

AIM Mid November 2017 E-News – Number 117 – **EXTRACTS**

Last Chance To Apply: AIM Sustainability Grants

The final round of the AIM Sustainability Grant Scheme, supported through the generosity of the [Esmée Fairbairn Foundation](#), will close for applications on 15 January 2018.

The grant is intended to help medium and smaller sized AIM members to improve their medium and long-term sustainability. To be eligible, museums must have an annual turnover of less than £300,000 or fewer than 50,000 visitors a year.

Funding is aimed at projects that explore increased and/or diversified income streams and/or develop organisational resilience. You can find out more and see the different areas that we fund here: [AIM Sustainability Grants](#)

Launch Of The Mendoza Review Of Museums In England

Tuesday 14th November saw the much-awaited launch of 'The Mendoza Review: an independent review of museums in England'. It was undertaken in response to the Culture White Paper in 2016, which called for "a wide-ranging review of national, local and regional museums, working closely with Arts Council England (ACE) and the Heritage Lottery Fund (HLF)". AIM was consulted at various points during the preparation of the Review. Find out more: [Launch Of The Mendoza Review Of Museums In England](#)

UK Museums - Please Contribute To The Accreditation Scheme Review

In January this year, it was announced that there would be a review of certain aspects of the Museum Accreditation Scheme. The survey, which was launched recently, will help gain wider views to inform the Review and we strongly encourage all AIM members from across the UK to take part to help give feedback from the independent sector. More information: [Arts Council England Asks For Input Into The Accreditation Scheme Review](#)

Article: Unlocking Email Marketing's Full Potential With The Human Touch

Over time, technology has helped email evolve from a mass communication channel to one that delivers increasingly targeted and personalised messages. If you use email marketing at your museum, [this recent article and downloadable report by American website ClickZ](#) is well worth a read.

Article: Taken On Trust Research

This week, the Charity Commission published the most comprehensive research into trusteeship and support for over a decade. The results tell us a great deal about who trustees are, how they are recruited, how they are supported and how boards operate and further information can be found in [this online article by NCVO](#). There is [an accompanying report](#) for those providing guidance to trustees and AIM is mentioned as Trustee Support Organisation.

Archives Revealed

'Archives Revealed' is a partnership programme between The National Archives and The Pilgrim Trust. It is the only funding stream available in the UK dedicated to cataloguing and unlocking

archives. The fund is comprised of two funding strands: Cataloguing grants (up to £40,000) and Scoping Grants (up to £3,000) [please visit the website](#) for closing dates and further information

Need A Reputable Supplier Of Products Or Services For Your Museum?

If you are looking for a product or service for your museum, then take a look at the handy [AIM Suppliers Directory](#). Featuring a comprehensive list of consultants, insurers, exhibition and display companies - plus a range of other museum related businesses - our Associate Suppliers have been checked by us for quality and reliability. Recent AIM Associate members that have joined us include [Perret Laver](#) (recruitment), [Kudos Memorabilia](#) (exhibitions and memorabilia), [Design Culture](#) (design and graphic design) and [Carole Souvenirs](#) (retail).

AIM National Conference 2018

AIM National Conference 2018 will take place at The British Motor Museum in Gaydon, Warwickshire from Thursday 21 June 2018 - Saturday 23 June 2018