

## Association of Independent Museums AIM E-News – June 2014 – Number 58 – **EXTRACTS**

### **AIM in talks for fairer business rates valuations**

AIM is working with Storeys Edward Symmons and in discussion with the Valuation Office Agency to try to negotiate a fairer and more consistent basis of valuation for museums and heritage sites for business rates throughout England and Wales. If successful, the discussion will be taken to Scotland and Northern Ireland. AIM needs information from members to aid the discussions. If your museum or historic site fits the criteria and you would be willing to be used as a case study please contact [tamalie@aim-museums.co.uk](mailto:tamalie@aim-museums.co.uk). To be eligible you need to be a charitable trust, have a leasehold rather than freehold interest in your property or properties, have taken over leasehold properties since 1 April 2000 and charge for admission. AIM has been concerned for some time that there is no consistency of approach to the valuation of properties identified as museums for rating purposes. Several articles on the subject have been included in the **AIM Bulletin**, written by Colin Hunter of Storeys Edward Symmons, and he has also written an AIM Success Guide, *Successfully Negotiating Business Rates* (this can be freely downloaded from [http://www.aim-museums.co.uk/content/success\\_guides/](http://www.aim-museums.co.uk/content/success_guides/)). If a common view can be reached with the Valuation Office AIM believes greater consistency will be applied to this very diverse class of property.

### **AIM/Biffa Award National Heritage Landmark Partnership Scheme – next round**

Applications for the next round of the AIM/Biffa Award National Heritage Landmark Partnership Scheme (NHLPS) will be available from early June. Biffa Award pledged £1.5m over three years to AIM for the scheme, which will create a network of interpretation and education projects across the UK showcasing the far-reaching changes in industrial development that have shaped our nation's history. Annual awards are allocated to projects that help transform derelict buildings and sites into inspirational resources that tell the stories of people, processes, industrial development and change. A change to the guidelines for the future is the need for organisations registered as Environmental Bodies to raise the 10% cash contribution from an independent source of funding, rather than their own funds, to meet new Landfill Tax regulations. If you have a project you would like to put forward contact Sam Hunt at [henleymanor@btinternet.com](mailto:henleymanor@btinternet.com) or Justeen Stone at [aimadmin@aim-museums.co.uk](mailto:aimadmin@aim-museums.co.uk) or see more information on the website, <http://tinyurl.com/mau4qem>

### **AIM Success Guides - two new ones cover social media and new museums - in English and Welsh**

AIM has published two new Success Guides covering social media and setting up a new museum, produced in English and Welsh, with support from CyMAL (Museums Archives & Libraries Wales). *Successfully Getting Started with Social Media* has been written by Sound Delivery, the award-winning digital media training and production consultancy. It covers the whole social media scene very thoroughly, from the basics of what social media is and how it is managed, through all the different types, to confidentiality, privacy settings and copyright, and how to evaluate success. Each section includes case studies showing you how others have approached the subject, and there is a glossary and a further information section. *Successfully Setting Up a New Museum* has been written by Emma Chaplin and Heather Lomas, two experienced consultants in helping museums develop, flourish and succeed. It begins with the importance of having a clear vision; how the museum world works; feasibility studies, and creating a healthy organisation. It goes on to consider collections (at the heart of every museum); visitors, interpretation and education; how visitors are inspired and informed; the practical needs of visitors; marketing and publicity, and legal matters. There are case studies and a top tips section. AIM's new Success Guides on a wide range of subjects relating to museum management are free and you can download them as pdfs from AIM's website at [http://www.aim-museums.co.uk/content/success\\_guides/](http://www.aim-museums.co.uk/content/success_guides/). All freshly written or updated, most have been funded by ACE (Arts Council England) through AIM's Resilience programme, and the new tranche now underway is supported by CyMAL.

**AIM's Economic Value Toolkit – updated version now available**

An updated version of AIM's Economic Value Toolkit is now available. Members are finding this toolkit really useful in enabling them to calculate the impact they have on their local economy, providing a potent advocacy tool and helping them make their case to economic and tourism stakeholders. <http://tinyurl.com/kjvv52k>. Meanwhile, DC Research has begun work on a new, complimentary, project for AIM, to measure social and environmental impact in museums. Please share any research your museum has been involved in in this field with Jonathan Durnin at [jon@dcresearch.co.uk](mailto:jon@dcresearch.co.uk), tel 0116 259 2390. And watch the E-News and the AIM Bulletin for further information.