

Association of Independent Museums

AIM E-News Mid-January 2018 – Number 120 – **EXTRACTS**

AIM National Conference 2018 – Booking Opens 1 February

AIM National Conference 2018 will take place at The British Motor Museum, Gaydon, from 21-23 June. The theme for this year's conference is 'Changing Gear' and Day 1 will focus on how gaining and retaining new audiences can turbocharge your income and help direct your business planning. Speakers will draw on important new research exploring how museums can attract more diverse audiences for the benefit of everyone.

We will also launch our new and exciting partnership with Charity Finance Group (CFG) and introduce the range of benefits for AIM members that this new partnership will provide. Finance will be the focus on Day 2 and will include the latest updates on the Museums and Galleries Tax Relief, ideas on alternative income generation and inspirational ideas on financial leadership.

Social events this year include the AIM Dinner in the delightful setting of Compton Verney, a special Midsummer social event at Shakespeare's birthplace and an action-packed Saturday Study tour. So mark your calendars for what will be an inspiring and exhilarating conference and please check the AIM website from 1 February for more details and how to book: www.aim-museums.co.uk

Arts Council England Appoints Kate Bellamy As Director, Museums

Arts Council England has announced [that it has appointed Kate Bellamy as Director, Museums](#). Previously, the Head of Strategy and Advocacy and Secretary to the Board of Trustees at the Victoria & Albert Museum, Kate will join the Arts Council from a secondment to the Department for Digital, Culture, Media & Sport (DCMS) where she was Head of the Museums Review, and is currently Head of Digital Skills and Inclusion.

Help Improve The State Of Museum Access 2018

In 2016, 27% of UK museums provided no access information online for disabled visitors, according to research by VocalEyes. Are you one of those 458 museums? VocalEyes will soon be updating its research, with its State of Museum Access 2018 survey. Please help improve the figure and increase access for all. VocalEyes are especially keen to have input from independent museums and you can find all details here: [Help Improve The State Of Museum Access 2018](#)

How Your Museum Or Nonprofit Can Benefit From The Loyalty Loop

Like everyone, your museum or nonprofit is always looking for new ways to more effectively attract, engage, and retain your visitors, members, and patrons. Ready to give new meaning to the notion of customer loyalty? Have a look at this [article shared with us by USA based Cuseum](#).

Museums & Resilient Leadership Programme 2018 – 2019

As part of its Arts Council England funded National Portfolio work, the Black Country Living Museum is again running the Museums and Resilient Leadership (MRL) Programme for the next 3 years, through to 2021. [Applications for the current round close 31 January.](#)

Greggs Foundation's Environmental Grants

The Gregg's Foundation's Environmental Grants programme is now inviting applications for grants of up to £2,000 for projects in England, Wales or Scotland. Projects must address one or more of the following: Improving the local environment, insuring involvement of local communities, delivering a sustainable and measurable difference or supporting people in need. The funding can be used to cover the purchase of equipment, sessional salary costs, purchase of trees/plants, small capital projects and learning activities. Applications close 9 March. [Click here for all information and eligibility.](#)