



10 August 2020 - EXTRACTS

Culture Recovery Fund

Applications are open now for The Culture Recovery Fund - part of the government's £1.57 billion emergency funding to safeguard museums and heritage. Deadlines are tight - consider these funds today!

Who is it for?

If your organisation has exhausted all other financing options and is at risk of failure before March 2021 then this funding is absolutely for you. The application process is split depending on your accreditation status, so AIM members who are Accredited, have Provisional or are Working Towards Accredited status should consider the Arts Council England support packages and Non-accredited museums and other heritage organisations should consider the Culture Recovery Fund for Heritage, administered by National Lottery Heritage Fund working with Historic England.

Non-accredited / other heritage organisations:

Culture Recovery Fund for Heritage:

- £92 million fund aimed at helping heritage organisations to recover from the effects of the Covid-19 pandemic
- Grants from £10,000 to £3 million
- Open to applications from heritage organisations, private owners of heritage sites, businesses that are part of the heritage ecosystem
- Apply by the deadline of 17 August

[Visit National Lottery Heritage Fund website for more information.](#)

Accredited / Provisional/ Working towards Accreditation museums:

ACE Culture Recovery Fund grants:

- Grants of between £50,000 and £3 million will be awarded from a budget of up to £500 million
- Round one is open from 12noon today (Monday 10 August) – 12noon on Friday 21 August
- Round two is open from 4pm Friday 21 August - 12noon Friday 4 September
- Applicants will need to be registered on Grantium to complete.

[Visit the Arts Council website to find out more and apply.](#)

Culture Recovery Fund: Repayable Finance:

- £270 million will be available through the Culture Recovery Fund: Repayable Finance programme, open to both charitable and commercial organisations
- More details about this programme will be published shortly and before the recovery grants close to applications, so potential applicants can choose which option is best for their organisation.

Getting help with your application

If your organisation does not have specialist fundraising expertise or you have never made an application to NLHF or ACE then we can help. Sign up for one of our online workshops to find out more about the grant schemes and talk through key aspects of your application with two of AIM's experienced consultants, Marilyn Scott and Heather Lomas.

Tuesday 11 August at 2.30pm. Overview of both schemes and opportunity to discuss applications to the NLHF/HE fund. [Book your place here.](#)

Friday 14 August at 2.30pm. Overview of ACE funding scheme and opportunity to discuss your application. [Book your place 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.

- 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 your place 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 your place 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 your place here.](#)
- Understanding your audiences – 2 September – Emma Parsons leads a discussion to help museums plan, listen and talk to audiences in this new climate. [Book your place here.](#)

Free consultation to review your catering option

Looking to review and repurpose your approach to catering due to Covid-19? How might you invest now to future proof your offer? AIM Associate Supplier, Montfort Catering Consultants, are offering free 30 minute consultations to discuss your catering options. [Find out more and book your place here.](#)

Love Culture week

To celebrate culture, DCMS will be highlighting: museums, galleries, heritage sites, libraries, cinemas and cultural organisations, big and small, across the UK for a week from Monday 17 August. AIM members are invited to get involved and you can [find out how here.](#)