

## Association of Independent Museums

### AIM E-News – December 2014 – Number 64 – **EXTRACTS**

Watch out for news of **AIM's 2015 National Conference at the ss Great Britain, Bristol on 18-20 June 2015**. ....

#### **AIM membership structure change**

AIM has changed some of its membership categories for 2015, introducing a new largest museums category for those with more than 100,000 visitors a year, whilst continuing to offer membership at competitive prices for our smaller and medium-sized independents and other supporters. .... The new structure is:

**Small museum** (up to 20,000 visitors p.a.) and additional sites of multi-site organisations - £45

**Medium museum** (20,000 – 50,000 visitors p.a.) - £65

**Large museum** (50,000 – 100,000 visitors p.a.) - £98

**Largest museums** (over 100,000 visitors) - £120

**Individual/MDO/freelance/support organisations** (1 or no paid staff) £47

**Non-profit support organisations/libraries/archives** (2+ paid staff) - £85

**Suppliers and company consultants** - £99

#### **AIM's new team member**

AIM has appointed a new Membership, Marketing & Projects Officer to help increase its levels of support for AIM members across the UK. Sassy Hicks has worked in the Third Sector for over a decade as a marketing and fundraising manager where she has helped various charities to become more sustainable through social enterprise, establishing marketing and media strategies and implementing volunteering schemes. ....

## **AIM joins Cut Tourism VAT Campaign**

AIM is supporting a campaign to cut the VAT rate on attractions and visitor accommodation which would massively boost the UK's tourism economy. The Cut Tourism VAT Campaign says that a reduction from 20% to 5% for tourism businesses would provide a £4 billion boost to the economy, putting the UK on a level footing with European tourism, where the VAT rate is lower for the sector. The campaign gathered momentum with a debate in the Houses of Parliament - 60 MPs now back the case to cut tourism VAT - and national newspaper coverage. The campaign, which has delivered its Nevin Report on VAT and tourism to the Government, is urging tourism businesses to talk to their local media, lobby their MP, and use social media to drum up support (#StickYourVat). Members can support the campaign at <http://www.cuttourismvat.co.uk>.

## **Giving to Heritage - workshop dates in the New Year**

The Heritage Alliance's Heritage Lottery Fund-supported Giving to Heritage scheme continues, with workshop attendees having the chance to get together to discuss their burning issues and learn from each other, facilitated by an Institute of Fundraising trainer. Workshop dates coming up in January, February and March are in the following categories: Trusts and foundations; Major donor fundraising; Measuring success and reporting heritage impact to attract new funding sources; Developing a heritage fundraising plan; Making the heritage case to donors; Legacy fundraising; Using digital and social media; Corporate partnerships; Heritage fundraising in the community and Marketing your organisation and audience analysis. The £500,000 scheme aims to empower heritage enthusiasts with the skills they need to improve their fundraising capability and diversify their income through training sessions - AIM is represented on the programme steering group. Workshop places cost just £20. Also, a mentoring programme is starting soon, and can be an ideal way of kickstarting a heritage fundraising project, with personal support from an expert. Mentee places are free of charge. To find out dates and venues, and to book go to [www.givingtoheritage.org.uk](http://www.givingtoheritage.org.uk) - and for further information contact [mark.webb@theheritagealliance.org.uk](mailto:mark.webb@theheritagealliance.org.uk) (tel 020 7222 3982).

## **Gift Aid to be made simpler**

Following the Chancellor's Autumn Statement, the Government is to "work with the sector on updating the [Gift Aid] guidance and making it easier to understand." AIM's recent Autumn Online Survey showed that Gift Aid on admissions was still too difficult for many smaller museums to contemplate. Forty four per cent of museums who could claim Gift Aid on admissions are not doing so, rising to two-thirds of eligible museums with under 10,000 visitors a year. The complicated nature of the scheme was the usual reason given. Also, a recent HMRC report found that in 2012-13 £2.3 billion of donations (separate to Gift Aid on admissions) were made without Gift Aid being claimed. Reasons arose because of misconceptions, including a belief that it would be costly to the giver, that it was so negligible that it was not worth the charity claiming, an unwillingness to share personal information and the inconvenience of form-filling. Once a decision had been made to claim, behaviour quickly became habitual. "Consequently, changing Gift Aid behaviour requires a two-part process: to disrupt existing habits, and to address barriers to claiming or misunderstanding." The Chancellor also announced the Government's intention to continue and extend its review of donor benefits to include the rules for claiming Gift Aid on membership and entrance fees, with an update provided in the 2015 Budget, and the publication of draft legislation to allowing intermediaries a greater role in administering Gift Aid.

