

## **Association of Independent Museums**

### **AIM E-News Late September 2016 Edition – Number 92 – EXTRACTS**

#### **Prospering Boards For Prospering Museums**

The flagship element of the Hallmarks Governance Programme is the opportunity for boards and trustees to have one-to-one support from a governance expert through Prospering Boards for Prospering Museums. The support can be for boards that want to go from 'good to great' as well as those wanting to address particular challenges. More information: [Prospering Boards for Prospering Museums](#)

#### **Hallmarks Awards: Applications Close Soon**

The deadline for the next round of grants through the Hallmarks Awards scheme is 7 October 2016. Grants are available for between £5000 and £15000, and can be used either for organisational review and health checks, organisational development, or for projects which relate to the Hallmarks.

Grants are available to Accredited museums in England and Wales (or those working towards Accreditation). To be eligible, projects must also have an impact on the longer-term strategic direction of the organisation, or on its ways of working. For full information, please see: [Hallmarks Awards](#)

#### **A Success For The New AIM Success Guide**

On 8 September, AIM published new research to help museums understand the impact of charging for admission, or not, on all aspects of operating a successful museum. Since launch, the research and accompanying documents have been the most popular section of the AIM website and blog.

You can download a copy of the new Success Guide: Successfully Setting Admissions Policy and Pricing by clicking [Successfully Setting Admissions Policy and Pricing](#) and a series of documents relating to this research is available to download by visiting: [Evaluating the Evidence The Impact of Charging or Not for Admissions on Museums](#)

One of the research's key findings was that the diversity of visitors to museums is not impacted by whether they charge admission or not. At the launch event AIM Vice-Chair, Matthew Tanner, drew attention to this finding, pointing out that there is a need for greater understanding about what factors do enable some museums to achieve more diverse visitors. AIM is talking to other sector organisations about a new piece of research to look at this subject and would like to hear from any museums that have diverse visitor profiles. Please contact [Tamalie@aim-museums.co.uk](mailto:Tamalie@aim-museums.co.uk)

#### **Arts Council England: Investment Process Briefings**

In July, ACE announced changes to the way it will approach its investment, from 2018, following a consultation with the arts and culture sector and for the first time museums and libraries will be part of the Arts Council's investment portfolio [Changes to Arts Council England's 2018 investment approach](#).

ACE has created a series of events for arts and cultural organisations, to provide them with more information about the ACE investment approach for 2018-22 This includes the National Portfolio, Grants for the Arts and Culture and strategic funds. Briefing sessions on these funding strands can be booked now via [Investment process briefings](#) (FREE) and further information will be available on the ACE website from 4 October [Arts Council England](#).

### **Let's Get Real – Young Audiences Phase 2**

Join Culture24's collaborative action research project Let's Get Real – Young Audiences Phase 2 to learn how to get better at serving the changing needs of children and young people through digital technologies and your digital content – deadline is 31 October: [Let's Get Real – Young Audiences Phase 2](#)

(Couldn't download details, so don't know what the costs are)

### **The Charles Hayward Foundation: Heritage And Conservation Grants**

The Charles Hayward Foundation is a grant-making charitable trust making awards to charities that are registered in the U.K. The trustees will fund a select number of one off projects with grants of £25,000 – £50,000 [The Charles Hayward Foundation: Heritage And Conservation Grants](#)

### **EXTRACTS FROM OCTOBER AIM BULLETIN**

#### **Resilience funding from HLF**

The Heritage Lottery Fund has announced a new £8 million annual fund to help cultural organisations become more resilient. *Resilient Heritage* is part of this.

Resilient Heritage grants will be between £3,000 and £250,000. There are no application deadlines, and bids will be assessed within eight weeks.

The type of projects which could be funded include –

- acquiring new skills to increase fundraising capacity or open new income streams

- exploring new leadership models or management structures

- becoming more environmentally friendly and making efficiency savings

- creating partnerships for training and asset building

preparing groups to take on new responsibilities, for example taking over the running of a heritage site.

HLF has also launched a new self-assessment tool, the Resilient Heritage Strength Checker, to give organisations an idea of how well they are doing.

Discover more at <http://tinyurl.com/hnq25w2>

## **New Appointments**

Karen Bradley, the new Culture secretary gave her first major speech on the value of culture from Liverpool, highlighting the importance of the historic environment.

Confirming the economic importance of the Department for Culture, Media and Sport sectors, she stressed that value goes beyond the economic to making people happy. Places needed not just factories, but heart and soul in the form of “galleries, music centres, cherished heritage sites, libraries and museums and sports facilities”.

She announced the pilot Cultural Citizens Programme in which 600 school children will be given unique access to cultural institutions as part of a new scheme to increase access to the arts. Led by Arts Council England and delivered by Curious Minds, Kids in Museums and A New Direction with support from Historic England and the Heritage Lottery Fund, it’s hoped to roll the programme out to young people across the country.

Kate Bradley chaired a round table in August to hear from the sector, including senior figures from the Heritage Alliance, of which AIM is a member, the National Trust, Historic England, Historic Royal Palaces and the Heritage Lottery Fund. On Brexit challenges, she was made aware of a number of issues including: maintaining mobility of heritage expertise; the opportunity to review the impact of VAT, and how heritage can support the UK’s global repositioning and the message that Britain is open and welcoming.

Ed Vaisey has been replaced as the longest-ever serving Culture minister by Matthew Hancock MP, previously minister for the Cabinet Office and Paymaster General. Figures from the world of culture paid tribute to Ed Vaisey for his approachability and advocacy for the sector, plus his publication of the Culture White Paper and his instigation of a Museum review.

Tracey Crouch has returned from maternity leave to resume her post as minister for Sport, Tourism and Heritage.