

# AIM NATIONAL CONFERENCE 2019

How to  
be a great  
destination

## DELEGATE HANDBOOK

National Civil War Centre, Newark  
20-22 June 2019

 #2019AIM @Aimuseums  
[www.aim-museums.co.uk](http://www.aim-museums.co.uk)



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Dear Delegate,

Welcome to the 2019 AIM National Conference at The National Civil War Centre and The Palace Theatre, Newark.

We are delighted to be holding the conference here at this AIM member's museum that holds over 5,000 Civil War objects (with around 500 on display at any time) that give a fascinating insight into the gruesome realities of everyday life during this tumultuous period of British history. Please make sure you take some time out from the conference schedule to explore this exciting museum.

The theme of this year's conference is 'How to be a great destination'. We know that AIM members play a vital role in the UK's tourism economy – creating vibrant museums in diverse places that attract thousands of visitors. But of course, we can all do more to help our museums and our communities prosper. There is probably no better way to do this than learning from each other at AIM conference!

According to recent data from Trip Advisor the appetite for genuine and authentic cultural experiences is growing in both UK and overseas tourist markets. We are in a great place to make the most of this demand. We hope that AIM National Conference 2019 will inspire you with fresh ideas on how to tap into the growing cultural tourism market.

Across both days of conference our speakers and sessions will cover creative place making; becoming a great destination for your community; understanding your audiences; tips for creating an excellent visitor experience; ideas on how to attract groups to your museum; and suggestions for making your shop or café into a desirable destination. The conference will also highlight the latest updates in charity finance and law from the Charity Finance Group and Farrer & Co.

I would like to thank all the speakers for their support and contributions.

As always, the social side of AIM National Conference will give us all a chance to relax and network, events this year include dinner at the historic Thoresby Courtyard, a Friday evening social event at Newark Castle and a study tour that will visit two AIM member museums: The National Holocaust Centre and Creswell Crags.

Please also take time during the conference to visit the trade stands to meet the exhibitors attending the conference this year. You will be able to discover new products and services to support your museum and meet up with some familiar exhibitors – and many new.

I would like to give my thanks to Artelia, who are once again our overall conference sponsors and Steve Prowse, Artelia's Director of Heritage Project Management, will be giving talks during the conference. Catch up with Steve to find out more about how Artelia can support your museum.

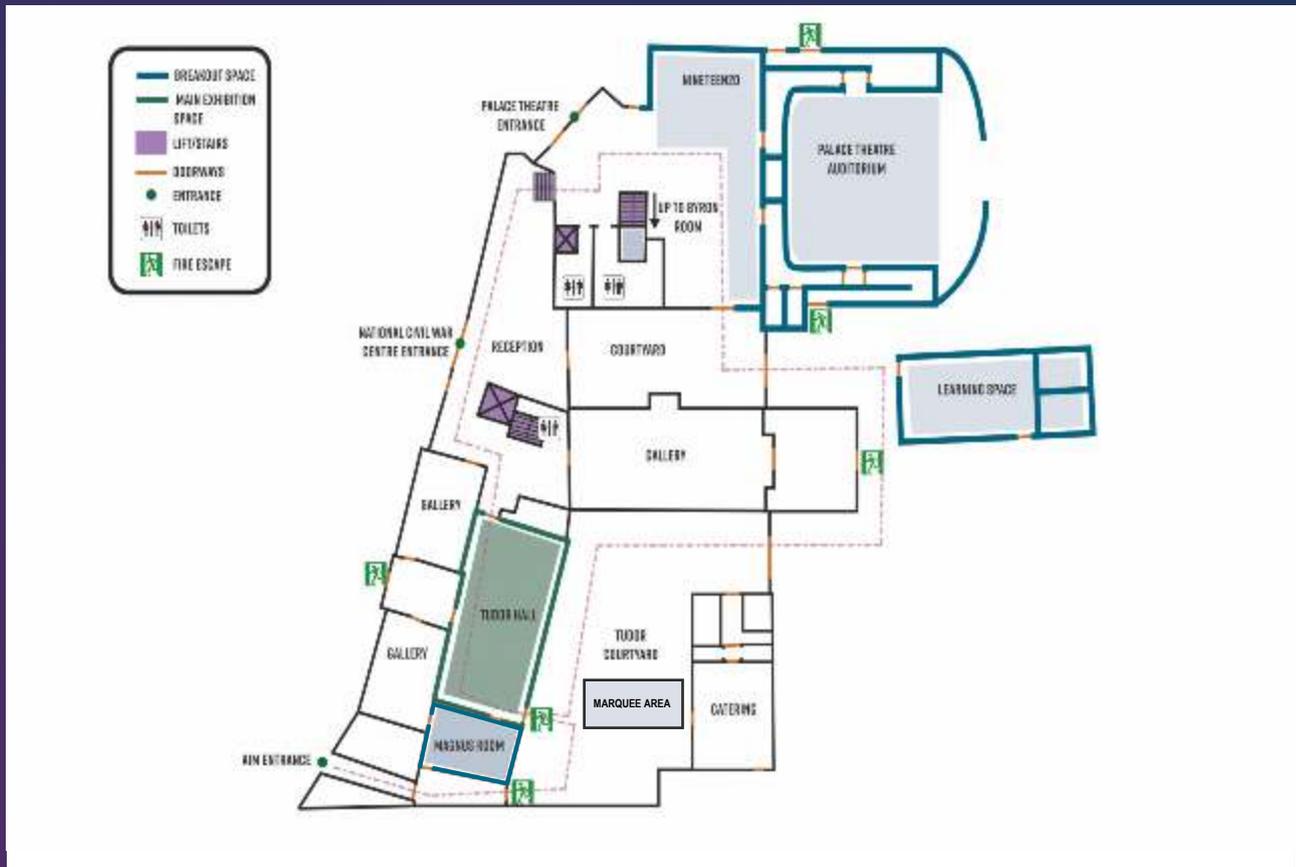
Thanks also to our other conference sponsors who have made a range of events possible: to Hayes Parsons Insurance Brokers for sponsoring the AIM dinner drinks reception, Art Fund for sponsoring the Friday night event and Axiell ALM for sponsoring the Saturday Tour, The Carole Group for the contribution towards the delegate packs and Judy Niner and Development Partners for sponsoring the participation session.

I look forward to talking with you over the coming days and hope that you will enjoy AIM National Conference 2019.

Richard Evans  
Chair – Association of Independent Museums



# CONFERENCE SITE PLAN & REGISTRATION



## Day 1 – Thursday 20 June 9.15 – 11.00am

Registration will be situated in the Marquee area. Please follow the signs for AIM National Conference.

You will only need to register once.  
Registration will open at 9.15am.

You will be able to collect your delegate bag and badge, select your breakout sessions, dinner seating and sign up for the Industrial Heritage Lunch. We are also running a participation session on Day 2 of conference and you can contribute to this in the registration area – just ask a member of staff how to take part!

You can also let us know at registration if you require coach travel to and from the hotels, if you haven't already done so. A secure cloakroom and ticketing system will be available in the registration area and you can enjoy a coffee or tea before Conference begins. There will also be an opportunity to view the Conference Trade Exhibition prior to the start of the Conference at 11.00am.

## Day 2 – Friday 21 June 8.15 – 9.30am

Registration will open in the Marquee area at 8.15am.

You will be able to collect your delegate bag and badge and enjoy a tea or coffee and view the exhibition stands before Conference begins at 9.30am.

If you need assistance during AIM National Conference, please find a member of the AIM team: Emma, Helen, Justeen or Sassy at the registration desk. Or call Justeen Stone on 07490 095490 or Sassy Hicks on 07394 473447

Wi-Fi is available throughout the main conference area. Please check on site for information.

# ARE YOU MAKING AN **NLHF BID?**

## DO YOU NEED HELP TO

- Create a vision or masterplan
- Develop an Activity Plan
- Come up with a learning strategy
- Imagine some truly awesome interpretation that will increase your visitor numbers?

Call **Rhian Tritton** on **07817 487269**.

I was responsible for Being Brunel at SS Great Britain, winner of the Permanent Exhibition award at the Museums and Heritage Awards 2019, and I can help you too!

**WWW.MATTHEWTANNERASSOCIATES.COM**



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[www.volunteermakers.org/powerofgood](http://www.volunteermakers.org/powerofgood)



# CONFERENCE SESSIONS

## DAY 1 - 20th JUNE 2019

9.15-11.00am Delegate registration & opportunity to view the National Civil War Centre & trade stands  
11.00am Conference starts  
11.00-11.15am Welcome and Introduction to AIM Conference 2019

**Location: Palace Theatre Auditorium**

Emma Chaplin (Director, AIM), Richard Evans (AIM Chair) and Steve Prowse (Director of Heritage Project Delivery at AIM National Conference sponsors, Artelia)

11.15 - 12.30pm **Creating a Great Destination**

**Location: Palace Theatre Auditorium**

**Transforming Bletchley Park**

Iain Standen (CEO, Bletchley Park Trust) and Hilary McGowan (Trustee, Bletchley Park Trust)

 @IainStanden @HilaryMcGowan

How Bletchley Park was transformed from a quaint and quirky site to a vibrant, high quality and educational heritage attraction. In 2011 Bletchley Park was a quaint but rather shabby collection of wartime buildings with loads of character but little focus, hosting 120,000 visitors a year. Today it is a high-quality heritage attraction with over 250,000 visitors a year. This talk will explore that journey and the lessons it offers.

*Iain Standen started work as CEO of the Bletchley Park Trust in January 2012, after 28 years as a commissioned officer in the British Army. He has a lifelong interest in history and heritage and has relished leading Bletchley Park through an exciting and transformational period in its development.*

*Hilary McGowan is a Trustee of the Bletchley Park Trust and a museums consultant, following a career in local government in York (deputy at the Castle Museum), Exeter (director of Museums & Arts) and Bristol (director of Museums & Heritage). She also served as a Trustee of the Museums Association.*

**Derwent Valley Mills World Heritage Site – a Great Place**

Rebekah Howey (Project Officer, Derwent Valley Mills World Heritage Site)

 @Dvmillswhs

Re-imagining our sense of pride and building a foundation for driving change.