## **Crowdfunding inspiration**

Museums considering crowdfunding might find inspiration from the Art Fund's Art Happens platform where successful projects are highlighted. Ironbridge Museums Trust has succeeded in raising more than its £25,000 target for a transformed Museum of the Gorge through the platform. Now 101% funded, £25,250 has been raised from 143 donors. Rewards for donation include tote bags, free admission and limited edition tiles. <http://www.artfund.org/get-involved/art-happens>

## **Choosing online giving platforms**

The Institute of Fundraising, with Charity Finance Group and Crowe Clark Whitehill, has launched a new guide to help charities choose online giving platforms. It includes legal and practical implications, the process by which money arrives with you, how Gift Aid is affected and the risks and benefits involved. <http://tinyurl.com/qxazhjc>

## **Consultation on 'The essential trustee'**

The Charity Commission has launched a consultation on an updated draft of its guide to trustees' duties, The essential trustee (CC3). The new draft follows recent commission guidance on decision making and conflicts of interest. The most significant change is a new explanation of what the commission expects of trustees. Current guidance distinguishes between legal requirements (what trustees 'must' do) and minimum good practice standards that are not legal requirements (what trustees 'should' do). The commission wants to make it clearer that it expects trustees to comply with specified good practice unless they can justify not doing so. To clarify, where the commission says trustees 'should', they mean 'really should' not just 'could if they feel like it', points out AIM executive director Tamalie Newbery. Closing date for responses is 17 February. <http://tinyurl.com/ky7nw7c>

## **Induction for trustees and volunteers – do you do it?**

From Museum Network Warwickshire comes a list of useful resources on good practice induction procedures for new trustees and volunteers. Museums need to ensure that they are good at sharing information about how their organisation works and making people welcome. "Not to do this properly with every new volunteer/trustee leaves the museum open to losing talented, skilled and willing people because they are not valued and integrated properly – and more disastrously leaves the museum open to potential (costly and legal) mistakes made out of ignorance," writes Warwickshire, Coventry and Solihull MDO, Glynis Powell. She cites: <http://tinyurl.com/l7qfd4>; <http://tinyurl.com/klhflzm>; <http://tinyurl.com/mvmbxmq>; <http://tinyurl.com/klhflzm>, and for legal responsibilities (from the Charity Commission), <http://tinyurl.com/p33seef>

## **Museums + Heritage Awards for Excellence – nominate your project now**

The Museums + Heritage Awards for Excellence celebrate best practice within the world of museums, galleries, cultural and heritage visitor attractions. Nominate your project before the deadline of 30 January 2015. Generating a high profile for the winners and shortlistees, these awards give all organisations – no matter what size – the opportunity to enjoy the spotlight. With 10 categories to choose from, plus a special nomination award run in partnership with the Guardian's Cultural Professionals Network, the awards reflect all aspects of the cultural sector. From exhibitions (temporary and permanent), educational initiatives and restoration projects through to marketing campaigns, innovations and trading and enterprise (the Winstan Bond Trophy, sponsored by AIM), there are chances for all project types to win an award. The awards are judged by a panel of industry specialists. Further information can be viewed online at [www.museumsandheritage.com/awards](http://www.museumsandheritage.com/awards)

The latest Department for Culture, Media & Sport **Taking Part Survey** found that in the year to September 2014 over seven in 10 adults (72%) had visited a heritage site at least once in the previous 12 months. Nearly three in five adults from black and minority ethnic groups (58%) had visited a heritage site during the same period, an increase of 7% since 2005/06. The report also found that between July and September 2014 55% of adults said they were aware of events being held to commemorate the centenary of the First World War, and 79% of adults were supportive of the commemoration activities. <http://tinyurl.com/ltslerq>

SHARE East (the Museum Development service in the East of England) and Community Action Suffolk have produced guidance specifically for museums on who should and should not have a **DBS (Disclosure and Barring Service) check**. DBS checks replace the former Criminal Records Bureau (CRB) checks for people working with children or vulnerable adults. <http://tinyurl.com/pvf79ql>