

AIM E-News – Late February Edition – Number 79 – **EXTRACTS**

AIM NEWS

Free Collections Care Workshops For AIM Members

Due to new funding from The Pilgrim Trust, AIM is once again offering free training in collections care for staff and volunteers at AIM member museums, galleries and heritage sites. These fun and hands on workshops will be led by Jane Thompson Webb, the Conservation Team Leader at Birmingham Museums Trust, and you will gain the skills and confidence you need to spot the main agents of decay and how they can damage objects in your collections. In March, workshops take place at venues in Nottingham, Kendal and Banbury with two further venues to be announced in Scotland and Cornwall in April. Book your free places here [Free Collections Care Workshops](#)

AIM Launches New Hallmarks Governance Programme

One of the Hallmarks identified by AIM as contributing to a Prospering Museum is Governance, so to support Trustees from AIM member organisations; AIM has just launched the first in a new series of development activities as part of its overall AIM Hallmarks Governance Programme. Supported by Arts Council England, AIM has created regional events across England in March and April so that Trustees can meet other board members from different organisations, share experiences and discover practical ideas. Please share details of these events with your Trustees to encourage participation. AIM will also be hosting an event and lunch for Chairs during National Conference in Edinburgh on **23 June** and more details on this will be released soon. Find out more about these sessions or book free places here: [Hallmarks Governance Programme](#)

The dates and venues for these sessions are:

The Lightbox, Woking – 14 March 2016

Chobham Road, Woking GU21 4AA

Website: [The Lightbox](#)

Starts at 3pm – cake and refreshments included

The Royal Albert Memorial Museum & Art Gallery, Exeter – 15 March 2016

Queen St, Exeter EX4 3RX

Website: [RAMM](#)

Starts at 3pm – cake and refreshments included

The Museum of the Order of St John, London – 16 March 2016

St John's Gate, St John's Lane, Clerkenwell, London EC1V 4JJ

Website: [The Museum of the Order of St John](#)

Starts at 3pm – cake and refreshments included

The People's History Museum, Manchester – 23 March 2016

Left Bank, Manchester, Lancashire M3 3ER

Website: [The People's History Museum](#)

Starts at 2.30pm – cake and refreshments included

The Bar Convent, York – 13 April 2016

17 Blossom St, York YO24 1AQ

Website: [The Bar Convent](#)

Starts at 3pm – cake and refreshments included

The Herbert Art Gallery and Museum, Coventry – 14 April 2016

Jordan Well, Coventry CV1 5QP

Website: [The Herbert Art Gallery and Museum](#)

Starts at 3pm – cake and refreshments included

Seven Stories, Newcastle – 18 April 2016

Lime St, Ouseburn Valley, Newcastle upon Tyne NE1 2PQ

Website: [Seven Stories](#)

Starts at 3pm – cake and refreshments included

Galleries of Justice Museum, Nottingham – 19 April 2016

High Pavement, Nottingham, NG1 1HN

Website: [Galleries of Justice Museum](#)

Starts at 3pm – cake and refreshments included

Hughes Hall, Cambridge – 20 April 2016

Wollaston Rd, Cambridge CB1 2EW

Website: [Hughes Hall](#)

Starts at 3pm – cake and refreshments included

Throughout this year and next, AIM will also be launching other new initiatives to support Trustees including workshops, a dedicated governance newsletter and board development programmes. If you would like to keep informed about these exciting new schemes, please email: helenw@aim-museums.co.uk

How To Book

Please download the booking form below and email it back to: emma@aim-museums.co.uk

Booking Form: [trustee-events-booking-form 2](#)

Coming To Conference? Book Your Early Bird Ticket

Prices for conference this year at The Royal College of Surgeons in Edinburgh have been set in line with last year's fees to enable as many AIM members as possible to attend. To help you save money, we are once again offering an 'Early Bird' rate which starts at just £45 per day and which ends on **April 24**. Last year, conference tickets sold out several weeks in advance, so early booking is advisable for this year. All links to the schedule, a list of confirmed speakers, conference social events and other information can be found here: [AIM National Conference 2016: Booking is Open](#)

Help Shape The Future Of Formal Learning

Arts Council England (ACE) has commissioned CapeUK to carry out a 'state of the sector' review of formal learning in museums in England – and they want to hear your views. If schools use your museum, please spare 20 minutes to complete a short survey (see the link below) before the deadline of Monday **29 February**. You should only complete the survey if your organisation is an accredited museum or a museum working towards accreditation. Your response will inform the research and

recommendations to ACE about the future of formal learning in museums and help ACE plan its advocacy and investment for this vitally important area of work. [Help Shape The Future Of Formal Learning](#)

Fresh Perspectives: Free Conference To Build Resilience

Hosted at the Ironbridge Gorge in Shropshire, this two day conference will enable you to network with museum colleagues, hear from speakers with a wealth of experience and participate in forward thinking workshops. Speakers include AIM's Assistant Director, Helen Wilkinson and a full schedule can be found here [Fresh Perspectives](#) Runs **17/18 March**

Charity Branding Seminar - The Good, The Bad And The Ugly

Charity brand loyalty depends upon connecting with audiences on an emotional level – and those deep connections can best be achieved through an authentic brand that communicates the unique, distinctive essence and purpose of the organisation. This seminar will introduce you to the world of brand management, showing how brands develop, how they reflect the organisations they represent – and the perils of straying from your core DNA. Runs **1 March** in Birmingham [Charity Branding Seminar](#)