*Beki has lived and worked in Derbyshire and Nottinghamshire since 2011, managing Partnerships to connect heritage, landscape and people. A qualified project manager, Beki is now concentrating on the layers and connections in the Derwent Valley Mills World Heritage Site that reach into our lives today.*

**Welcome/ Placemaking in Newark**

Richard Huthwaite (Tourism Marketing Manager, Newark and Sherwood District Council)

What does destination management mean for Newark? How the medium-sized market town is being repositioned and promoted as the place to be for an experience of English history through the ages. Richard will present Newark's developing approach to working in partnership.

*Richard is a strategic marketer with experience in the education, health, recruitment and technology sectors. He moved into tourism at Royal International Air Tattoo and joined Newark and Sherwood District Council as their first Business Manager for Tourism in 2018. He has lived in Newark since 2004 and seen the market town change dramatically*

12.30-1.45pm Lunch served in the Community Space

First Time Delegates' lunch hosted by AIM Council members will be in the Nineteen20 Area

1.45-2.30pm Breakout sessions

**A: Open Up - How are we doing?**

**Location: Palace Auditorium**

Chaired by Rhiannon Goddard (Assistant Head of Projects, Historic Royal Palaces) with Charlotte Morgan (Museum Manager, Cynon Valley Museum) and Tonia Collett (Museum Manager, Tudor House Museum)

This session draws on learning from the 'Open Up: museums for everyone' toolkit launched at the 2018 AIM National Conference [www.openupmuseums.com](http://www.openupmuseums.com)

 @charmorgan @cynonvalleymus

Charlotte will be talking as part of the session on Open Up, discussing how the museum has used this toolkit to identify weaknesses within their current audience development, and how it has helped them to highlight new ways of diversifying their audiences. The Cynon Valley Museum's strategy for audience development has used a "say yes" model, which the toolkit helped them to identify.

*Charlotte Morgan is the Museum Manager for the Cynon Valley Museum Trust. She was responsible for overseeing the 20-month asset transfer process for the Museum to become independent from 2016 - 2018. She now works with a team of 4 other paid staff, and over 50 volunteers to manage the strategic direction of the museum and for it to achieve self-sustainability in the next 3 years.*

How can small museums, with very limited budgets, put diversity and inclusion at the heart of what they do? Tudor House has managed to do just that with simple measures that have made a big difference, putting the museum at the heart of the community.

*Tonia has worked in the museum sector for nearly 20 years, focusing on small, independent museums. Her first role, "heritage assistant" at the Almonry, led to the manager's job, followed by a stint as Operations & Volunteer Manager at the Coffin Works. Currently she manages Tudor House Museum in Worcester.*

**B: Getting in the groups**

**Location: Nineteen20 Café area**

Katherine Lynch (Director of Heritage, Port Sunlight Village Trust (PSVT) and Kate Daly (Visitor Experience Manager, Port Sunlight Village Trust (PSVT))

 @PortSunlight

PSVT was awarded an AIM Hallmarks Award in 2017/18 to pilot a new approach to increasing group visitors. The project was part of a wider strategy to realise the potential of Port Sunlight as a leading visitor destination. Together Katherine and Kate will explore the project aims and outcomes, and the successes and lessons learnt so far.

*Katherine has worked in the museum and heritage sector for 20 years. She previously held positions at The Tank Museum in Dorset, the National Maritime Museum Cornwall, and Tyne & Wear Archives and Museums. Her current portfolio at PSVT includes responsibility for heritage policy and conservation, destination management, formal learning, fundraising and income generation, and community engagement.*

Kate joined PSVT in 2017 having completed an MA in Museum Studies at the University of Liverpool. She has extensive experience in the catering industry and also volunteered at the National Waterways Museum, Ellesmere Port. Kate's responsibilities at PSVT include the development of new visitor products, promoting the visitor destination, public programmes, and income generation.

**C: History Makers - Highlights from the AIM Biffa Award History Makers Programme.**

**Attracting new audiences through stories of exceptional individuals**

**Location: Byron Room**

Year 1 Project - Clifton Suspension Bridge Hawkshaw and Barlow Untold - Kat Tudor, Year 2 Project - British School Museum - Mark Copley, Year 3 Project Commonwealth War Graves Foundation Liz Woodfield -Noor Inayat Khan: A Woman of Conspicuous Courage

**D: Understanding your audiences: collecting good data and using it well**

**Location: Learning Space**

Marilyn Scott (Director, The Lightbox), Simon Brown (Project Curator, National Justice Museum) and Carolyn Graves-Brown (Curator, The Egypt Centre, Swansea University)

 @thelightbox.org.uk @simonianbrown @JusticeMuseum @TheEgyptCentre

Marilyn Scott will discuss why in this era of high competition for leisure time really understanding who comes to your museum and for what purpose is so important. Marilyn will discuss segmentation of your audience and the bewildering range of ways to do this and what she has found to be most effective.

*Marilyn Scott is an AIM Council member and Director of the award-winning Lightbox in Woking Surrey. She is also a Trustee of a number of independent museums and works as a mentor and consultant to the heritage and museum sector.*

Simon Brown, Project Curator, National Justice Museum  
The National Justice Museum was awarded NPO status by Arts Council England in April 2018. As part of this status, the museum is required to use Audience Finder to collate its audience data. Simon will discuss how this has been implemented, and how the data has already been useful to the organisation.

*Simon Brown is a curator in Nottingham. He divides his time between the National Justice Museum and Newstead Abbey. Simon is a board member of the Museums Association. He has written for Museums Journal, SHCG and various other sector publications. He is also on the steering group for Culture Now and co-hosts their regular podcast.*

Carolyn Graves-Brown, The Egypt Centre, Swansea University  
This will be a brief overview of Visitor Verdict explaining why The Egypt Centre decided to use it, what they liked and didn't like about it, and any problems they have had.

*Carolyn's first paid job was in 1983 as the Assistant Curator at Appleton Gate Museum! She stayed in that post until 1989 when she moved to Littlehampton as the Curator, then on to Neath. These were all local authority museums. However, she is now working at Swansea University as the curator of Egyptian Antiquities. Carolyn lives in Llanelli with her husband and four greyhounds.*



Image credit The National Civil War Centre

**E: Building Digitally Confident Museums: Latest findings from the 'One by One' digital skills project****Location: Magnus Room**

Ross Parry (Professor, School of Museum Studies, University of Leicester) and Sophie Frost (Digital Fellow, 'One by One' project, University of Leicester)

 @rossparry @soph\_frosty

Sharing mid-project insights and findings on this 30-month AHRC-funded initiative involving AIM, the Museums Association and Arts Council England. Ross will provide an overview of One by One's work to date, while Sophie will present its interventions in one specific research site – Royal Museums Brighton and Hove (RPM) – where her research question has been: how might we develop digital confidence in the museum workforce and empower greater personal storytelling around its collection using technology?

*Leading the national 'One by One' project, Ross teaches and researches museums and technology. He is Chair of Trustees for the Jodi Mattes Trust (for accessible digital heritage) and has published two books (one on museums thresholds and entrances, the other on museum media and communication) in the last year.*

*Sophie is an interdisciplinary scholar of Visual Culture and Creative Industries, based in London. Prior to being Digital Fellow for 'One by One,' Sophie was AHRC Creative Economy Engagement Fellow at CAMEo (Cultural and Media Economies research institute) at University of Leicester, where she undertook a digital impact study of Phoenix Arts Centre which led to the publication of 'A Digital Roadmap for the Arts' (2019). Sophie lectures on the BA Arts and Festivals Management course at De Montfort University and works as a research consultant for a range of cultural organisations, including Southbank Centre and Freelands Foundation.*

**F: Walking tours of Newark – "Behind the scenes on a costumed town tour"****Location: Reception Area**

A historical tour for young audiences should be lively, visual and relevant to their lives. At the National Civil War Centre, our "Last Town Standing" Tour weaves together stories about the people and places that made Newark a key strategic stronghold in the civil wars. A centrepiece of our Learning offer, this character led tour includes fun, archival evidence, built heritage and gore in equal parts. Specially for AIM conference delegates, our Learning and Participation Manager will accompany the tour to combine the theatrical experience with advice and thoughts on creating engaging guided tours. (Please note this tour takes place outside so appropriate footwear and clothing should be worn).

2.30–3.00pm **Tea break**

3.00–4.00pm **Creating an excellent visitor experience**

**Location: Palace Auditorium****5 Star, on a Budget**

Quonya Huff (Commercial and Audience Development Manager, National Mining Museum for Scotland), Helen Bonser-Wilton (Chief Executive, Mary Rose) and Becki Morris (Director, Disability Collaborative Network C.I.C.)

 @NatMiningMuseum @MaryRose\_CEO @MaryRoseMuseum @museumDCN

The requirements to be 5 Star have never been higher. What does an organisation do when the focus is no longer on just offering a great customer service experience, but also on maintaining the fabric of a historic industrial estate to exceptional standard in times of economic uncertainty? Follow the National Mining Museum Scotland our journey to deliver a 5 Star experience – on a budget.

*Quonya Huff is the Commercial and Audience Development Manager at National Mining Museum Scotland. She has worked in various commercial and visitor experience roles throughout Scotland. Starting her management career at the height of the recent Recession Quonya focuses on offering a quality visitor experience, on a budget.*

## Tears, Joy and Seasickness –creating an emotionally compelling visitor experience

Helen Bonser-Wilton, Chief Executive, Mary Rose

CEO Helen Bonser-Wilton will outline practical learnings from creating an emotionally compelling volunteer-led visitor experience at Mary Rose.

*Helen started her career in marketing, before joining the National Trust, where she worked as Tyntesfield Project Director, National Change Programme Director and Operations Director (South West). Helen became Chief Executive of Mary Rose Trust in 2015 and recently led the launch of new exhibition 'The Many Faces of Tudor England'.*

## The Visitor Journey

Becki Morris, Director, Disability Collaborative Network C.I.C.

Becki will talk about barriers affecting disabled and neurodivergent people when planning their visits to museums and heritage organisations. This will include what to consider and initiatives happening across the country in relation to the Accessible High Street.

