

Association of Independent Museums
AIM E-News 27 September 2019
-- EXTRACTS

A Showcase Of History Makers For STEAM Students

From the expert witness in the grisly Dr Crippen murder trial, to the inventor of the first electric street tramway, you can now find out more about the lives and achievements of inspirational figures that have helped to shape Britain thanks to the new 'History Makers' website that has just been launched by AIM. You can visit the website at: <http://www.history-makers.co.uk> or from the links off the main AIM website.

Protect Your Museum From Energy Scams, Cold-Calls And Phishing Emails

Has your museum been contacted by bogus energy suppliers recently? Here at AIM and the AIM Energy Action Group, we have been receiving an unusually high number of reports of fake calls related to utilities from members across the UK. AIM staff have also received such calls and often the caller can use aggressive selling tactics. [Take a look at our tips and advice on how to avoid energy scams in this article.](#)

Expert Helplines

From answering your key questions on property to tackling HR issues, Charity Finance Group's specialist corporate members offer a free helpline service to CFG members. Find out more at www.cfg.org.uk/charity_membership – you will need to be registered as a CFG member to access this benefit, so make sure you're signed up at www.cfg.org.uk/aim. Joining CFG is free through your AIM membership!

Get Set For The Oscars Of The Museum World!

The 18th Museums + Heritage Awards launches on 1 October and is the celebration of all things great in museums and heritage attractions, these are the awards that really matter. Choose from thirteen categories and get the recognition you deserve. [Enter by 31 January 2020.](#)

Arts Council England And Disability Arts Online Publish Guide To Access To Work For The Arts And Cultural Sector

Arts Council England and Disability Arts Online have [published a digital guide to Access to Work – an employment support programme run by the Department for Work and Pensions](#). The guide, which is available in a variety of different formats including easy read and audio-only, clarifies the Access to Work process and provides specific advice for the arts and cultural sector.

Publication Of The Heritage Alliance's Inspiring Creativity Report

The Heritage Alliance have just published their Inspiring Creativity report that demonstrates the importance of heritage organisations, buildings and places in underpinning the creative industries. [This exciting contribution to the advocacy of the heritage sector in the UK can downloaded here.](#)

Copyright Enforcement And Using Images At Your Museum

If you are updating your marketing materials at your museum or sourcing new photos for your museum website, it can be easy to accidentally use copyrighted images by mistake. Facing a claim of copyright infringement can be worrying, [so we asked](#)

[Patrick Ibbotson, Operations and Projects Manager at Naomi Korn Associates, specialists in copyright, data protection and licensing, to give us his top tips to help our members](#) if they find themselves facing this situation. In addition, Naomi Korn Associates are offering AIM members 15% off all their public training.

Improve Visitor Satisfaction At Your Museum Through Sentiment Analysis

Sentiment analysis (or opinion mining) has become a hot-trend topic of market research in the past few years and it can show you what your museum visitors think and feel about their experience at your organisation – very useful if you are putting together funding bids or business planning documents. Professor Paul A. Phillips, Founder and CEO PitonsAnalyticsPlus, [has written an overview on Sentiment Analysis](#) and is available to have a phone chat with any AIM member that would like to find out more.

Have You Googled Your Museum Recently?

Have you Googled your museum recently? Then chances are that you have seen what Google calls a Knowledge Graph Panel. Find out how to make this work for your museum with some advice and tips from Simon Sadek from AIM Associate Suppliers, 360 Virtual Tour Co. Simon [has also written an extremely useful guide](#) that explains about the importance of Google My Business – a free Google listing that all AIM member Museums should be aware of to make sure their data is correct and visible to customers across the Google platform.

What Are Your Insurance Concerns? Please Help Inform A New Portal For Museum Insurance

Hayes Parsons Insurance Brokers, a long-time associate member of AIM, are looking to develop insurance solutions exclusively for AIM members. We are working with them to help ensure that our members insurance questions are answered. What are your frustrations, do you know what to insure against, what risk management advice do you receive, how do you currently purchase, do you think you are paying too much, anything else which we would need to know to try and build a bespoke solution?

Please email your comments to Ben Leah at Hayes Parsons, at the dedicated email of AIM@hayesparsons.co.uk

Sign Up Your Museum To become A Dementia Friends Champion

There are approximately 850,000 people currently living with dementia in England, and the number of cases is estimated to almost triple by 2050. In October 2018, Brunel's SS Great Britain Trust started running Dementia Friends induction sessions and has now created over 100 Dementia Friends among staff and volunteers. Leila Nicholas, Communities Officer, ran the sessions for the Trust and commented: I would highly recommend other museums consider working with Dementia Friends. The training is helpful, and you get sent all the resources from the Alzheimers Society to run the sessions. You can register as a [Dementia Friends Champion on the Dementia Friends website.](#)

Join The Cultural Governance Alliance For Free

Membership of the Cultural Governance Alliance is free and open to anyone interested in promoting good governance. One membership benefit is the CGA newsletter with a recent edition focusing on the challenges and opportunities boards

face when it comes to digital. [Sign up today to receive links to the newsletter archive and future editions.](#)

ICOM UK Travel Grants

ICOM UK, with support from the British Council, is offering travel grants to support staff from UK organisations seeking to build reciprocally beneficial international projects and partnerships.

The 2019-20 ICOM UK – British Council Travel Grant Scheme will enable recipients to undertake an international visit to museums to meet with international colleagues and mutually share skills, experience and expertise. The Travel Grant Scheme supports museums and similar organisations who are starting to develop mutually beneficial international projects and partnerships. Priority will be given to non-national museums and organisations who have not yet participated in an international project or partnership.

The grant will cover the cost of travel (including international and local transport), visas, accommodation and subsistence. The scheme does not fund travel for international conferences and events. [Further information on eligibility, application guidelines and the application form are available on the ICOM UK website.](#)