

## AIM E-News – March 2015 – Number 67 – **EXTRACTS**

### AIM - Helping Heritage Organisations Prosper

**AIM is awarded £900,000 by Arts Council England (ACE)**

***AIM Hallmarks & Investing in Independence* will support museum's prosperity**

**Programme will include training, self-help resources and new support network for museum trustees**

AIM has been awarded the maximum grant of £900,000 over three years from Arts Council England's (ACE) Museum Resilience Fund, to enable it to support museums to prosper and thrive in changing times. The *AIM Hallmarks & Investing in Independence* programme will help museums develop their purpose, governance, leadership and organisational culture - characteristics which are essential hallmarks of resilient organisations - through a programme of practical support which includes board development, in-depth training, investment, self-help resources and a new national network of support for museum trustees. AIM recognises that there are many issues affecting the independent sector today and that organisational resilience is fundamental to enabling its members to adapt and prosper. By prompting debate and by offering practical support, information, a new investment programme and self-help tools, AIM hopes that museums will gain a deeper understanding of how these factors affect their ability to be resilient and be supported in developing a stronger sense of purpose and the confidence to face future challenges. AIM has been developing eight Hallmarks of a Prospering Museum, which formed the basis of the successful grant application, and which will be launched at AIM Conference in June (see below). Read more in the April issue AIM Bulletin and read the ACE announcement [here](#).

### **Independents dominating 21st century museum sector?**

Independent museums' economic significance stands out starkly in a new report. Their contribution is shown to be considerable, not just in terms of numbers (they now make up 61% of total museum provision), but also as employers and in their economic impact. The Economic Impact of Museums in England, published by Arts Council England (ACE) shows that independents, together with their trading companies, generate £1.17 billion of income, more than any other part of the sector. They also employ nearly 20,000 people, about half the workforce in the sector. With this approach the independents and the national museums together are the two groups of museums which jointly dominate the economic contribution of museums to the economy, producing 77% of the sector's income. The report shows that independents (which are the most numerous type of museums) are frequently mature organisations, with a sophisticated approach to their operation, using a range of subsidiaries and organisation styles to enable them to perform effectively and make best use of the regulatory framework in which they operate. The report displays some clear headlines on the value of all museums to the economy, conclusive proof of museums' contribution to society, should there be any lingering doubts on the subject. The sector generates £2.64 billion in income annually and £1.45 billion economic output, returning £3 of income for every £1 of public funding invested. Read a fuller article in the April issue **AIM Bulletin**, and read the report [here](#).

### **NEW – Accountancy helpline for AIM members**

AIM's accountants, Mazars of Bristol, are providing a helpline to AIM members on producing charity accounts. Call 0117 973 4481 and let the receptionist know that you are calling the Association of Independent Museums Helpdesk; you will be put through to Jon Marchant or an assistant. The aim is to give guidance on general accounting, tax or charity matters, and point enquirers to relevant supporting documentation or advice. They will, of course, not be able to give specific advice on tax or VAT matters without being formally engaged.