*Becki is a museum professional formerly in collections, now working with museums with strategy, auditing, positive action and support towards compliance and developing systematic inclusive practice in the Heritage Sector. She works across sectors as well as creating collaboration with disabled and neurodivergent people working in and visiting museums.*

## 4.00-4.15pm Updating the AIM Economic Impact Toolkit – Emerging Findings

**Location: Palace Auditorium**

Stephen Connolly (Director, DC Research Ltd) and Jonathan Durnin (Director, Durnin Research Ltd)

 @DCResearchUK @jonathandurnin

A presentation about the AIM-commissioned project that is updating the well-established, and widely used, AIM Economic Impact Toolkit, as well as assessing the Economic Impact of the Independent Museum Sector. The updated Toolkit will be launched in the summer, and this presentation will highlight the emerging findings from the study.

*Dr Stephen Connolly has 25 years research experience and is the Director of DC Research Ltd – an economics, heritage and culture research company based in Carlisle, working throughout the UK. Established in 2008, DC Research has developed a national reputation for providing high-quality research across the heritage and cultural sectors.*

*Jonathan founded Durnin Research in 2018 and has over 25 years of experience as a research economist, analyst and evaluator. Previously a founding director of DC Research, Jonathan is Fellow of the Regional Studies Association, a Member of the Institute of Economic Development, and Chairman of Welland Valley Cycling Club.*

## 4.15-4.45pm AIM AGM

**Location: Palace Auditorium**



Image credit National Civil War Centre



# AIM DRINKS RECEPTION & DINNER

## THURSDAY 20th JUNE 2019

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Coaches will collect dinner guests from hotels and collection points for the AIM Annual Dinner and drinks reception at the historic Thoresby Courtyard. Please check at registration for coach collection times.

We will arrive at the venue for 7pm. You will be greeted on arrival with sparkling wine or a soft drink and Gregor Pierrepont, a family descendant, will welcome us.

The drinks this year are sponsored by Hayes Parsons Insurance Brokers.

Enjoy networking opportunities over canapes and explore the artisan shops and The Queen's Royal Lancers & Nottinghamshire Yeomanry Museum that are based at the Courtyard.

### Victoria Wallace

Director General at Commonwealth War Graves Commission, will be our after-dinner speaker. Victoria will be speaking about 'The Type B view of Telling Stories' - different perspectives on history, and on how today's stories can bring alive a historic site.

**Coaches will depart for hotels at 11pm.**



Image credit to Thoresby Courtyard

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The Thursday evening social event is kindly sponsored by Hayes Parsons



8.15-9.30am Registration and coffee

9.30-9.40am Introduction to AIM Conference - Day 2

Location: Palace Auditorium

Andrew Lovett AIM Hon Treasurer

9.40-10.45am Great destinations for communities

Location: Palace Auditorium

Charlotte Smith (Head of Discovery and Learning, Chester Zoo), Zara Matthews (Market Town Museums Manager, Leicestershire County Council) and Carl Bell (Managing Director, The Whitaker) and Jackie Williams (Creative Director, The Whitaker)

 @chesterzoo, @learnatCZ, @charlotte\_sss @LeicsMuseums @zaramatthews1 @WhitakerMuseum

#### **Chester Zoo: A destination for people and wildlife**

Sharing Chester Zoo's experiences working with communities to both create memorable days out and support its mission of preventing extinction.

*Charlotte Smith is Head of Discovery and Learning at Chester Zoo, with responsibility across exhibitions and interpretation, education, outreach, public programme and volunteering. Prior to this she was Head of Learning and Access at IWM North and has also worked for the Museum of Science and Industry, The World of Glass and Stockport Heritage Services.*

#### **Growing the Museum - how small changes made a big difference at Melton Carnegie Museum**

Creating a safe space to share and learn through a new network, which changed how we approach the Museum's place in the local community. Working with Museum Development East Midlands with Arts Council England funding.

*Zara's currently works with Charnwood, Melton and Harborough Museums. Previous roles include Project Manager for the Harborough Museum and Market Harborough Library refurbishment, Keeper of Harborough Museum and Curator at Ely Museum, Zara was a Museums Association Transformer in 2014 and a former Board member of East Midlands Museums Service.*

#### **Necessity is the Mother of Invention**

The Whitaker starts with the people and their needs first; choosing to think beyond historic perceptions of museum behaviour and expectations to ensure our ongoing journey is one that is shared with all who visit. Through our integrated programming, events, quirky interpretative style and award-winning restaurant experience we aim to cement our unashamedly northern roots but also inspire a bold, questioning and curious exploration of our wider world.

*When asked for a bio for AIM Conference, Carl said: "Jackie is stylish, and Carl has working-class teeth."*

10.45-11.30am Breakout sessions

A: Open up your volunteering...

Location: Palace Auditorium

Sarah Hayes (Museum Manager, Coffin Works), Josie Wall (Operations & Volunteer Assistant, Coffin Works), Wendy Hunwick-Brown (Volunteers and Operations Manager, Ripon Museum Trust) and Gemma O'Connell (Volunteering Development Officer, Ripon Museum Trust)

 @HayesSarah17 @Cem\_Res @Ripon Museums

## The in-kind contribution: volunteers and their economic impact at the Coffin Works Museum

This session draws on learning from the 'Open Up: museums for everyone' toolkit launched at the 2018 AIM National Conference [www.openupmuseums.com](http://www.openupmuseums.com)

Volunteers have contributed over £500,000 of in-kind support since the museum opened in 2014. This talk will focus on how the dynamic and diverse volunteer team are now a vital part of business planning, and how a skills audit has identified where they can fill gaps and support museum development.

*Sarah has worked across the museum sector in the West Midlands since 2005. She was part of the original team who set up the Coffin Works Museum in 2014 as Collections & Exhibitions Manager. Since 2016, her role as Museum Manager has focussed on leading the Coffin Works to stability as a self-sustaining operation outside of the grant-funding period. Josie Wall is Operations and Volunteer Assistant at the Coffin Works but started as a volunteer tour guide and researcher. This is Josie's dream job; combining her love of heritage and working with people, with her expertise in 19th century funerary practice. Josie hopes to complete her doctorate in 2020.*

## Volunteering for the Soul

Wendy Hunwick-Brown (Volunteers and Operations Manager, Ripon Museum Trust) and Gemma O'Connell (Volunteering Development Officer, Ripon Museum Trust)

Ripon Museums are passionate about offering an inclusive and supportive environment for all volunteers. We will focus on our young volunteer program and supported volunteer placements and share the outcomes from our Volunteering for the Soul Project, leaving you with practical top tips to diversify and expand your volunteer base.

*Wendy Hunwick-Brown is an experienced manager having worked in the public, private and charitable sector. As volunteer manager with Ripon Museum Trust for the past 8 years she has recruited, trained and managed all volunteers across 3 sites. Gemma O'Connell has a background in education. Her experience in SEND and promoting good mental wellbeing has allowed the museum to increase its offer and diversify its volunteer base.*

## B: Collaboration in UK Army Museums

### Location: Magnus Room

Kelsey Loveless (Regimental & Corps Museums Liaison Officer, National Army Museum), Julian Farrance (Head of Learning, Public Programmes & Regimental Museums Liaison, National Army Museum), and Christine Bernáth (Assistant Director of the Gurkha Museum)

 @NAM\_London @GurkhaMuseum

In the past several years, the UK army museums have come together in regional networks to collaborate in order to help them become more sustainable in the future. This session will explore the various ways that these museums have strengthened their communication in order to explore new ways of working together.

*Christine Bernáth has worked for a number of military museums, including the Black Watch, Shropshire Regimental Museum and the Gurkha Museum. She additionally has been involved in three of the regional networks of army museums.*

*Julian Farrance and Kelsey Loveless make up the Regimental Museums Liaison Team at the National Army Museum and work to support the army museums through providing advice, training and other forms of support.*

**C: Cafes, shops and more... Maximising the potential of your destination - cafes, shops and other experiences...**

**Location: Nineteen20 Café Area**

Bryan Snelling (Chief Executive, The Gordon Highlanders Museum) and Paul Baker (Executive Director, Creswell Crags)

 @ghmuseum @paulbakerma61

**If at first you don't succeed....Change!**

The Gordon Highlanders Museum is changing. Following a serious shortage in income a few years ago we recognised that change was needed and have had to identify new ways of delivering what we do through staff restructure, governance and operations.

*Bryan Snelling is the Chief Executive at The Gordon Highlanders Museum in Aberdeen. He has been in the role for around 5 ½ years after answering an ad for maternity cover and with no previous museum experience! Previously to that he worked for 17 years in the Students' Union sector in as 'far flung' places as Portsmouth, London and Aberdeen. He was one of the first cohort on the AIM Hallmarks Leaders Programme in 2015.*

**Should your shop or café be a destination in its own right?**

Why do so many unique visitor experiences offer generic retail and catering spaces. With so much creative talent in our organisations why are we not challenging expectations more often and embedding our offer as a part of our narrative? Can a museum shop and café be too successful?

*Paul has been recognised with a variety of accolades including the prestigious European Heritage in Motion Award and honoured as a Laureate at 'Best in Heritage'; the annual, global conference celebrating award-winning museum, heritage and conservation projects. Prior to graduating in Heritage Management, he had a successful career in Retail.*



Image credit to Creswell Crags

## D: Working Effectively with Your Friends

**Location: Byron Room**

Alex Walker, Chair (British Association of Friends of Museums), Ian Bean (Projects Director, Friends of Beamish Ltd) and Richard Gough (Director, Shropshire Regimental Museum)

 @BAFM\_UK @alexwalker100 @Beamish\_Museum

How do you get the most out of your Friends? A representative of a successful group and a museum director with volunteer management experience will give practical insight into how you can ensure a successful and fruitful relationship. Also learn how BAFM, the umbrella organisation for Friends, can support your group.

