing from you!

Arts Council PRISM Fund open for applications

The PRISM Fund, which supports the acquisition and conservation of heritage objects from the fields of science, technology, industry and medicine, has reopened for applications. Established in 1973 in response to concern at the loss of Britain's industrial heritage, it has helped hundreds of non-national museums and heritage groups conserve thousands of objects. Grants can be offered up to £20,000, or 90% of total project costs. <http://tinyurl.com/q85gn6o>

DONATE rolled out nationally

The National Funding Scheme's DONATE project, the digital and mobile giving platform designed for the arts and heritage sector, has completed its pilot phase and is now available countrywide. Average donations during the six-month trial phase were £150 per organisation per month, with individual donations ranging from £3 to £1,562. The NFS charges no fees but collects a 4% royalty on all funds transacted. A portal via the NFS website organisations to launch themselves and their fundraising causes. <https://www.nationalfundingscheme.org/>

Applying to the Community Investment Fund

Charities and social enterprises can apply for loans and investments of up to £1 million from the new £20 million Community Investment Fund, now open for business. Financed by Social Investment Business and Big Society Capital, and managed by Social and Sustainable Capital, its target is community-based organisations in England which improve the lives of local people, provide solutions to local problems, or aim to improve the local economy. <http://tinyurl.com/ozj28rq>

Supporting independence and smaller museums

Praising the individuality of museums - "their brilliance and their quirkiness" - John Orna Ornstein, director of museums with Arts Council England (ACE) says the heart of ACE's role is "to enable museums to be independent-minded", to be "confident" and "passionate" about their own

individual purpose. In an article in Museums Journal, he says “The museums that are thriving in difficult times are the ones that are certain about their purpose and focused on what they aim to achieve. “If we are to support this individual brilliance, then we need to fund small museums as well as large ones, because some of the best collections, best people and best practice are found in smaller settings. We need to focus our energy on resilience and developing an independent-minded approach.” <http://tinyurl.com/pvebdp5>

Don't get caught out with Facebook

Facebook has been a great help to museums who want to be able to share their stories and events with their visitors and supporters. But one or two AIM members have run into problems. One was in touch recently following the loss of control of their Facebook page to a dissatisfied, former volunteer, who was the only ‘administrator’ of their Facebook page. A few simple steps could prevent such a problem occurring, including making multiple people administrators of the company page, ideal also should the principal administrator be taken ill perhaps. See the AIM blog at <http://aimuseums.wordpress.com> for more details.

The Department for Culture Media & Sport has asked the heritage sector to identify potential candidates for the **2015 New Year Honours List**. Following the success in honouring more women in the 2014 list DCMS is now hoping to boost the honours for black and ethnic minority candidates. Deadline for nomination is 5 April. Guidance can be downloaded from <http://tinyurl.com/pyfk77h> and completed nominations should be emailed to NY15Noms@Culture.gsi.gov.uk

A new VisitEngland report says changing demographics will have a “profound” effect on domestic tourism. ***Domestic Leisure Tourism Trends for the Next Decade*** charts changes which include an ageing society and a decline in the number of people aged 35 -49. Changes to the make-up of family units and the greater use of the internet and mobile devices to research leisure opportunities and to build interest in museum visiting, especially among young people are also tackled in the report. <http://tinyurl.com/qb88hqs>