



Association of Independent Museums

The National Body Connecting, Supporting and Representing Independent Museums

Association of Independent Museums AIM E-News – December 2013 – Number 52 - **EXTRACTS**

AIM 2014 ANNUAL CONFERENCE

Upcycle your museum – Make the most of what you've got
19-21 June 2014 at the Black Country Living Museum, Dudley
Sponsored by Development Partners

Underpinning AIM's 2014 Annual Conference is the spirit of independent museums that makes them good at making the most of what they've got. 'Upcycle your museum' will focus on a range of subthemes which can provide economic and visitor-focused benefits based on independents' rich collections.

AIM sets up new links with Scottish and Welsh members

AIM has set up two sub-committees to look after the interests of members in Scotland and Wales. The Scottish committee will be led by Gill Poulter, of Dundee Heritage Trust and Scotland representative on AIM Council, who will co-opt a small group of people to meet up to three times a year providing a broader representation of views on issues museums are facing in Scotland. A similar arrangement will be organised for Wales.

Small increase for AIM membership

AIM Council has made a small increase of just £5 for annual membership of AIM, the first rise for two years. Subscription remains cost effective for the association's 970+ membership, who benefit from a range of services and activities including grants for sustainability and conservation, the Visitor Verdict benchmarking scheme, and advice and information via the website, AIM Conference, the Success Guides and the AIM Bulletin and E-News. Rates continue to be low for small museums at £40 and individuals at £45, with medium museums at £60 and large museums at £95. Libraries, archives and co-ordinating bodies pay £85, and suppliers and consultants £95. If you are not already a member of AIM and would like to join please go to www.aim-museums.co.uk.

ACE plans to refocus Designation

Arts Council England (ACE) is seeking views on its plan to sharpen its focus on the quality and significance of Designated collections. Deadline for comments is 31 December. The scheme was put on hold earlier this year and will be re-launched in spring next year. A review, in which AIM took part, found strong support for the scheme and its founding principles but that there was some overlapping with Accreditation.

New social investment measure

The Government has announced a new social investment tax relief from April 2014, which aims to encourage individuals to invest in social organisations such as charities. Arts Council England (ACE) has said it will look at ways in which it can help arts and heritage organisations access this in the future. The Autumn Statement also made it clear that the Department for Culture, Media & Sport (DCMS) will need to make further cuts of 1.1% to its budgets in 2014/15 and 2015/16. The cuts are equal to £13 million and £12 million but it is not yet known if they will be passed on to DCMS-funded

organisations. The Government's GREAT campaign which promotes the UK's educational, tourism and cultural opportunities overseas is to receive a 50% increase in funding. <http://tinyurl.com/ps6t3ru>

Legacy income grows

Legacy Foresight has published figures showing that charity income from gifts in wills grew at its highest rate since mid-2008. Legacy Monitor Consortium Members, over half the charity legacy market, received 4.6% increase in their total legacy income in the year to September 2012. The report predicts that the legacy market will grow. <http://www.legacyforesight.co.uk/resources.aspx>. Heritage organisations looking for support to boost their legacy income can register with Legacy 10, a charity created to encourage charitable giving in the UK. <http://www.legacy10.com/>

Record numbers for museum visits

New figures from the Department for Culture, Media & Sport's Taking Part survey show that visits to museums and galleries in England have remained at their highest levels, with over half of all adults visiting one in the last year.

The Museums Association has published a short online guide signposting tax **incentives and reliefs** that benefit museums. It includes Gift Aid and other schemes encouraging charitable giving and incentives helping museums acquire objects, as well as other tax issues affecting the sector including VAT and business rates. <http://tinyurl.com/q4bt9en>. AIM is shortly to publish a Success Guide to *Business Rates*, and an article will also appear in the February issue of **AIM Bulletin**.