*Alex Walker is the former head of the Harris Museum & Art Gallery, which has a successful Friends group, and Chair of BAFM. Ian Bean has over 30 years work with the Friends of Beamish in administration and practical activities. Richard Gough is Director of the Shropshire Regimental Museum and Vice Chair of the Heritage Volunteering Group.*

## E: Laying the Foundation to creating a Great Destination – The Business Appraisal made easy

**Location: Learning Space**

Steve Prowse (Director of Heritage Project Delivery at AIM National Conference sponsors, Artelia)

 @ArteliaUK

Have you been there? You go to your Trustees and say I've got a great idea to improve our Museum. However, to get the idea off the drawing board they require an informed justification for investing in it and you're back to square one. Artelia has been congratulated for producing succinct and credible business plans which aid organisations to obtain that all important funding decision. We'd like to share our experience with you in a short workshop session where we'll pick an idea or vision and create the basis of an HMG Treasury "Green Book" business appraisal which will give your organisation the credibility to invest in. Come and join us for some tips, tricks and fun!

*Passionate about the museums and heritage sector, Steve has been helping AIM Members and other clients deliver award winning capital projects for more than 20 years. His role as a National Lottery Heritage Fund Consultant, means that Steve has a thorough understanding of what makes a successful grant application and the key ingredients for achieving outstanding outcomes for visitors and local communities. Steve learned his project management skills as a Captain in the Royal Engineers, leading technically challenging defence and engineering programmes. Since leaving the Army he has refined those skills with central government departments and most significantly the Heritage Sector, where he was humbled and honoured to gain recognition by being awarded the Association for Project Management's (APM) Project Professional of the Year.*

## F: Walking tours of Newark – "Behind the scenes on a costumed town tour"

**Location: Reception Area**

A historical tour for young audiences should be lively, visual and relevant to their lives. At the National Civil War Centre, our "Last Town Standing" Tour weaves together stories about the people and places that made Newark a key strategic stronghold in the civil wars.

A centrepiece of our Learning offer, this character led tour includes fun, archival evidence, built heritage and gore in equal parts. Specially for AIM conference delegates, our Learning and Participation Manager will accompany the tour to combine the theatrical experience with advice and thoughts on creating engaging guided tours. **(Please note this tour takes place outside so appropriate footwear and clothing should be worn).**

11.30-12.00am Coffee break

12.00-1.00pm **Charity finance and legal updates**

**Location: Palace Auditorium**

### **Charity Finance Update**

Caron Bradshaw, Chief Executive of Charity Finance Group

 @caronlb @CFGtweets

*Caron Bradshaw is Chief Executive of Charity Finance Group. She joined CFG in June 2010 from the ICAEW, where she was Head of the Charity and Voluntary Sector. In addition to supporting a number of small charities and community organisations Caron is a member of the NCVO's National Assembly, sits on the Charities SORP Committee, on a number of government working parties, is a member of the Church of England Pension Board's Audit and Risk Committee, and is Chair of the Board of the Directory of Social Change. She is named in the top 30 UK social influences in Risk, Compliance and Regtech 2017. Caron is a trained Barrister and has a wide array of experience across charity, regulation/law, policy, member support, and professional ethics. In 2015 she was named Charity Principal of the Year at the Charity Times Awards. In 2016 she received the Association Excellence Award for Leadership. Caron is an avidly 'social' CEO and was been named in the top 30 social CEOs in 2013, 2014 and 2015.*

### **Legal Update for Charities**

**Location: Palace Auditorium**

Julian Smith, Partner, Farrer & Co

Julian will be providing a legal update for charitable museums and galleries.

*Julian is a Partner in the Charity Team at Farrers and has been advising museums and other cultural organisations since 1994. He is a member of the firm's Management Board and a Partner in its Charity & Community team. Julian writes and lectures regularly in the sector and Chairs or acts as a trustee of six charities.*

**Participation session – Sponsored by Development Partners: We're a great destination because.... Location: Palace Auditorium**

What makes your museum or heritage site a great destination? Tell us all about why you provide a brilliant visitor experience by writing a short description at our reception desk – you can enter as many times as you like! AIM's Chair, Richard Evans and AIM's Director, Emma Chaplin, will be choosing their Top Five favourite entries before the audience decides which one should win a special prize!

1.00-2.00pm **Lunch**

**(Optional) Industrial Heritage Lunch – hosted by Tim Bryan, AIM Council member and Chair of the Association of British Transport & Engineering Museums (ABTEM)**

**Location: Nineteen20 Café**

The chance to eat, network and hear updates from Joanna Turska (Industrial Heritage Support Officer for England), David Mann (Go Industrial) and representatives from Arts Council England.

2.00-2.45pm Breakout sessions

**A: Museums & Galleries Exhibition Tax Relief (MGETR)**

**Location Magnus Room**

Kirsty Murray (Corporate Tax Director, Scott-Moncrieff) and Scott Craig (VAT Partner, Scott-Moncrieff)

 @ScottMoncrieff1

MGETR provides a cash repayment or tax saving for Museums with new exhibitions. The relief is available for museums, galleries, libraries, arts centres and historic houses. This session provides an opportunity to confirm your position. It will also provide advice on common issues, the claim process and tips for maximising claims.

*Kirsty Murray is a Director at Scott- Moncrieff with over 16 years of corporate tax experience. She specialises in charities and not for profit sector bodies and is an expert on Museum and Galleries Exhibitions tax Relief. To date she has obtained repayments of over £8m from HMRC for her clients.*

*Scott Craig is a Partner at Scott-Moncrieff with over 30 years of VAT and gift aid experience. Scott specialises in charities, public sector and not for profit bodies especially those in the arts, culture and heritage sector. Scott increases his clients' VAT and gift aid claims and ensures they are not challenged by HMRC.*

**B: Technology for good**

**Location: Palace Auditorium**

**Phil Lyons MBE (CEO, National Holocaust Centre and Museum)**

 @HolocaustCentUK

Technology is transforming our thinking and reaching new audiences. NHCM is finding solutions to the most urgent issues in Holocaust education today - How do we keep the lessons of the Holocaust accessible, relevant and engaging? And how do we enable the voices of survivors to resonate when they are no longer with us to reach a young, diverse audience?

Technology and creativity are enabling the museum to develop innovative approaches that communicate with impact and engage with audiences beyond the museum site in rural Nottinghamshire. Phil's presentation highlights the potential and pitfalls of using technology in a museum setting.

*Phil is the CEO of the National Holocaust Centre and Museum. He has an extensive background in organisational development and leadership in Further and Higher education. He has worked for organisations including the Commonwealth Foundation (South Africa), UNICEF (the Balkans), the UK Know How Fund (Russia) and the EU (Sweden). At home he has managed and chaired Strategic Partnerships, Employment and Skills Boards and Big Lottery Groups and worked as consultant to the NHS.*

**C: Capital developments in small museums- transforming your destination**

**Location: Learning Space**

Lynn Podmore (Museum Development Officer (CCBC), Dawn Lancaster (Llandudno Museum, Project Manager), Suryiah Evans (Penmaenmawr Museum, Project Manager) and Helen Goddard (Conwy Culture Centre, Project Manager)

 @ArchifauConwy @Llandudno Museum @Museum\_Pen

Conwy County is enjoying a cultural renaissance, thanks to National Lottery and other major funder investment. Two independent museums are undergoing capital transformation projects while a new Culture Centre is improving access to Council collections. The projects are working in partnership to undertake consultation and improve collections interpretation. 'Renaissance Conwy' is strengthened by collaborative working and shared learning between projects.

*Dawn is a heritage professional with degrees in Archaeology, Historic Landscape Studies M.A. and a research M.Phil. Prior to joining the Chardon Trust in 2016 Dawn worked on a number of projects for The Churches Conservation Trust helping bring buildings and their heritage to life for local communities to use and enjoy.*

*Suryiah is an independent consultant who works with heritage and community organisations. She worked with Penmaenmawr Museum for two years to support them in strengthening their governance, undertaking consultations and preparing their funding bids to secure a new premises and funding for refurbishment and activities over the next three years.*

*Lynn is Conwy Council's Museum Mentor and supports museum development projects and accreditation work. She has a broad experience of working with the National Trust, independent and council run museums. Lynn has a Master of Arts in Museum Studies, received the Sandford Award for excellence in museum education and is interested in social and industrial history.*

*Helen is a former community archaeologist and community development worker who has spent much of her career working in the Scottish islands on community heritage projects. She has been working with Conwy County Borough Council since 2011 during which time has gained her postgraduate qualification in Museum Studies. Helen specialises in interpretation, fundraising, and organisational capacity building and is currently the Project Manager for the Conwy Culture Centre project.*

#### **D: AIM Hallmarks in action**

##### **Location: Café Area (Nineteen 20)**

Heather Lomas (Consultant Facilitator of the Museum Development East Midlands Organisational Health Review programme) and Liz Mclvor (Trust Manager, The Co-operative Heritage Trust (Rochdale Pioneers Museum))

##### **AIM Hallmarks - Eight steps to a stronger future**

Using the AIM Hallmarks Museum Development East Midlands is supporting museums to review their organisational focus and plan for a resilient future. Heather Lomas will outline the eight steps and provide useful tips and quick wins ahead of the Hallmarks Awards reopening for museums in England on 1st July.

*Heather Lomas is a highly experienced heritage consultant, with a focus on governance, board development and organisational health. One aspect of her consultancy is facilitation of the Museum Development East Midlands Organisational Health Review programme, which works intensively with museums to enable and support organisational change and effective development.*

##### **'Investment for the future pays dividends' – Achieving financial sustainability for Rochdale Pioneers Museum (the birthplace of the Co-operative Movement) in a challenging marketplace.**

Why the Trust applied for the AIM sustainable improvement grant to support income generation and what it means in an age of austerity.

*Liz Mclvor has been the Manager of the Co-operative Heritage Trust since 2017 which is the charity responsible for running the Rochdale Pioneers Museum (home of the world's first successive consumer co-operative society in 1844) and the National Co-operative Archive in Manchester which holds the records relating to the UK movement and other historic business records. Liz has a curatorial and collections background in social and industrial history and has had the pleasure of working in National, Local authority and independent museums since the 1990's.*

#### **E: Chairs in conversation**

##### **Location: Byron Room**

Caroline Worthington (Director, Royal Society of Sculptors and Board member for the Association of Independent Museums) with Stephen Coates (Chair, Bakewell Old House), Sue McKendrick (Chair, Moira Furnace Trust) and Janet Lewis (Chair, Newtown Textiles Museum) Panel discussion hosted by Caroline Worthington. 'Chairs in Conversation' will explore the challenges (and rewards) of being the Chair of an organisation.

