

Association of Independent Museums
AIM E-News 8 October 2018 – EXTRACTS

AIM Training Grants

We have just released new funding via the AIM Training Grants. Our Training Grants help to support member museums in developing the skills and expertise of their staff and trustees. We can grant aid fees for courses, conferences, museum study visits and mentoring placements with grants of up to £300. Funding until the end of the year for these grants is limited, [but you can apply and check eligibility here.](#)

Arts Council England: Consulting On The Next Ten Years

After gathering and analysing a wide range of evidence, and holding conversations with the public and with stakeholders, Arts Council England have identified a series of proposed outcomes that they believe they should aim to achieve by 2030. They are now running a new consultation to gain feedback on their proposed outcomes and AIM actively encourages our members in England to [complete the survey here.](#)

DCMS Publish Action Plan And Partnership Framework

An Action Plan and Partnership Framework were published by DCMS last week. You can find the Museums' Partnership Framework [here](#) and the Museums Action Plan 2018 [here](#). The accompanying blog from Neil Mendoza can be found on the [DCMS blog.](#)

5 Simple SEO Tips To Get More Visitors To Your Museum Website

Have you ever wondered how SEO (Search Engine Optimisation) can boost visitors to your museum website? SEO can help your website rank higher up in search engines (such as Google) where it is more likely to gain online visitors and you can then convert these views into paying customers. But where do you start with SEO – especially if you have never utilised it before? We spoke to Harry O'Connor, CEO of AIM Associate Suppliers and website developers, Heritage Creative, [to get some easy top tips that you can implement immediately to see results.](#)
[this event is for you.](#)