

Association of Independent Museums

AIM E-News 3 July 2019

EXTRACTS

AIM Launches Hallmarks Awards In England For 2019

AIM members in England can now apply for a grant of up to £12,000 through the [AIM Hallmarks Awards](#). For full information, some useful case studies of previous grant recipients and how to apply, please visit: [AIM Launches Hallmarks Awards In England For 2019](#)

Funded by Arts Council England through AIM's National Portfolio Organisation funding, the AIM Hallmarks Awards will provide grants totalling around £55,000 each year over the next three years and are available in two strands: small grants and main grants. The closing date for both strands will be 20 November 2019.

New AIM Office Opens

We have just opened our new head office at [The National Waterways Museum](#), Ellesmere Port. We will have more news about this office in the coming months but for now, the AIM postal address and phone number remain the same.

Using Sentiment Analysis To Immediately Improve Your Museum Visitor Experience And Grow Revenues

Data, information, fresh knowledge and insights are the lifeblood of any organisation and AIM member museums can now benefit from a new service from [PitonsAnalyticsPlus \(PAP\)](#) who have joined AIM as Associate Suppliers. The team are experts in helping you discover how your online data – such as Trip Advisor reviews, social media mentions and member forums – can really work for you. [Find out more here.](#)

AIM National Conference 2020

We are already preparing for AIM National Conference 2020 which was announced will be held at Port Sunlight from 18 – 20 June 2020.

Arts Council England: Consulting On The Next Ten Years (Summer 2019)

Arts Council England have recently published their draft strategy 2020-2030, which will shape development, advocacy and investment approach at ACE over the next ten years. ACE have opened a consultation on the draft strategy to run between 1 July and 23 September 2019.

The consultation is open for anyone to take part in but is primarily designed for those working within or with the cultural sector and covers various aspects of the draft strategy and its delivery in detail. [We actively encourage AIM members in England to have their say here.](#)

PM Announces New Tourism Sector Deal

The Prime Minister has [announced the UK's first ever tourism sector deal](#). The new deal will revolutionise the way data is used by the sector, through the creation of new Tourism Data Hub. The hub will collate regularly updated data showing the latest trends and spends, allowing businesses to better target overseas visitors.

Sign Up For Teen Digital Takeover

Teen Digital Takeovers empower young people to make their voices heard by taking control of museums' social media accounts for the day. Run by Kids in Museums, this year, teenagers will be invited to take over a wider range of digital platforms, including Instagram, Facebook, organisation websites and YouTube channels. This day is always a lot of fun! [Get your museum involved here.](#)

Funding Survey Key Findings

Making an effective funding bid can be a complex and time-consuming business. Although applicants put a lot of work into their bids, many still find they have been turned down. In 2018, GRANTfinder conducted a survey of funding practitioners to raise awareness of the latest developments in funding opportunities and help applicants succeed. [You can download the survey report for free here.](#)

Supporting Leadership – Call For Participants

Participants are currently being sought [to take part in an online survey](#) for Supporting Leadership, a new research and knowledge exchange project gathering information about the role of executive and administrative assistants in the cultural sector.

Collections Trust Award 2019: Win £1,000 For Your Museum

The Collections Trust Award recognises the often-unsung achievements of those who manage museum collections. That well-deserved recognition comes with a cash award of £1,000 for the winning museum. The theme of this year's award responds to the Museum Association's recent Empowering collections report. Above all, this calls for a culture change in favour of 'use-led' collections work, with clearly identifiable outcomes and high levels of participation with museum users and communities. Collections Trust agrees and wants to hear about your use-led collections projects. Enter via a simple online form before the 31 July deadline. The winner will be announced at the Collections Trust conference in Leicester on 12 September. [For more information, and to enter, please click here.](#)

The Esmée Fairbairn Collections Fund

The Esmée Fairbairn Collections Fund, run by the Museums Association (MA), funds a range of projects that demonstrate the significance, distinctiveness and power of collections to people. They currently award nearly £1.2m per year to around 10-16 projects, so they choose projects carefully, looking for their support might have the most impact in the context of their grant criteria. Museums, galleries and partnerships from across the UK can request sums of between £20,000-£120,000 for projects lasting up to three years. The deadline for the current grant round is 5pm on 11 September 2019. [Full information is available on the MA website here.](#)

Need A Reputable Supplier Of Products Or Services For Your Museum?

If you are looking for a product or service for your museum, then take a look at the handy [AIM Suppliers Directory](#). Featuring a comprehensive list of consultants, insurers, exhibition and display companies - plus a range of other museum related businesses - our Associate Suppliers have been checked by us for quality and reliability. Recent AIM Associate members that have joined us include: [ZMMA](#) (Exhibition Display & Storage Systems), [PitonsAnalyticsPlus \(PAP\)](#) (data analytics and business transformation consultancy), [Touchstone Services](#) (Energy Consultants and AIM Energy Action Group), [DC Research](#) (Consultants), [Laura Crossley](#) (Consultant), [Pip Organic](#) (Catering/Retail), [Piranha Creative](#) (Interactives), [IE Digital](#) (website design and development), [Bryn Jones Associates](#) (consultants), [123 Send](#) (card payments systems), [Aura Tours](#) (mobile storytelling), [Absolute museum and gallery products](#) (Exhibition Display & Storage Systems), [Perrett Laver](#) (Recruitment),