

Association of Independent Museums AIM E-News 17 May 2019 -- EXTRACTS

Consultation On Decapitalisation Rates

AIM is currently working with sector bodies and our Business Rates advisor, Colin Hunter, to [coordinate a response to this consultation](#) which will impact on how museums are assessed under the contractor's method from 2021 onwards. If any museums, particularly those who have had recent grant funded capital development, would like to make an individual response please contact AIM Director, Emma Chaplin who can supply briefing notes emma.chaplin@aim-museums.co.uk The closing date for the consultation is 30 May 2019.

How To Create A 'Lead Magnet' And Turn Your Online Viewers Into Museum Visitors

In his latest guest article, Harry O'Connor from AIM Associate Suppliers, Heritage Creative, provides some useful tips for creating a 'lead magnet' on your website: a well-known online tactic used by the private sector which could also benefit independent museums and heritage sites of all sizes. [Read all about it here.](#)

'Sustainability – A Seven-Point Approach'

In another guest article by AIM Associate Supplier members, Bryn Jones Associates Ltd, you can pick [up some top tips to help you think about sustainability and what it means for your museum.](#)

Ministry Of Housing, Communities & Local Government Launch Consultation: Changing Places Toilets

MHCLG has launched a consultation on provision of Changing Places toilets in public buildings. It closes on 21st July. The MHCLG proposal, on which they are seeking views, is to make Changing Places toilets mandatory through the Building Regulations. It will apply to new builds and major refurbishments of public venues ('material alteration, extension, or change of use'); for museums specifically, they are suggesting a trigger point of visitor numbers, applying to museums expecting 300,000+ visitors per year (see para 41). Question 7 seeks feedback on whether this trigger is appropriate. [Please feedback by clicking here.](#)

The Art Of Gifts In Wills: Five Tips To Drive Your Legacy Fundraising

Valerie Harland has written a guest article for AIM to help you drive your legacy fundraising. Valerie has over 30 years of experience as a fundraiser in the UK and New Zealand and is a Trustee at AIM members, the Clifton Suspension Bridge Trust, where she chairs the Heritage, Engagement and Development Committee. [Click here for this very useful article.](#)

Can You Help Another AIM Member Museum?

Tarbert and Skipness Community Trust are developing a heritage centre and Tarbert Life exhibition in Kintyre, Scotland to bring the history and natural history of the area alive for visitors and local people. The trustees are looking for a large wide glass display cabinet to house a 2m replica Loch Fyne skiff. If anyone has had a recent refit and has a surplus cabinet, please email the Trust [via their website.](#)

Ecclesiastical: Large Awards Open Soon

We're actively championing innovation [through our £50,000 grants](#), giving charities the backing they need to propel their plans forward and helping to turn creative ideas into practical solutions that benefit society. Charities must support one or more of the following areas we know our communities care about: the advancement of education and skills; citizenship or community development; arts, culture or heritage. For more information, please see our [terms and conditions](#). The £50,000 awards open on Monday 17 June and close on Friday 26 July – giving you plenty of time to create a great project submission.