

Association of Independent Museums

AIM E-News – July 2015 – Number 71 – **EXTRACTS**

Getting involved with AIM

AIM would be pleased to hear from members who can help or offer suggestions in any of the following areas -

- Could your museum host AIM's National Conference? We are looking for conference venues from 2017 onwards, with a capacity for 250 delegates, plus another large room for refreshments and the trade exhibition, and additional breakout spaces.
- Do you have suggestions for topics for the 2016 AIM Conference? Could your museum provide a case study or do you have an example to share that relates to the AIM Hallmarks?
- Would you like to get more involved with AIM, perhaps by serving on AIM Council?

If you are interested in any of these areas please contact AIM's executive director, Tamalie Newbery, at tamalie@aim-museums.co.uk

Giving to Heritage – latest workshop dates

With the Heritage Alliance's major two-year programme [Giving to Heritage](#) coming to an end in March 2016, 24 new workshops have been scheduled across the country from September to mid-December. This is the last chance to participate in these successful sessions. AIM is represented on the steering group for The Heritage Alliance's Heritage Lottery Fund-supported scheme, which empowers heritage enthusiasts with the skills they need to improve their fundraising capability and diversify their income. Facilitated by an Institute of Fundraising trainer, workshops are in the following categories: Trusts and foundations; Major donor fundraising; Measuring success and reporting heritage impact to attract new funding sources; Developing a heritage fundraising plan; Making the heritage case to donors; Legacy fundraising; Using digital and social media; Corporate partnerships; Heritage fundraising in the community and Marketing your organisation and audience analysis

Funding for energy efficiency projects

Ken Shaw of AIM Energy Action Group says there are two key funding streams available to help you save money and energy next year. The first is the Energy Efficiency Fund from British Gas, designed to help micro-businesses manage their energy costs in the long-term, by providing free expert advice and energy efficiency measures. Eligible businesses will receive a free on-site energy survey, as well as fully-funded installations of energy saving measures to the value of £6,000 (inc. VAT). Measures might include LED lighting, boiler replacement or new insulation. The second is the Electricity Demand Reduction Pilot from the Department of Energy & Climate Change. If you're thinking of improving your motor or pump systems, replacing your old light fittings with LEDs or making other improvements to deliver lasting peak time electricity savings you could be eligible to take part. Eligible projects must deliver at least 50kW savings during the peak winter times of between 4-8pm. Projects must have a payback time without funding of some two years, and participants will receive a price per kWh for all electricity saved. To find out if your project is eligible, see further information [here](#). See more on AIM Energy Action Group under 'More AIM' below.

Pension Reforms – Auto-enrolment starts for charities with 30 employees or fewer

Museums employing staff are currently exploring details of the pension reforms, introduced in 2012 and now coming into force for those with those below 30 employees. A key element is auto-enrolment, in which employers are obliged to auto-enrol their eligible employees into a workplace pension and contribute towards their retirement. All employers have been given a date by which they have to comply, known as their 'staging date', which started with the largest employers first. This date for those with 30-159 employees was 2014/early 2015 and for 2015 onwards it affects those with fewer than 30 employees. There is useful guidance on the [Small Charities Coalition website](#) and [here](#) for the Charity Finance Group's advice.

I Love Museums

I Love Museums is a new campaign led by the National Museum Directors' Council (NMDC) to demonstrate the depth of support for UK museums by empowering the public to share why museums are important to them. Museums and galleries are more popular than ever, playing a vital role in the lives of individuals, families and communities across the UK and making a key contribution to our society and economy. But museums face challenging times with a tough funding environment. I Love Museums will show funders and policymakers how much museums matter by celebrating the UK public's support for them. More information about the campaign, including a toolkit for museums with details of how to get involved can be found at www.ilovemuseums.com. AIM is supporting the campaign and museums are urged to follow the campaign on Twitter at @ILoveMuseums and ask their staff and supporters to do the same and retweet messages.

The Museums Association has published a [draft of its revised Code of Ethics](#). The first full revision since 2001, it introduces three key new principles – access and public engagement, stewardship, and integrity, to help support ethical decision-making in museums. AIM has already submitted its response to the consultation and will make a further submission on the new draft. Feedback on the draft will lead to a final version which MA members will vote on at its AGM on 5 November. Comments on the draft code are invited [here](#) until 7 August.

The Campaign for Good Curatorship is a new initiative to promote the crucial role of curators and curatorship in making museums and their collections useful, relevant and sustainable for the public. The group believes that great museums need good curators and that delivering public benefit is about effective integration of community engagement and expertise in objects which represent that community's heritage. Find out more [here](#).

The Charity Commission has published a new version of its guidance, [The essential trustee](#). The new version aims to make it easier for trustees to understand their key legal duties and avoid basic errors that often lead to problems.