Hosted by AIM Council Member, Caroline Worthington, our panel of Chairs from a range of AIM members will discuss how they view the key role of Chair and how they have approached the opportunities and challenges that they have encountered. The session will be of interest to other Chairs but also trustees who might be interested in stepping up to the role and staff members and volunteers who might want to gain a better understanding of a Chair's perspective. We hope that there will be a good discussion between panel members and delegates- and plenty of useful tips and learning to take away.

#### **F: Walking tours of Newark – “Behind the scenes on a costumed town tour”**

##### **Location: Reception Area**

A historical tour for young audiences should be lively, visual and relevant to their lives. At the National Civil War Centre, our “Last Town Standing” Tour weaves together stories about the people and places that made Newark a key strategic stronghold in the civil wars.

A centrepiece of our Learning offer, this character led tour includes fun, archival evidence, built heritage and gore in equal parts. Specially for AIM conference delegates, our Learning and Participation Manager will accompany the tour to combine the theatrical experience with advice and thoughts on creating engaging guided tours. (Please note this tour takes place outside so appropriate footwear and clothing should be worn).

**2.45-3.00pm**    **Break**

**3.00-4.00pm**    **The Big Picture**

#### **The National Lottery Heritage Fund: Introducing the new strategic framework**

##### **Location: Palace Auditorium**

Fiona Talbott (Head of Museums Libraries Archives, The National Lottery Heritage Fund)

 [@fitalbott](#) [@heritagelottery](#) [#NationalLotteryHeritageFund](#)

What the new funding framework from the National Lottery Heritage Fund means for you. An outline of our new approach to funding over the next five years including our strategic priorities, opportunities through funding campaigns, streamlined approaches to grants and a new regional structure.

*Fiona Talbott has worked in the heritage and culture sectors for over thirty years. She is Head of Museums, Libraries and Archives at the National Lottery Heritage Fund where she is responsible for strategic and policy across those sectors alongside leading on the Fund's Mendoza review work.*

#### **The Independent museums boom**

##### **Location: Palace Auditorium**

Fiona Candlin (Professor of Museology, Birkbeck, University of London)

 [@FionaCandlin](#)

Over the past three years the Mapping Museums research team has been working to document and analyse the development of the UK museum sector from 1960 until the present day. In this lecture Fiona Candlin will outline their findings on the dramatic rise in numbers of independent museums.

*Fiona Candlin is director of the large-scale research project 'Mapping Museums' (<https://bit.ly/2Kztqle>) and a specialist on small independent museums. Her books include *Micromuseology: An analysis of small independent museums* (Bloomsbury 2015), and *Art, Museums, and Touch* (Manchester University Press 2010).*

#### **Q&A and conference round up**

##### **Location: Palace Auditorium**

Richard Evans (AIM Chair)



# EVENING SOCIAL EVENT

## FRIDAY 21ST JUNE 2019

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Coaches will collect from hotels for Newark Castle. Please check for times with AIM staff at the reception desk.

The Friday evening social event is kindly sponsored by Art Fund

On arrival, we will find out more about the history of the castle from an introductory talk by staff while enjoying a drink of peach Bellini in honour of King John!

There will be re-enactments (and King John might even appear to explain all about his fatal stay at the castle!) and you can enjoy tours of the castle tower, bottle dungeon and undercroft.

Dinner of a delicious whole hog roast or vegetarian/vegan options will be served overlooking the River Trent.

There will also be a paid bar with a selection of alcoholic and non-alcoholic drinks courtesy of 'The Bosecco Boat'.

Dress code: Casual

The evening will end in time to explore local pubs. We will depart at 10pm.



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The Friday evening social event is kindly sponsored by Art Fund

# Art Fund\_



ANNE FRANK 1929-1945

SCULPTOR DOREEN KERN

ANNE FRANK  
1929 - 1945  
IN LOVING MEMORY OF  
ELKAN AND ANNIE HILL  
FROM THEIR LOVING  
GRANDCHILDREN  
RICHARD, LISA AND LORA  
SCULPTOR DOREEN KERN

# STUDY TOUR

## SATURDAY 22ND JUNE 2019

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Coaches will collect delegates from hotels before arriving at The National Holocaust Centre & Museum for 10am. Please check with AIM staff at reception for coach pick up times.

The Saturday study tour is kindly sponsored by Axiell.

We will be greeted on arrival with coffee followed by an introduction to the Centre and a tour of 'The Journey' exhibition led by Senior Curator, Aneesa Riffat. Delegates will also be able to visit the main Holocaust exhibition and gardens.

At 12pm, coaches will depart for Creswell Crags, a spectacular limestone gorge and on the Derbyshire/ Nottinghamshire border. The picturesque site and museum are home to a wealth of archaeological material dating back to the Ice Age. We will be greeted on arrival by Executive Director, Paul Baker, who will introduce us to the site and explain the operational side of the centre.

At 12.30pm, a light lunch of sandwiches, cake and a drink of your choice will be served before exploring the site. Tours will include a visit to the 'Robin Hood cave' where legend has it that Robin Hood hid out to evade capture by the Nottinghamshire authorities. The cave has been occupied for much longer though, as the Neanderthals arrived first, around 40,000 years ago.

You can then tour the museum led by the Collections Officer, visit the intriguing collection store and have your photograph taken astride a woolly mammoth courtesy of green screen technology!

At 3pm, coaches will depart Creswell Crags for drop off at Newark stations and hotels, arriving at approximately 4.00pm.



Images credit to Holocaust Centre

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The Saturday event is kindly sponsored by Axiell

**AXIELL**

SATURDAY - STUDY TOUR

# PRACTICAL INFORMATION AND DIRECTIONS

## Registration Desk:

Day 1 – Thursday 20 June – Registration is from 9.15am until 11am in the Marquee area

Location: Tudor

Courtyard

Day 2 – Friday 21 June – Registration is from 8.15am until 9.30am in the Marquee area

Location: Tudor Courtyard

**Museum Entrance:** Admission to the museum is included in your conference fee, please wear your delegate badge whilst visiting the museum. You will have an opportunity to look around the museum during conference.

Refreshments: Lunch, tea and coffee will be served in the Community Space

**Exhibition:** Trade stands are located in the Tudor Hall. The Trade Show will be on both days of Conference.

**(Optional) Industrial Heritage Lunch:** hosted by Tim Bryan, AIM Council member and Chair of the Association of British Transport & Engineering Museums (ABTEM). The chance to eat, network and hear updates from Joanna Turska (Industrial Heritage Support Officer for England), David Mann (Go Industrial) and representatives from Arts Council England. Please sign up for this at registration.

## Dinner Sign Up Requirements

Breakout Session Sign up requirements

Participation Session entry available at registration area

## Parking:

General Parking information available at <https://www.newark-sherwooddc.gov.uk/carparks/>

### Short Stay

Appleton Gate – 50 metres from NCWC  
<https://myringgo.com/parkinglocator/17352?country=44>

Total spaces: 57

Car: 54

Disabled: 3

Postcode: NG24 1JR

### All Day

Riverside – 0.6 miles from NCWC  
<https://myringgo.com/parkinglocator/17355?country=44#>

Total spaces: 208

Car: 197

Disabled: 11

Postcode: NG24 1BZ

### Long Stay

Newark Northgate Railway Station – 0.5 miles from NCWC <https://www.ncp.co.uk/find-a-car-park/car-parks/newark-northgate-rail-stn/>

Total spaces: 210

Car: 205

Disabled: 5

Postcode: NG24 1LS

## AIM Dinner: directions to Thoresby Courtyard

If you are arriving by car, please park at the bottom gate and not directly in front of the main house.

Use the postcode NG22 9EP for your SatNav, which will bring you through the main park entrance, follow this road until you reach the car park.

Please research the route, as some SatNavs may attempt to take you on a fruitless adventure through private roads!

The address is Thoresby Park, Nr. Ollerton, Newark, Nottinghamshire, NG22 9EP

Follow Military Museum and Courtyard signs from the A614, A1, A616 and A6075.

