

AIM E-News Late July Edition 2016 – Number 89 – **EXTRACTS**

Admissions Research Report and AIM Hallmarks in Wales

On Thursday 8 September, AIM will be holding two free events at The Glamorgan County Cricket Club, Cardiff, with lunch included. Attendees are welcome to attend either or both events and enjoy lunch with additional networking opportunities. In the morning, the UK Launch of AIM Admissions Research Report will take place. This presentation will summarise the main findings about the impact of charging, explaining the complexity and diversity of the picture around charging for admissions by museums, and the importance of the specific context for each individual museum in decisions around charging. In the afternoon, different aspects of the AIM Hallmarks of Prospering Museums will be explored and information shared about the AIM Hallmarks Awards – these grants are now open to Welsh museums, thanks to funding from Welsh Government. The next deadline is 7 October. Both events are free and you can see the schedule and download a booking form by visiting: [AIM Event: UK Launch of AIM Admissions Research Report and AIM Hallmarks in Wales](#)

AIM Biffa Award: History Makers £1 million Funding Programme Is Open

The AIM Biffa Award funded 'History Makers – People who helped to shape our world' £1 million funding programme is now open for applications and the closing date for the first annual round will be 31 October 2016. Interested organisations are urged to send an Expression of Interest as early as possible. The programme is a partnership between Biffa Award and AIM and it will run over three years, awarding grants to AIM members in England, Wales and Northern Ireland of up to £75,000. Please visit [AIM Biffa Award: History Makers £1 million Funding Programme Is Open](#)

Now Open: AIM Hallmarks Awards Round Two in England And Wales

AIM has opened applications for Round Two of the AIM Hallmarks Awards. Grants will be available in sums of between £5,000 and £15,000 and we anticipate that the average award will be £10,000. The AIM Hallmarks Awards are supported using public funding by Arts Council England and the Welsh Government. The awards support organisations in England and Wales by providing grants for museums to develop their work using the AIM Hallmarks of Prospering Museums. In Round Two £22,500 is available for museums in Wales and £50,000 for museums in England. The Closing date for all applications is 7 October 2016. [AIM Hallmarks Awards Round Two](#)

Delivering Excellent Heritage Projects: AIM Biffa Award Seminar – London

If you are about to embark on a new capital project or want to deliver a successful interpretation project, the upcoming free AIM Biffa Award 'Delivering Excellent Heritage Projects' seminar on 4 October at the London Transport Museum will inspire you. It will be especially useful to those thinking of applying to the AIM Biffa Award History Makers programme. ... A full schedule and booking information will be available soon, but to reserve your place now, please email: helenf@aim-msuems.co.uk Closing date for the first round of History Makers is 31 October 2016.

Teen Twitter Takeover: Friday 12 August

Cultural and heritage organisations across the UK will hand their twitter feeds over to teenagers during Teen Twitter Takeover. Join in with this successful event and empower teenagers. [Teen Twitter Takeover](#)

Artwork: Child Protection Policy Writing Review And Update Session – London

Artwork are running a session in London on 22 September to inform on updates to current child protection legislation. AIM members that sign up to the free ENYAN network will receive a 10% discount on all courses and sessions. Further information: [Child Protection Policy Writing Review And Update Session](#) **Cost is £100.**

Pokémon GO, Virtual Reality And Museums

The Pokémon GO phenomenon is everywhere at the moment, but how can gamification and other forms of virtual reality increase engagement and visitor numbers at museums? A brilliant piece on the MUSEUMS & THE DIGITAL blog is well worth a read. [Pokémon GO, Virtual Reality And Museums](#)

Velo: Google Ad Grants: Free Online Advertising For Non-Profits

Velo have produced a simple guide to making the most from Google's free online advertising service, including how to sign up if you haven't already (via Culture Hive) [Google Ad Grants: Free Online Advertising For Non-Profits](#)

HLF Skills For The Future Programme Re-opens In UK

Skills for the Future is an HLF programme designed to help not-for-profit organisations in the UK deliver paid training placements to meet skills shortages in the heritage sector and to help diversify the workforce. First round applications are due by noon on 13 October [HLF Skills For The Future Programme](#).