Museums are likely to be affected by the Chancellor's announcement in the recent **budget**, of an **increase in the national living wage** for those aged 25 and over, starting at **£7.20 next year and rising to £9 by 2020**. The increase is partially offset by a reduction in Corporation Tax for businesses, but this does not apply to charities. The Chancellor also announced that Government departments, including the Department for Culture, Media & Sport, will need to find total savings of £20

billion. Banking fines will be used to fund certain cultural projects, including the £250,000 digitisation of Ludlow Museum's geological collections and £1 million to renovate the Battle of Britain Operations Room at RAF Uxbridge.

Early bird booking ends on 7 August for the [Museums Association Conference & Exhibition](#) 2015 in Birmingham on **5-6 November**. The largest event of its kind in Europe for museums and heritage professionals, the theme this year is Radical Futures. Keynote speakers include Arts Council England chief executive Darren Henley; Sally Yerkovich, director of the Institute of Museum Ethics in the USA; Heritage Lottery Fund chair Peter Luff, and David Fleming, president of the Museums Association and director of National Museums Liverpool.

2. Trustees' duties at a glance

This is a summary of trustees' main legal responsibilities, which are explained in detail in the rest of this guidance. **You should read this section as a minimum**, and ensure you fully understand your responsibilities by referring to the rest of the guidance as necessary.

Before you start – make sure you are eligible to be a charity trustee

You must be at least 16 years old to be a trustee of a charity that is a company or a charitable incorporated organisation (CIO), or at least 18 to be a trustee of any other charity.

You must be properly appointed following the procedures and any restrictions in the charity's governing document.

You must not act as a trustee if you are disqualified under the Charities Act, including if you:

- have an unspent conviction for an offence involving dishonesty or deception (such as fraud)
- are bankrupt or have entered into a formal arrangement (eg an individual voluntary arrangement) with a creditor
- have been removed as a company director or charity trustee because of wrongdoing

There are further restrictions for charities that help children or vulnerable people.

See section 3 for more information.

Ensure your charity is carrying out its purposes for the public benefit

You and your co-trustees must make sure that the charity is carrying out the purposes for which it is set up, and no other purpose. This means you should:

- ensure you understand the charity's purposes as set out in its governing document
- plan what your charity will do, and what you want it to achieve
- be able to explain how all of the charity's activities are intended to further or support its purposes
- understand how the charity benefits the public by carrying out its purposes

Spending charity funds on the wrong purposes is a very serious matter; in some cases trustees may have to reimburse the charity personally.

See section 4 for more information.

Comply with your charity's governing document and the law

You and your co-trustees must:

- make sure that the charity complies with its governing document
- comply with charity law requirements and other laws that apply to your charity

You should take reasonable steps to find out about legal requirements, for example by reading relevant guidance or taking appropriate advice when you need to.

See section 5 for more information.

Act in your charity's best interests

You must:

- do what you and your co-trustees (and no one else) decide will best enable the charity to carry out its purposes
- with your co-trustees, make balanced and adequately informed decisions, thinking about the long term as well as the short term
- avoid putting yourself in a position where your duty to your charity conflicts with your personal interests or loyalty to any other person or body
- not receive any benefit from the charity unless it is properly authorised and is clearly in the charity's interests; this also includes anyone who is financially connected to you, such as a partner, dependent child or business partner

See section 6 for more information.

Manage your charity's resources responsibly

You must act responsibly, reasonably and honestly. This is sometimes called the duty of prudence. Prudence is about exercising sound judgement. You and your co-trustees must:

- make sure the charity's assets are only used to support or carry out its purposes
- avoid exposing the charity's assets, beneficiaries or reputation to undue risk
- not over-commit the charity
- take special care when investing or borrowing
- comply with any restrictions on spending funds or selling land

You and your co-trustees should put appropriate procedures and safeguards in place and take reasonable steps to ensure that these are followed. Otherwise you risk making the charity vulnerable to fraud or theft, or other kinds of abuse, and being in breach of your duty.

See section 7 for more information.

Act with reasonable care and skill

As someone responsible for governing a charity, you:

must use reasonable care and skill, making use of your skills and experience and taking appropriate advice when necessary
should give enough time, thought and energy to your role, for example by preparing for, attending and actively participating in all trustees' meetings

See section 8 for more information.

Ensure your charity is accountable

You and your co-trustees must comply with statutory accounting and reporting requirements. You should also:

- be able to demonstrate that your charity is complying with the law, well run and effective
- ensure appropriate accountability to members, if your charity has a membership separate from the trustees
- ensure accountability within the charity, particularly where you delegate responsibility for particular tasks or decisions to staff or volunteers

See section 9 for more information.