## Directions:

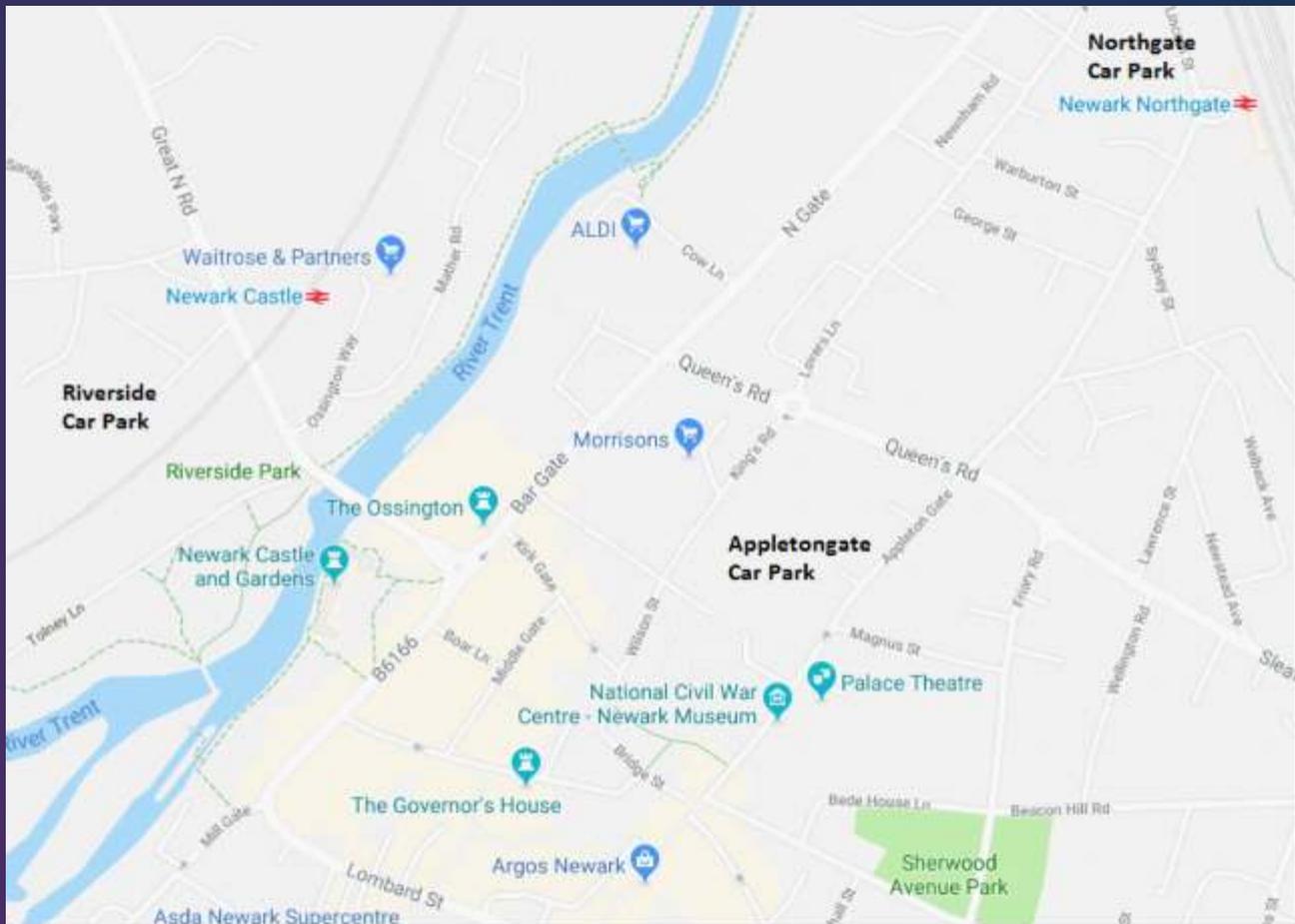
### From Nottingham:

A614 – at Ollerton roundabout take turning to A1 – in 2 miles turn left at Thoresby roundabout – drive along the County Road for 1 mile and turn left for Gallery and Courtyard (just before Thoresby Hall Hotel entrance).

### From A1:

Take turning for Mansfield, Nottingham, A614 – pass Clumber Park on the right and Clumber Park Hotel on the left – at Thoresby roundabout turn right onto the County Road – follow the road for 1 mile and turn left for the Gallery and Courtyard (just before Thoresby Hall Hotel entrance).

<http://whatsonatthoresby.co.uk/plan-your-visit/find-us/>



**WiFi:**

Wi-Fi is available throughout the conference venue. Please check for login details in all rooms.

**Twitter:** #2019AIM or follow us @Aimuseums

**Conference Sessions:**

These will take within The Palace Theatre and The National Civil War Centre

**Conference Breakout Sessions:**

These will take within The Palace Theatre and The National Civil War Centre

**AIM AGM:**

This will take place from 4.15 – 4.45pm on Thursday 20 June in the main conference hall at The Palace Theatre. The agenda, minutes of the 2018 AGM and other information can be downloaded from [www.aim-museums.co.uk](http://www.aim-museums.co.uk)

**Conference Evaluation:**

Please let us know what you think of this year's Conference by completing the online evaluation that will be emailed to you after Conference.

**Annual Drinks reception and dinner:** dress code is smart casual

**Useful Contact Numbers:**

In emergencies please ring  
 Justeen Stone: 07490 095490  
 Emma Chaplin: 07884 254351  
 Sassy Hicks: 07394 473447

**Coaches:**

Coach Transport is available from outside the conference entrance to the museum. Please check with AIM staff at reception.

**Taxis:**

Z Cars - <http://www.thinkzcars.com/services>  
 8 seater cars available, female drivers available.  
 01636 700551

Yellow Cabs - <http://www.yellowcabsnewark.co.uk/>  
 01636 705200

Carlins Cabs - <https://www.carlinscabs.co.uk/>  
 07704419501

Fozcabs - <http://www.newarktaxi.co.uk/>  
 01636 700700

# PRACTICAL INFORMATION AND DIRECTIONS

## AIM Conference: Coach routes and timings

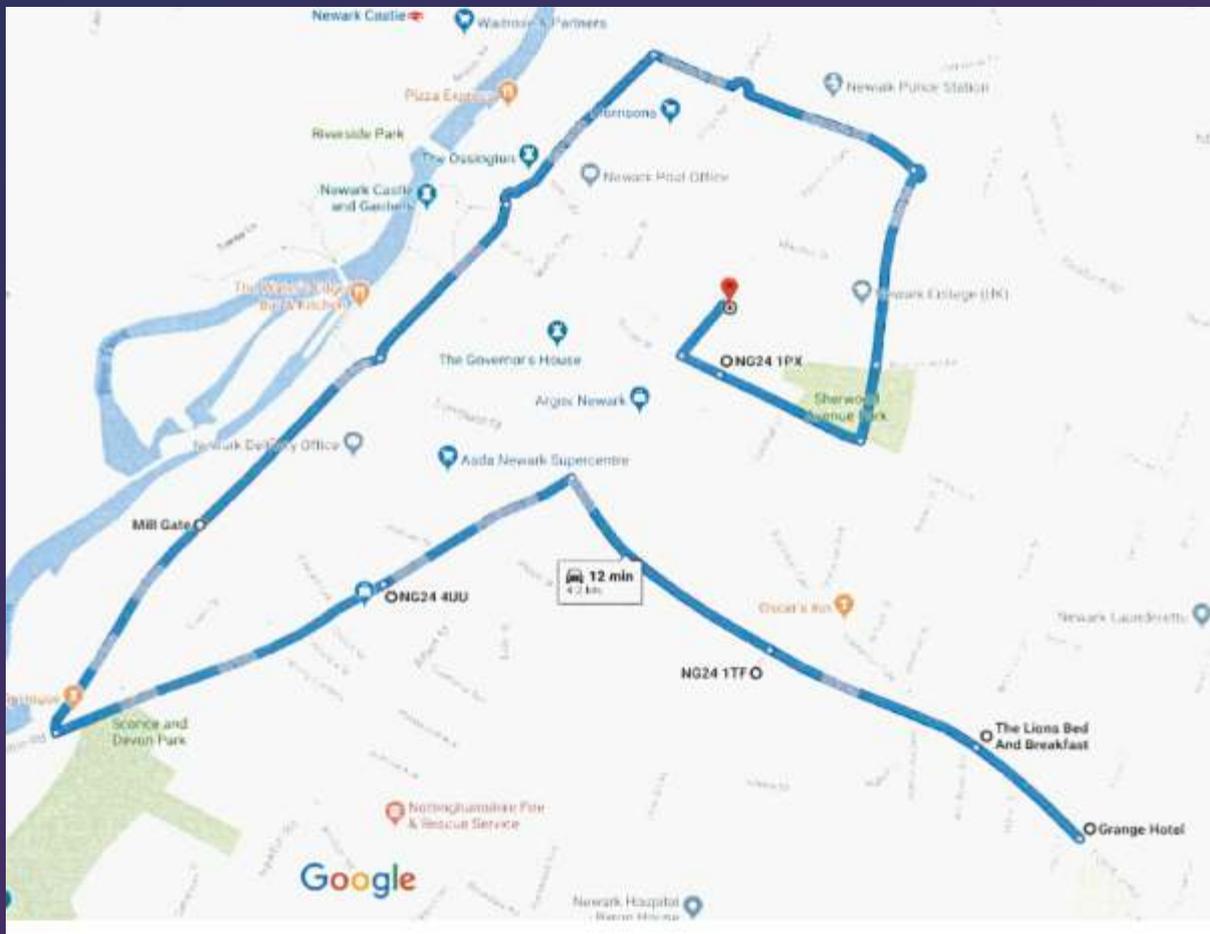
Thursday 20th June

Time 4.30pm

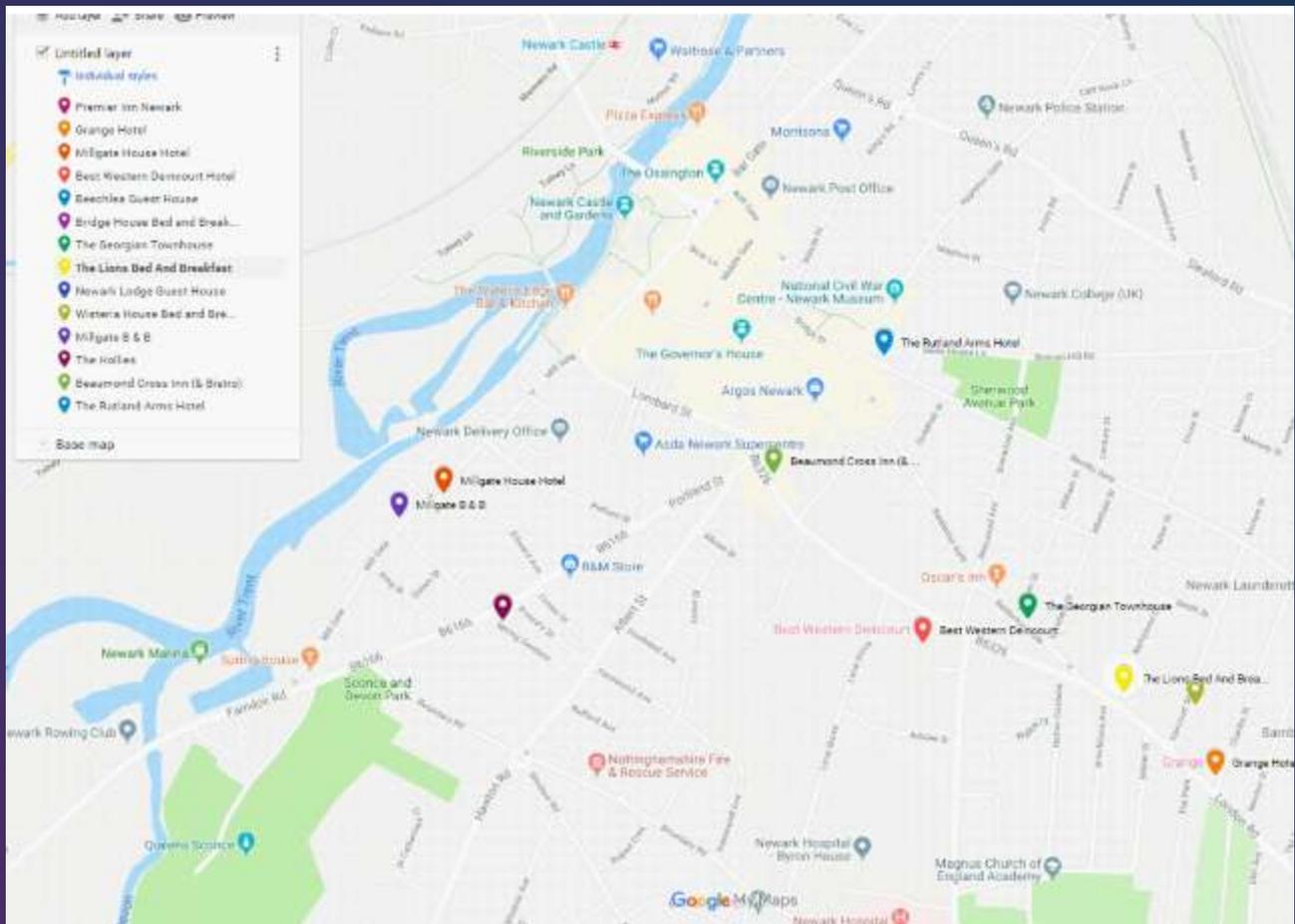
One coach will travel directly to the Premier Inn with the other coach serving the remaining residences.

