



-- EXTRACTS, 4 September 2020

Hallmarks at Home – the next phase of events

With thanks to support from Art Fund, AIM is now planning the next phase of Hallmarks at Home from October 2020 – March 2021.

The Hallmarks at Home webinar series was launched in response to the challenges of the Coronavirus pandemic and UK lockdown. The programme, built on our well established AIM Hallmarks programme, provides you with the opportunity to explore the areas of museum practice you've told us are most critical to you at the moment. Through regular online workshops developed and lead by AIM's experienced consultants, and kept small to encourage discussion, Hallmarks at Home offers you a great chance to network, learn and be inspired.

Freelance Project Administrator

AIM wishes to recruit a freelance Project Administrator to support Hallmarks at Home. The role is for one day per week to provide administrative support to the programme. [Find out more and apply on the AIM website.](#)

Focus group

We'd really appreciate your input into the Hallmarks at Home programme, whether you've participated in a webinar previously or not. We want to ensure the programme meets the needs of our members so will be hosting an online focus group on 12 October. If you'd be interested in taking part in this focus group, please let us know on info@aim-museums.co.uk and we'll share further details.

Forthcoming events

- 8 September - Digital marketing. [Click here to find out more and to book.](#)
- 14 October – Marketing and communications to audiences that aren't returning or visiting. [Click here to find out more and to book](#)
- 21 and 28 October – The Reluctant Entrepreneur. [Click here to find out more and to book.](#)

Culture Recovery Fund

The Welsh Government have announced details of how independent museums can access the £18.5m for cultural organisations. Applications open on 14 September but you can check your eligibility now. [Find out more and check eligibility here.](#)

Museums Galleries Scotland are accepting applications now for the £4 million Recovery and Resilience Fund. [Find out more here.](#)

For museums in England, applications are still being accepted for the Culture Recovery Fund: repayable finance but the closing date of 11 September is fast approaching. [Find out more here](#), and also find out more about the Capital Funding delivered through Historic England, the Arts Council and the National Heritage Memorial Fund.

Business Rates Success Guide - updated for 2020

Business rates are often seen to be slow moving, even glacial, but this year there have been constant changes. Colin Hunter of Lambert Smith Hampton takes us through the changes so far this year to introduce the updated Business Rates Success Guide. [Read Colin's article and access the new Success Guide here.](#)

New guidance for learning services

Space for Learning, Clore Duffield Foundation, GEM Heritage, Engage and the Theatre Education Forum have put together Covid secure guidance for museums, galleries, heritage and performing arts sites. They aim to provide a practical framework to think about what is needed to continue, or restart, learning services during the Covid-19 pandemic and to support the health and wellbeing of workers and audiences. [Read the guidance here.](#)

NHS Test and Trace scheme

Museums can download a range of posters to inform visitors about the NHS Test and Trace scheme. These might be useful to display at the point that contact information is collected, or on websites or social media alongside information about what visitors can expect when visiting your museum. [Download the posters here.](#)

Next meeting for Charity Finance Group special interest group

Tuesday 22 September 11am-12pm Zoom

Charlotte Morgan, Collaborative Programmes Manager at Cornwall Museums Trust will be joining us for our latest special interest group exploring the key finance and governance issues facing arts and heritage organisations. CFG Director of Policy and Communications Roberta Fusco will also be sharing an update on CFG's policy work. Free and open to CFG registered AIM members. [Register here.](#)