

**Association of Independent Museums**  
**AIM E-News 8 November 2019**  
**- EXTRACTS**

**New AIM Report And Toolkit Highlights The Significant Economic Impact Of The Independent Museum Sector**

AIM's latest report on the Economic Impact of the Independent Museum Sector highlights the considerable economic benefits independent heritage organisations deliver locally and nationally. Produced in partnership with DC Research and Durnin Research and supported by funding from Arts Council England, findings include how the independent museum sector currently supports over 8,900 direct jobs (6,000 FTE) across the UK. [You can see all the research findings in the report here.](#)

[AIM's latest Economic Impact Toolkit](#) has also been updated and is now available to download alongside the report. Through its easy-to-use methodology the toolkit helps heritage organisations estimate the overall economic impact they have on their local economy, offering insights that can boost their advocacy work, as well as improve feedback to funding bodies.

**AIM And Scott Moncrieff Launch Museums And Galleries Tax Relief Helpline**

AIM members can now benefit from free advice on all aspects of Museums and Galleries Exhibition Tax Relief. [Museums and Galleries Exhibition Tax Relief](#) has been designed to support organisations to create permanent or temporary (touring and non-touring) public facing exhibitions by helping them to recover some of their production costs. Your charity does not need to be paying tax to benefit from this relief.

Run in partnership with Scott-Moncrieff, all UK AIM members can claim a free 15-minute telephone call with one of the team at Scott-Moncrieff on any issues covering Museums and Galleries Exhibitions Tax Relief. To use this new service, please call Kirsty Murray on 0131 473 3500 or email her at [Kirsty.murray@scott-moncrieff.com](mailto:Kirsty.murray@scott-moncrieff.com) to make an appointment.

**Please Contribute To A Museum Insurance Survey**

Are you paying too much for your insurance premiums or do you struggle to find the right insurance products for your organisation? If you would like to share your insurance purchasing experiences, Hayes Parsons Insurance Brokers, a long-time associate member of AIM, are looking to develop a new insurance product for AIM members.

In order to understand your current experiences, requirements (and frustrations) surrounding museum insurance, they are asking for feedback on your existing arrangements. You can contribute by [taking part in a quick survey](#) which should only take a couple of minutes to complete.

**A Fond Farewell To All AIM Members And E-News Readers**

For the past four years, this AIM E-news has been written by [Sassy Hicks](#), AIM's Membership and Marketing Manager. I have enjoyed every minute of working for AIM, supporting our wonderful members and sharing useful information with you all via this E-news. But I am leaving AIM on 26 November to join the BBC National Orchestra of Wales as their Head of Communications and Marketing. I would like to thank everyone that has contributed to this E News over the years, my AIM colleagues past and present and our amazing board of Trustees. Independent

Museums are special places supported by very special people and I wish you all continued success.

### **What's Going On In The World Of Charity Policy?**

There's a General Election on the horizon, reports of an increase in fraud, and Baroness Barran has reviewed progress on the Civil Society Strategy. So, we asked Charity Finance Group's Policy Manager, Richard Sagar, to share some key trends and updates in the policy landscape for the charity sector [which are outlined here](#).

### **Book Now - Your Regional Charity Finance Events**

CFG's [Midlands](#) and [South-west and Wales](#) Conferences bring you all the latest topical news in the sector, practical advice and strategic insight on charity finance and the regulatory environment so you can operate more effectively in your role and improve your museum's sustainability. It's a great way to connect with your colleagues across the sector too, and you receive a discount as a CFG member – don't miss it! (Not registered with CFG? It's quick and free through your AIM membership - join at [www.cfg.org.uk/aim](http://www.cfg.org.uk/aim))

### **What Does The Future Of Gift Aid Look Like?**

The CFG Podcast catches up with Richard Bray of Cancer Research UK and Paul Winyard of NCVO, discussing the Gift Aid landscape, why it's so important to the sector, and what the future looks like for this essential tax relief. Listen at [www.cfg.org.uk/podcast](http://www.cfg.org.uk/podcast)

### **Museums And Resilient Leadership 2020-21 Launched At Black Country Living Museum**

Applications are now open for the [2020-21 Museums and Resilient Leadership programme](#), enabling professionals within the sector to access training and support previously received by staff from institutions including National Trust, British Museum, Tate Modern and Historic England.

### **DCMS Announces Record Breaking Year For Museums And Galleries In England**

There was a massive jump in visitors to sponsored museums and galleries outside of London, as new initiatives and exhibitions saw the number of visits from children swell to 8.5 million and overall figures to nearly 50 million. [Via DCMS](#)

### **Oxford Cultural Leaders: Applications Open For 2020**

Applications are now open for [Oxford Cultural Leaders 2020](#), the acclaimed leadership programme for cultural organisations. Designed and delivered by Oxford University's Gardens, Libraries & Museums in partnership with the Saïd Business School, Oxford Cultural Leaders (OCL) is a unique programme for directors and senior managers who want to redefine their identity as leaders and reimagine their institutional vision at a time of increasing challenge for the sector.

### **Top 10 Ways That Digital Interpretation Can Improve Your Visitor Experience**

Digital interpretation comes in a bewildering array of forms. It can be difficult to understand just what digital is and how it can help you. So, we asked AIM Associate Suppliers – ATS Heritage – and their Director of Interpretation, Anne Fletcher, for their top 10 reasons why [digital can enhance the visitor experience at AIM member organisations](#).

### **Charity Digital: Quick Wins To Improve Charity Websites**

If you are thinking about redesigning your museum website, [have a look at this useful article by Charity Digital](#) that lists some tips and tricks to improve charity websites from a range of organisations.

### **National Archives Scoping Grants (UK)**

The National Archives has announced that the next deadline for its Scoping Grants is the 27th January 2020. The funding is available to museums and other public bodies, registered charities and not for profit organisations that hold collections. [Grants of up to £3,000 are available.](#)

### **Get In Touch With AIM**

For publishing news items in the AIM E-News and across our digital platforms please contact:

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Or if you prefer to contact an individual member of staff, please visit: [AIM Contacts](#)