### Coach 1 Hotel Drop off points

- Millgate House Hotel, 53 Pelham Street, Newark, Nottingham, NG24 4TU
- The Hollies, 41 Victoria St, Newark NG24 4UU
- Best Western, Deincourt Hotel, London Road, Newark, Nottinghamshire, NG24 1TF
- The Lions Bed & Breakfast 55 London Rd, Newark NG24 1RZ
- Grange Hotel (Newark) Ltd, 73 London Road, Newark-on-Trent, Nottinghamshire, NG24 1RZ



Coach 2 will travel directly to the Premier Inn, Lincoln Rd, Newark, NG24 2DB – and will include a stop at Northgate station. There is no transport to Newark Castle Station .



**Thursday Evening – Annual Dinner -2 double decker coaches**

- Grange Hotel at 17.35
- The Lions Bed & Breakfast at 17.40
- Best Western, Deincourt Hotel at 17.45
- The Hollies, at 17.55
- Millgate House Hotel at 18.00
- **Premier Inn at 18.00**

**Friday AM**

- Grange Hotel at 08.15
- The Lions Bed & Breakfast at 08.20
- Best Western, Deincourt Hotel at 08.25
- The Hollies, at 08.35
- Millgate House Hotel at 08.40
- **Premier Inn at 08.30**

**Friday PM**

**Coach 1 Hotel Drop off points**

- Millgate House Hotel, 53 Pelham Street, Newark, Nottingham, NG24 4TU
- The Hollies, 41 Victoria St, Newark NG24 4UU
- Best Western, Deincourt Hotel, London Road, Newark, Nottinghamshire, NG24 1TF
- The Lions Bed & Breakfast 55 London Rd, Newark NG24 1RZ
- Grange Hotel (Newark) Ltd, 73 London Road, Newark-on-Trent, Nottinghamshire, NG24 1RZ

Coach 2 will travel directly to the Premier Inn, Lincoln Rd, Newark, NG24 2DB – and will include a stop at Northgate station. There is no transport to Newark Castle Station

**Friday Evening Newark Castle**

- Grange Hotel at 18.00
- The Lions Bed & Breakfast at 18.05
- Best Western, Deincourt Hotel at 18.10
- The Hollies, at 18.15
- Millgate House Hotel at 18.20
- **Premier Inn at 18.10**

**Saturday Tour**

- **Premier Inn at 08.45**
- Grange Hotel at 08.55
- The Lions Bed & Breakfast at 09.00
- Best Western, Deincourt Hotel at 09.05
- The Hollies, at 09.10
- Millgate House Hotel at 09.15

**Coaches will stop at both the Newark Castle and Northgate Stations on return**

# PRACTICAL INFORMATION AND DIRECTIONS

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## Alternative places to eat

Not coming to the AIM dinner? Here is a list of places to eat recommended by the staff of the Civil War Centre

## Coffee and Cake

- Bean and Vine - I know it's June, but the White-Hot Chocolate here is still the best thing I've ever drunk
- Strays - An amazing little café with Jazz and Tapas and the most incredible homemade cakes
- Green Olive - A little taste of the Mediterranean right in the middle of town - try the Kleftico!
- Secret Garden - The most wonderful little tea shop with a hidden terrace and garden, and the cheesiest cheese scones you'll ever find!
- Greggs - I know, I know, but trust us. Our Greggs is housed in a beautiful Timber-framed building that once hosted Charles I. In Newark, even our Greggs is historic!

## Hot Food

- Prince Rupert - The most fantastic menu, a mix of traditional favourites and delightful surprises (Duck in Yuzu sauce anyone?)
- Koinonia - The highest rated restaurant in Newark, and rightly so! An incredible array of South Indian Cuisine that never fails to please.
- Danube - The Mecca of Central and Eastern European cooking, what these people don't know about Goulash isn't worth knowing.
- Thai Sabai - The prawn curry I once had here still brings a tear to my eye to think about it, a definite for fans of Thai food.
- Holy Moly - While we could never claim this to be the fanciest eatery in the world, there is nowhere better for authentic, delicious Mexican food on the go!
- Appletongate Fish Bar - Sometimes you just need a bag of chips, a stonking great piece of fish and some batter bits. This is a favourite of the Museum staff!



# CONFERENCE EXHIBITORS

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This year, we are hosting our exhibitors within the exhibition space in the historic Tudor Hall. We encourage delegates to meet and mingle with our exhibitors – there will be some familiar faces as well as new ones! Thank you to the following exhibitors for supporting AIM National Conference 2019.

## **Artelia \*AIM National Conference Sponsors\***

Artelia provides project and cost management services to museum and heritage clients across the UK. Our enthusiasm for working on heritage projects is coupled with a deep understanding of the practical elements of business cases, HLF funding applications, design, interpretation, conservation, construction, maintenance and management of museums, galleries and visitor attractions. We will help you make sure that your objectives are sound and meet the expectations of funders and bring together and co-ordinate the multiple stakeholders needed to make your project a vibrant and sustainable success.



Website: <http://www.uk.arteliagroup.com/>

Twitter: @ArteliaUK

## **Art Fund \*SPONSORS OF THE AIM FRIDAY NIGHT SOCIAL EVENT\***

Art Fund supports the vital work of museums and galleries across the UK, helping them to build collections, reach audiences, shape futures and make connections. Speak to us about how we can help your museum go further, from running a crowdfunding campaign to using our free ticket management system, Art Tickets.



Website: <http://www.Artfund.org>

Twitter: @artfund

## **Axiell \*SPONSORS OF THE AIM SATURDAY STUDY TOUR\***

Axiell provides software and services which help organisations to organise and share culture and knowledge with the world. Our solutions help our community of global customers to manage their collections, encourage reading, preserve cultural heritage, improve learning and increase engagement with the public.



Website: [www.alm.axiell.com](http://www.alm.axiell.com)

Twitter: @axiellalm

## **Hayes Parsons Insurance Brokers \*SPONSORS OF THE AIM DRINKS RECEPTION\***

Hayes Parsons Insurance Brokers is an independent Chartered insurance broker and risk management advisor in the museum, gallery and venue sector. With bespoke policy wordings and over fifty years' experience in the sector we can offer you a different and refreshing approach to insurance. It is for this reason that the majority of our clients come through referral, and many of our clients have worked with us over an extended period of time. We are excited to be exhibiting at and sponsoring the AIM Conference once again and are looking forward to meeting everyone and hearing about your great destinations!



Website: [www.hayesparsons.co.uk](http://www.hayesparsons.co.uk)

Twitter: @hayesparsons

## AIM Energy Action Group & Touchstone Services

The AIM Energy Action Group works to help members reduce energy costs. We advise on all energy related matters from assisting with contract renewal pricing to new connections, from smart meters to changes of tenancy and asset transfer. We provide energy audits and advice on energy efficiency, consumption monitoring and renewable generation and we run an annual buying basket for electricity and gas, where members' consumption is pooled to achieve greater buying power. We welcome enquiries from AIM members regarding audits and other energy related matters.

Website: [www.aim-museums.co.uk](http://www.aim-museums.co.uk) (Energy Action Group)



## Association for Heritage Interpretation

The Association for Heritage Interpretation is an invaluable group for anyone interested in interpretation – the art of helping people explore and appreciate our world. We offer a forum for ideas, debate, networking and sharing good practice. We bring together people actively involved or concerned with interpretation of natural and cultural heritage. If you're working, training or just keenly interested in heritage interpretation, then AHI is a great place to be.

Website: <https://ahi.org.uk/>

Twitter: @AHI\_Social



## Aura Tours

Aura is a mobile app that allows museums to publish unlimited stories about their collections. Highlight your most popular objects, cover an entire section or curate themed routes across your galleries. Aura will showcase your content to the right audiences and make it discoverable by people near you. Now open to partnerships with museums across the UK

Website: <http://www.aura.tours/>

Twitter: @aura\_stories



## Bespoke Scientific

Touring exhibition producers with the second-largest portfolio of touring exhibitions in the UK displayed in over 50 venues. See, touch, and be inspired by objects from the deepest oceans to outer space, fossils from the past and inventions to solve problems of the future. Engaging; inspirational; educational.

