



Association of
Independent
Museums



Building communities. Transforming lives.

History Makers marketing guidelines

The purpose of this guide is to outline the promotional activities required as part of your AIM Biffa Award grant. We've included a checklist of what's expected, but also lots of supporting information if you need ideas to help celebrate your project and generate positive publicity.

This is the key phrase to use for project acknowledgement in press releases, on signage, in videos etc, alongside the AIM and Biffa Award logos (where possible):

History Makers is funded by AIM Biffa Award, as part of the Landfill Communities Fund.

You should send any marketing materials to AIM Biffa Award for approval prior to printing / publication. The contact for any promotional approvals, queries and support is:

Catrin Salvatore, Marketing Officer at AIM on catrin@aim-museums.co.uk.

Please do get in touch with any questions at any point during your project as we're here to help.

Promotional checklist

As a minimum you must include the following in the promotion for your History Makers project:

Project start:

- **Press release:**
 - Copy of your press release to be sent to Catrin Salvatore for approval prior to release and for news updates to be shared with the AIM network.
 - Required 'Notes to editors' copy is at Appendix 1 below.
- **Funder recognition:**
 - Added to museum website as per conditions of grant and completed formal agreement, either on your project specific pages, or a news page. Please send the link to Catrin Salvatore for approval.
 - Funder recognition on site during physical works (if relevant).

During the project:

- **Social media:**
 - Post regular updates showing the progress of your projects tagging both @BiffaAward and @Aimuseums.
 - AIM will retweet as many posts as we can to share your project progress more widely.
 - Biffa Award will be looking out for posts from projects as they especially like to share History Makers with their own networks.
 - Biffa Award is part of the Landfill Communities Fund so please include #TheLCF on social media where possible.
- **Marketing tracking document:**
 - Keep a record of all publicity and future planned activity as part of your agreed milestone report claims.
 - See separate reporting guidance supplied by Tonia Collett for more details.

Project completion:

- **Press release:**
 - News story to be shared on project completion.
 - Copy to be sent to Catrin Salvatore for approval prior to release and for news updates to be shared with the AIM network.
- **Event:**
 - An opening / launch event held on project completion with the Biffa Award Board and AIM team to be invited.
 - Biffa Award are keen to get their Board members out to see projects for themselves.
 - Please contact Catrin Salvatore for the up to date invite list.
 - Invite to be issued as a PDF with the AIM and Biffa Award logos.
- **Signage:**
 - Funders recognised permanently on site with a plaque or board, plus recognition on the website.
 - To use the phrase '*History Makers is funded by AIM Biffa Award, as part of the Landfill Communities Fund*' and the AIM and Biffa Award logos.
 - All artwork must be signed off by Catrin Salvatore before production and installation.
- **Video:**
 - End of grant project video submitted with your final grant milestone report.
 - See Appendix 2 below for video guidance.
- **History Makers website:**
 - All History Makers are added to the website here: <https://www.history-makers.co.uk>
 - See Appendix 3 below for the details of what's needed for this.
- **Referencing:**
 - Biffa Award is correctly referenced as the funder at all times
 - AIM is correctly referenced at all times
 - Both logos used correctly at all times.

Appendix 1

Press release – notes to editors

We ask that you include our 'Notes to editors' section on the end of your History Makers press releases:

Notes to editors

- **Biffa Award:**

- Since 1997, Biffa Award has awarded grants totalling more than £180 million to thousands of worthwhile community and environmental projects across England, Scotland, Wales and Northern Ireland. The programme administers money donated by Biffa Group Ltd through the Landfill Communities Fund. www.biffa-award.org

- **Landfill Communities Fund:**

- The Landfill Communities Fund (LCF) is an innovative tax credit scheme enabling operators (LOs) to contribute money to organisations enrolled with ENTRUST as Environmental Bodies (EBs). EBs use this funding for a wide range of community and environmental projects in the vicinity of landfill sites. LOs are able to claim a credit (currently 4.2%) against their landfill tax liability for 90% of the contributions they make. Since its inception in 1996, over £1.6 billion has been spent on more than 56,000 projects across the UK. For further information please visit www.entrust.org.uk or see HMRC's general guide to landfill tax.

- **AIM Biffa Award History Makers:**

- Through the Association of Independent Museums (AIM), Biffa Award gives grants to museums, galleries and cultural facilities so that they can tell the stories of some of our lesser known historical figures through the History Makers Scheme.
- AIM is a national charitable organisation which helps independent and independently spirited museums, galleries and heritage sites prosper by connecting, supporting and representing them.

Appendix 2

End of grant project video guidance

As part of your final payment we require you to create a short video of your project (under two and a half minutes).

The project videos work in several ways:

- To assess the completion of the project ensuring AIM Biffa Award funder signage is in place and show the assets purchased.
- To tell the story of your History Maker to the wider Biffa Award and AIM community.
- To give you an opportunity to thank the funders.

To ensure there is no delay in your final grant payment, please make sure that you correctly reference AIM Biffa Award throughout.

Videos can be made on a smart phone or digital camera, and most computers will have basic, userfriendly editing software installed as standard.

Your video must include the following information in order that your final claim can be authorised for payment:

1. A brief overview of your organisation and why you applied for funding
2. Explain what was funded and show us how the space is now used
3. What are your plans for the future?
4. Please reference AIM Biffa Award correctly throughout
5. Include the sentence either spoken or text on screen:

History Makers is funded by AIM Biffa Award, as part of the Landfill Communities Fund.

Send your completed masterpiece via DropBox or WeTransfer to Catrin Salvatore. Please do send the video file rather than a link as we need the final file for our own reporting purposes.

It is your responsibility to ensure you have permission to film from all the people in the video and have signed parental consent for any children featured. You must ensure your organisation has the rights to all images etc, and that no music or images are breaching copyright. If there are any particular reasons why you do not wish us to publish the video online, please discuss these with us.

Appendix 3

History Makers website

As part of the AIM Biffa Award funding for all History Makers projects, we have a website aimed at young people studying STEAM projects: <https://www.history-makers.co.uk/>

Unlike most AIM communications and projects, this website is targeted at schools, educators, parents and young people to help bring history to life.

So that we can add your History Maker to the website, please complete the following information and return it to Catrin Salvatore.

Your museum / organisation name and location:

Main person for contact and email:

Who is your History Maker?

Any website or other online links to the project:

Please tell us about your History Maker in 300 words or less. Please note, the website is aimed at school children so this should be an overview of the person, rather than information on your project.

Please give up to five key dates for your History Maker: (for example: 1976 - In August 1976, workers walked out on strike, led by Jayaben Desai)

Please give up to five interesting facts about your chosen History Maker: (for example: Did you know that in 1897 our History Maker invented a new bridge design?)

Please supply a minimum of 4 photos, including at least one of your History Maker.

Is there anything else you would like featured on your History Makers webpage?