



**29 July 2020**

### **AIM welcomes early detail on how the Culture Recovery Fund will operate**

Early detail on how the government's support package for the cultural sector will operate emerged today, as Arts Council England, National Lottery Heritage Fund and Heritage England publish details of a range of related grants and repayable finance packages.

For AIM members there are effectively three routes to seeking support from the Culture Recovery Fund, all primarily targeted at getting organisations through to March 31 2021.

AIM members who are Accredited Museums, have provisional or are working towards Accreditation should consider the Arts Council England support packages. Non-accredited museums and other heritage organisations should consider the Culture Recovery Fund for Heritage administered by National Lottery Heritage Fund working together with Historic England.

The support forms part of the Department for Digital, Culture, Media and Sport's (DCMS) wider Culture Recovery Fund of £1.57 billion, set up to protect the UK's culture and heritage sectors from the economic impacts of Covid-19.

[Read more about the packages and how to apply here.](#)

### **Hallmarks at Home**

AIM members can book a place for the latest Hallmarks at Home sessions, guiding museums through the reopening process and sharing best practice amongst members:

- Fundraising – 5 August – there are lots of fundraising issues to consider right now; join Judy Niner to discuss your challenges and hear from other AIM members on their approaches. [Book here.](#)
- Scenario planning for the future – 12 August – this practical workshop is designed to help museum boards take a realistic view of their options, and is led by Hilary Barnard and Ruth Lesirge of HBRL Consulting. [Book here.](#)
- Marketing and communications as we open up – 19 August – this discussion forum will explore the crucial role that marketing and communication will have in reassuring, enticing and welcoming our audiences. [Book here.](#)
- Volunteering and the new normal – 27 August – this practical workshop will help you to plan for how the nature of volunteering might change in your museum in the coming months. [Book here.](#)
- Understanding your audiences – 2 September – How do we engage with visitors in this new climate? Who is our audience now, how can we connect and capture insights, what do they want and need? Emma Parsons leads a discussion to help you plan, listen and talk to audiences. [Book here.](#)

### **Free HR advice**

The HR Dept are offering AIM members free HR advice to assist on issues arising from the Coronavirus crisis. Support might cover questions arising from the government support packages and latest national guidance, updates to HR policies, draft letters or settlement agreements. [Find out more and apply here.](#)

### **Digital Heritage Lab 1-2-1 surgeries**

The Arts Marketing Association (AMA) is offering AIM members one-to-one sessions as part of their Digital Heritage Lab. Covering marketing, visitor engagement, collections or access and inclusion, a one-to-one session will help with a particular digital challenge at your museum, or help get you started on a digital project. [Find out more and apply here.](#)

### **AIM recovery and reopening training grant**

AIM is launching a new grant to support member museums looking to train and develop their staff to deal with new challenges associated with reopening following the Coronavirus crisis. The AIM Reopening and Recovery Training Grant is available now and members can apply for up to £300 to cover related expenses. Applications will be considered on a rolling basis. [Make your application here.](#)

### **Prosper North closing date fast approaching**

Cultural heritage organisations in the North of England have until 3 August to apply for the final edition of Creative United's business support programme, Prosper North, backed by the National Lottery Heritage Fund. Prosper North supports cultural heritage organisations across the North of England to increase their income, improve their business planning, strengthen their impact in their communities and be ready to access social investment from Key Fund's Northern Cultural Regeneration Fund. [More information can be found here.](#)

### **EMBED Reopening Recommendations Support Service**

EMBED have launched the Reopening Recommendations Support Service created in collaboration with the Disability Collaborative Network and University of East Anglia. The guidance has been created to support organisations in their decision making prior to reopening following COVID-19 lockdown. It considers potential barriers faced by disabled visitors and customers and offers solution-based guidance for organisations of all types with the ultimate aim of keeping stakeholders, staff, volunteers visitors, students or customers as safe as possible. [Read the guidance here.](#)

### **Covid-19 and digital visitor equipment**

AIM members are invited to attend a free webinar with Associate Supplier Webnebulus at 5pm on Tuesday 4 August. This one-hour practical webinar will tell you how to sanitise existing hand-held tour devices and touch-screen interactives, or replace them with bring your own devices. To request an invitation please email [neil.rathbone@webnebulus.co.uk](mailto:neil.rathbone@webnebulus.co.uk), [neil.rathbone@webnebulus.co.uk](mailto:neil.rathbone@webnebulus.co.uk).

### **New training from Charity Finance Group**

CFG has launched two new training dates - [Cyber and digital leadership training](#) on 12 August, helping you to get to grips with cyber protection and your digital leadership strategy, plus key training for your Board of Trustees - [Understanding risk in your investment strategy](#) on 13 August. CFG members receive discount on booking so make sure you've registered for free with CFG before you book your spot.

### **CFG members' meeting**

As we face the longer term implications of COVID-19, CFG's August members' meeting will focus on medium to long term planning to support your financial sustainability. We'll be joined by Pesh Framjee, Global Head of Non Profits at Crowe UK, who will be sharing his expert advice for your organisation - it's not to be missed! [Book your free place](#) (available to CFG members - AIM members can [register for free to join CFG](#)).

### **Trustee vacancies**

- [Museum of Cambridge](#)
- [Royal Society of Sculptors](#)
- [Glenside Hospital Museum](#)



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