



**Association of
Independent
Museums**

Helping Heritage
Organisations Prosper

DCMS business impacts of Coronavirus survey

DCMS invites you to take part in a survey being conducted to understand the impact of the Coronavirus outbreak on organisations in the digital, culture, media, sport, gambling, telecoms, and tourism sectors and their engagement with the available government interventions.

We know AIM members have had numerous survey requests recently, but this survey has been commissioned by the Department for Digital, Culture, Media and Sport (DCMS) to better understand the needs of its stakeholders. Your answer will remain anonymous and will be used to inform DCMS' preparedness efforts so we encourage you to take the time to respond.

The survey should take around 10-20 minutes. The deadline for responses to the survey will be at 23:59 GMT on 15 May. Please follow the link below to begin submitting your response:

[DCMS Business Impacts of Coronavirus Survey](#)

"Our heritage is at risk"

Realism, resilience and determination in the face of extraordinary challenges. As part of AIM's advocacy work, AIM Director Emma Chaplin has contributed to [this \(firewalled\) article in The Times](#).

Hallmarks at Home

As part of AIM's Hallmarks at Home programme to help the museum sector recover and reopen, the following resources have been created for members this week.

- Understanding Your Audiences – [a new Success Guide](#) has been published and those members wanting more support with this, [we're hosting a webinar with the author](#), Emma Parsons on Wednesday 6 May
- Good governance for Scottish museums online session on Wednesday 13 May. Previous sessions with Hilary Barnard and Ruth Lesirge have been oversubscribed so [book your place now](#)
- [Fundraising Forum on Wednesday 20 May](#). These sessions have proved really popular and there are just a few places left to join Judy Niner to discuss fundraising plans during closure and beyond
- AMA are offering AIM members a [one-to-one surgery as part of their Digital Heritage Lab](#). Get access to bespoke support on your digital challenges, from digital marketing through to putting your collection online
- Creating digital content – if you're looking to new channels or need new ideas to engage with audiences during closure, take a look at our [top tips on creating digital content](#)
- Good governance in a time of crisis – our webinars on governance have been fully booked, but if you missed out, Hilary Barnard and Ruth Lesirge of HBRL Consulting have shared their [key actions for museum directors and board during the crisis](#)

Following feedback from members through our recent survey, the focus has been on the most popular topics for training and support – visitor focus, finance and innovation. Look out for more Hallmarks at Home webinars and online resources in the coming weeks.

The Skills Toolkit

The Department for Education has launched a new government platform to signpost people to online learning opportunities, enabling them to upskill during the Coronavirus crisis for current and future roles. The platform will initially focus on digital and numeracy skills and is largely aimed at furloughed workers or the recently unemployed, but is open to anyone who wants to upskill and keep their mind busy at home. [Take a look at The Skills Toolkit here](#)

Photography request

A piece of work is underway to refresh the AIM website making it easier for members to find the range of resources available. One of the points mentioned in our website survey with members late last year was that you'd like to see more imagery on the site, particularly from smaller museums. The revised site design will allow us to use more photography – but we need your help to source these images.

Ideally, we want hi-res landscape images, you must own the copyright, be able to share and have the relevant permissions of any individuals featured for us to use the photo for marketing purposes. Please could you send [Catrin Bell](#) any images of your museum you'd be happy for us to use on the AIM website, and in other marketing material.

New date for CFG Annual Conference 2020

The CFG Annual Conference will now be taking place on Tuesday 13 October. We've also added a programme of additional digital sessions for delegates which will take place over 13-14 May. [See the full programme and book with member discount here.](#)

CFG virtual conference – VAT, Tax and Gift Aid

All your questions answered – make sure you're optimising tax reliefs available to your organisation and receive all the latest tax updates you need to know in CFG's first fully online conference. [Click here for the full programme and to book](#)

Free CFG members' meeting coming up in May

This members' meeting will be focused on building personal and team resilience in the face of Covid-19, delivered as a live webinar with the opportunity to ask questions of our expert speakers. [Join CFG on 5 May](#)

Charity Finance Group helps finance teams understand what's happening in the world of charity finance, so you can better support your organisation. It's free to join through your AIM membership – [sign up now to access your member benefits](#)

Freelance opportunity - focus group facilitator

AIM has been awarded development phase funding from the National Lottery Heritage Fund for New Stories, New Audiences and wishes to appoint a freelance focus group facilitator to support the grant development. [Find out more about the role and how to apply here.](#) The closing date is Friday 15 May.