



**Association of  
Independent Museums**

The National Body Connecting, Supporting  
and Representing Independent Museums

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AIM E-News – October 2011 – Number 26**

**AIM announces date of next year's conference**

The annual AIM Conference will take place next year on 14-16 June at STEAM: Museum of the Great Western Railway, in conjunction with the National Trust at Heelis, Swindon, Wiltshire, sponsored by Development Partners. Would You Come Again? Growing the Visitor Experience at the Independent Museum will focus on what makes a visitor experience outstanding, one that makes you want to tell your friends and one that you would happily repeat. AIM members rely upon visitors enjoyment; without meeting or exceeding visitor expectations independent museums are unlikely to survive or flourish. The conference looks at some success stories and approaches that could transform your museum offer. Further information in forthcoming AIM Bulletins and in the monthly E-news, and on the website, [www.aim-museums.co.uk](http://www.aim-museums.co.uk).

**English Heritage publishes major report on Industrial Heritage at Risk**

Industrial heritage is as important as castles and country houses, a poll of public attitudes has shown. Eighty per cent think so, even though almost half the population (43%) do not know when the industrial revolution took place. English Heritage (EH) published its largest-ever research project into the condition of England's industrial heritage this month, along with its annual Heritage at Risk Register. The report reveals that listed industrial buildings are more at risk than almost any other kind of heritage. Forty per cent could be put to sustainable and economic new uses, while the remaining 60%, often buildings containing historic machinery or engineering structures, are of immense cultural value and often greatly loved. Many have been saved by committed local groups, often as visitor attractions. Even so, some of England's 650 industrial visitor attractions need help with business planning, marketing and interpretation, and need to ensure against loss of skills and a lack of volunteers in the future. English Heritage has responded to the need to save such buildings with a number of new initiatives, including help for developers, owners, heritage rescue groups and visitor attractions, as well as some 25 projects aimed to increase understanding and protection of industrial heritage. [www.english-heritage.org.uk/ihar](http://www.english-heritage.org.uk/ihar)

**Details announced of £100 million *Catalyst* scheme**

Further details of the £100 million *Catalyst* scheme to boost private giving to the cultural sector have been announced by Arts Council England (ACE), the Heritage Lottery Fund (HLF) and the Department for Culture, Media & Sport (DCMS). *Catalyst* aims to enable arts and heritage organisations to diversify their income streams, attract significantly more funding and help them develop innovative new approaches to securing private giving. The money will be invested through -

- *Catalyst: Endowments* – a £55 million match funding scheme funded by the three partners
- *Catalyst Arts* – a £30 million ACE capacity building and match funding scheme
- *Catalyst Arts & Catalyst Heritage* – a fundraising capacity building programme to be launched in spring 2012, comprising a £7 million ACE small grant scheme and a £5 million HLF investment in capacity building scheme with a small grant scheme.

*Catalyst Endowments* intends to give organisations with a successful track record of fundraising the chance to set up and manage an endowment, applying for between £500,000 and £5 million. Deadline – 16 January 2012. Criteria and guidance can be found at <http://www.catalyst-artsandheritage.org.uk/>

*Catalyst Arts* will support organisations that have had some success in fundraising to develop more successful and sustainable fundraising models. Deadline – 31 January. Criteria and

guidance can be found at

[http://www.artscouncil.org.uk/media/uploads/doc/catalyst\\_arts\\_match\\_fund\\_guidance\\_sept.doc](http://www.artscouncil.org.uk/media/uploads/doc/catalyst_arts_match_fund_guidance_sept.doc)

Catalyst Arts and Catalyst Heritage will offer grants of between £15,000 and £25,000 to build fundraising capacity for organisations with little or no fundraising experience. Wait for further news next spring.

### **English Tourism Week 2012**

Tourism Minister John Penrose and VisitEngland's chairman Lady Cobham, have launched English Tourism Week which will take place for the first time in March next year. Leading attractions throughout the country are challenged to get involved. The visitor economy is worth £97 billion to England and is the country's third largest employer supporting over two million jobs, as well as being a major employer of young people and an incubator for entrepreneurs. Lady Cobham said England had a fantastic tourism product of which "we can all be incredibly proud." The week will kick off on 10 March with a weekend of activities and special events. [www.englishtourismweek.co.uk](http://www.englishtourismweek.co.uk).

### **Other news**

The Department for Culture, Media & Sport has issued a report recording the achievements made following grants from the **DCMS/Wolfson Fund**, which invested £28 million in 2002 – 2010 towards the improvement of museum visits. The fund will continue over the next four years, committing a further £8 million for 2011-2015. [https://docs.google.com/viewer?url=http%3A%2F%2Fwww.culture.gov.uk%2Fimages%2Fpublications%2FDCMS\\_Wolfson\\_PP-Partnership-2002-10.pdf](https://docs.google.com/viewer?url=http%3A%2F%2Fwww.culture.gov.uk%2Fimages%2Fpublications%2FDCMS_Wolfson_PP-Partnership-2002-10.pdf)