Website: [www.bespokescientific.co.uk/exhibitions](http://www.bespokescientific.co.uk/exhibitions)



## Best Years

Great range of toys for museums including dinosaur toys, seaside themed toys and space themed toys amongst others. Many fair trade and handmade toys. Low prices, No minimum order, small friendly team

Website: [www.bestyears.co.uk](http://www.bestyears.co.uk)

Twitter: @BestYearsLtd



Best Years Ltd

## Blackwall Green

For over 50 years Blackwall Green has arranged insurance for treasured collections, major exhibitions and leading galleries throughout the world. We are dedicated to improving insurance and providing an informed, responsive service, and welcome the opportunity to advise our clients and others on any insurance matters.

Website: <https://www.blackwallgreen.com/>



## Bruynzeel Storage Systems

Bruynzeel Storage Systems Ltd supplies and installs storage solutions for museums, offices, archives, libraries and repositories at government institutions, universities, commercial, financial and healthcare organisations. Using Sysco® shelving and cabinets, Compactus® mobile shelving and mobile cabinets Bruynzeel creates flexible and space saving filing and storage solutions: from simple to highly complex systems, for multinationals as well as local businesses.



Website: [www.bruynzeel.co.uk](http://www.bruynzeel.co.uk)

Twitter: @Bruynzeel\_UK

## Charity Finance Group

The purpose of Charity Finance Group (CFG) is to develop a financially confident, dynamic and trustworthy charity sector. We have over 1,400 members, who between them manage £21bn of funds. At a challenging time for charity funding, it's more vital than ever to ensure that money is making the biggest impact possible; it's our role to empower charities to do this through championing best practice, nurturing leadership and influencing policy makers.



Website: <https://www.cfg.org.uk/>

Twitter: @CFGtweets

## Core

Formerly known as Leach Studio, Core are interpretive designers, experienced in creating exhibitions for museums, galleries, heritage sites and visitor attractions. Our passion is creating engaging and memorable environments to bring visitor journeys to life. We believe in the power of storytelling to create experiences that inspire.



Website: [www.thecreativecore.co.uk](http://www.thecreativecore.co.uk)

Twitter: @CreativeCoreHQ

## CRE8 LTD

CRE8 is an energetic company with a group of individuals who have extensive knowledge within the museum, heritage and tourist attraction sector. Providing well thought out, forward thinking designs, we plan, build and install shops, cafe's, reception areas and public spaces from initial idea to handover



[www.arjcre8.co.uk](http://www.arjcre8.co.uk)

Twitter: @arjcre8

## The Culture Diary / DCMS

The Culture Diary is the government resource for the culture and creative industries. Based at DCMS and part of the GREAT Britain Campaign, it aims to increase UK cultural export and is where officials, UK embassies and the sector find activity in their region. Register & upload events and tours – we'll promote them online through our international networks.



Website: [www.theculturediary.com](http://www.theculturediary.com)

Twitter: @theculturediary

## Culture24

Culture24 is a charity providing strategic advice and practical support that helps arts and heritage organisations to connect meaningfully with audiences. We run action research projects; deliver conferences and workshops; collect and share cultural listings data; lead museum Lates festivals; publish great websites; provide consultancy and signpost sector resources.



Website: <https://weareculture24.org.uk/>

Twitter: @Culture24

## D-Tech

D-Tech specialise in solutions, equipment and services for measurement, monitoring and control for the museums, art gallery and heritage market we also provide on-site or in-house calibration and maintenance services. D-Tech are the UK- Ireland agent for the Eltek range of environmental monitoring equipment for the museums and heritage market.



Website: <https://www.d-tech.co.uk/>

## Enormous Art Ltd

Trading for 29 years as print publishers and bespoke giftware suppliers for the Heritage sector. We are renowned for our low minimum quantities, high quality print, and our fast turnaround at affordable prices. We source images for you for temporary exhibitions or work with you from your own collections and there is no design or set up costs. We also provide a web fulfilment service.



Website: [www.enormousart.com](http://www.enormousart.com)

Twitter: @enormousart

## Heritage Volunteering Group

At the Heritage Volunteering Group our mission is to help you unlock the power of volunteering through collaboration and sharing best practice. Passionate and always smiling, we believe that by inspiring collaboration and creating opportunities for people to share ideas that we can help transform volunteering in the heritage sector.



Website: [www.heritagevolunteeringgroup.org.uk/](http://www.heritagevolunteeringgroup.org.uk/)

Twitter: @HeritageVols

## Info Point

Independent and volunteer-run museums are providing digital information and interpretation to visitors via their smartphones using Info-Point units. With a proven track record, low-cost, and simple to manage, could it be for you? Try it out for yourself on our conference stand.



Website: <https://www.info-point.eu>

## Jarrold Publishing

Award-winning publisher working with 100s of museums, galleries and historic houses. Developing ideas and turning them into bold and beautiful publications that visitors want to buy. Clients include, The Postal Museum, Beamish, The Bowes Museum, SS Great Britain and Colchester Castle.



Website: [www.jarrold-publishing.co.uk](http://www.jarrold-publishing.co.uk)

Twitter: @jarroldpublish

## Jigsaw

Jigsaw is the most experienced specialist publisher for the heritage market. We take time to understand what makes your museum special and how to develop content and design a book to suit your needs and those of your visitors.

Website: [www.jigsaw-publishing.co.uk](http://www.jigsaw-publishing.co.uk)

Twitter @JigsawPublish

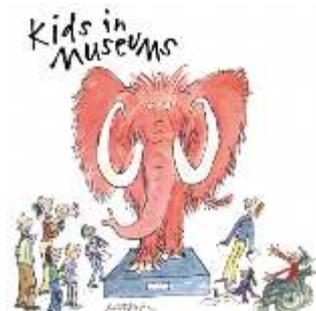
**JIGSAW**  
DESIGN & PUBLISHING

## Kids in Museums

We work with museums across the UK to make them more welcoming of children, young people and families. We support family friendly organisations through wide ranging initiatives, including the Family Friendly Museum Award and Takeover Day. We invite heritage organisations to sign up to our Manifesto to show their commitment to being easy to reach for all ages.

Website: [www.kidsinmuseums.org.uk](http://www.kidsinmuseums.org.uk)

Twitter: @kidsinmuseums



## Museums Association

We are a membership organisation for the whole museum sector. Our members join us because we offer them professional information and advice on how to run their organisations. We also advocate for museums, set ethical standards, run essential training, professional development and a major annual conference and exhibition. Membership includes publications, discounts on events and a membership card giving the member free entry to over 900 museums and exhibitions throughout the UK. Visit our stand at the exhibition and receive a 20% discount on membership.

Website: [www.museumsassociation.org](http://www.museumsassociation.org)

Twitter: @MuseumsAssoc



## Museum Shops

Museum Shops specialises in creating online shops at low cost. We can deliver a high-quality shop for less than £500. As a marketplace website, we aim to bring customers to you, boosting your organisation's profile and increasing the exposure of your products. All with no monthly fees or mandatory tie-in.

Website: <https://museumshops.uk/>

Twitter: @museumshopsuk



## NovaDura

NovaDura manufactures wayfinding, interpretation & display signage for museums and heritage projects. For internal/external use, fully recyclable and resistant to fire, UV, salt spray and print deterioration. With outstanding print quality and a 10 year warranty for colour and attack by airborne elements. We look forward to talking with you.

Website: <https://novadura.com/>

Twitter: @NovaDuraUK



## Piranha Creative

Specialist technology provider for the Museum & Heritage Sector, our solutions are simple to use, robust enough for difficult environments yet sensitive to the most challenging of heritage sites. With considered use of sound, lighting, projection, interactives and special effects, your story can be enhanced to increase engagement and emotional connection



Website: [www.piranhacreative.co.uk](http://www.piranhacreative.co.uk)

Twitter: @PiranhaCreative

## Royal Society of Wildlife Trusts

The Wildlife Trusts are a grassroots movement that believes we need nature and it needs us. More than 800,000 members and 35,000 volunteers work together with their Wildlife Trust to make their local area wilder and make nature part of life, for everyone. Every Wildlife Trust is an independent charity, and the central office is based here in Newark.

Website: [www.wildlifetrusts.org](http://www.wildlifetrusts.org)

Twitter: @WildlifeTrusts



## Service Graphics

Service Graphics combine the latest printing processes and materials with innovations in digital engagement technologies. Together, as your graphics partner, we create visual experiences that will engage and inspire.

Website: [www.servicegraphics.co.uk](http://www.servicegraphics.co.uk)

Twitter: @servicegraphics



## StudioLR

StudioLR is a design studio that works to make people's everyday experiences better. Even if it's just a little bit at a time. We work hard to spark something in people. We take complex problems and make them simple – using empathy, surprise and humour. And we don't use any jargon.



- Brand strategy
- Identity design and activation
- Marketing campaigns
- Visitor and Public environments

Website: <https://www.studiolr.com/our-work-for-visitors>

Twitter: @StudioLR

## System Simulation

CollectionsIndex+ collections management software for your objects, archives, books, images and digital assets. Spectrum, ISAD(G) and MARC 21 compliant. Professional-strength, volunteer-friendly. Developed with British Museum, V&A and other leading institutions to meet the needs of collections large and small. Includes powerful workflow and reporting features to support loans, location moves and other tasks. Cloud or inhouse hosting. Straightforward options for presenting your collection online. Designed, delivered and supported from our London office.



Website: [www.ssl.co.uk](http://www.ssl.co.uk)

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[info@bluetokay.co.uk](mailto:info@bluetokay.co.uk)  
07725032453

### Vennersys

Experience in delivering Visitor Management Systems to a wide range of visitor attractions including historic properties and museums & art galleries. Our solution, VenposCloud incorporates ticketing, Epos, online ticketing, CRM, memberships, Gift Aid, stock and event management. The software suite is a powerful tool for attraction management and reporting.

Website: <https://www.vennersys.co.uk/>

Twitter: @vennersys



### Vernon Systems

Vernon Systems are the developers of collection management systems Vernon CMS (SPECTRUM compliant) and eHive. Vernon CMS offers flexible solutions for cataloguing objects and managing related activities such as conservation, loans, exhibitions and web access. eHive is a low-cost, web-based system with WordPress plugins and programming interfaces to allow you to catalogue, showcase and share your collections online.

Website: [www.vernonsystems.com](http://www.vernonsystems.com)

Twitter: @VernonSys





**NATIONAL  
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*20-22 JUNE 2019*

