



Association of  
Independent  
Museums

# AIM National Conference 2023

15 & 16 June

Surgeons Quarter, Edinburgh

With thanks to our headline sponsors Azets

 AZETS

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Art Fund

# Welcome to Your Conference



A warm welcome to AIM's National Conference for 2023 here in the stunning city of Edinburgh.

I want to express my gratitude to all of you for dedicating your valuable time to attend this event, demonstrating your commitment to the growth and development of yourselves, and in turn your organisations. Being together is so important and a vote of confidence in collective wisdom.

In times of challenge, it is important not to overlook the positive impact that museums and heritage sites have on society, even though the effort required to keep them operational can be taxing.

Over the next few days, we will explore how we can better engage our communities, strengthen our commercial focus, compete for attention, and ensure good governance. We'll consider how to ensure sound financial management, and how a comprehensive understanding of staff, volunteer and community needs and capabilities can help us to best direct our resources to the activities and programmes that mean the most to our visitors.

Conferences can play a significant role in catalysing change. And they are the perfect place for networking - a key focus for AIM in the years ahead - particularly as we rebuild and strengthen the sense of community among members after the pandemic.

At the conference, and indeed at all AIM events, we strive to provide practical advice and accessible expertise from our members and suppliers. Please do not hesitate to ask questions and seek support from our speakers, the AIM Team, AIM Board, and your fellow delegates on any issues or ideas you wish to explore.

Finally, enjoy the conference and please do share your thoughts, throughout. Take inspiration from all those around you and, perhaps most importantly, take action when you return to your organisation.

**Andrew Lovett OBE, Chair**



**Delegate listing:** Scan the QR code to see our delegate listing on our website. You'll also find a printed list at Reception.

The AIM Board (photographed above at a recent away day) are on hand throughout conference, do say hello!



## Conference Sponsors Azets - Supporting AIM members

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*Kirsty Murray, Partner at AIM Associate Supplier Azets introduces the support Azets can offer museums*

We are delighted to be sponsoring this year's AIM conference and look forward to meeting you all in Edinburgh.

With more than 3,500 specialists across 165 offices in the UK, we offer a personal, local approach to accounting and business advisory services. If you are looking for peace of mind and expert support, we are ready to help.

Culture is one of the most diverse, dynamic, and important sectors in the UK economy. It is also one of the toughest and most unpredictable.

We assist museums of all sizes as well as galleries, artists, actors, musicians, theatres, producers and production companies. We provide strategic advice on business structuring and tax planning, together with day-to-day support on VAT and tax compliance.

Tax can be confusing and is often overlooked, however it is one of our most accessed services by the Culture sector. Our specialist team of tax consultants work with museums to provide assurance and proactive support on VAT, MGETR, Employment tax, R&D tax credits and corporation tax. We always consider the wider tax position and make sure that our assistance is understandable and practical.

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### We work with museums on topics including:

- Maximising MGETR claims – The Chancellor has temporarily extended the increased rates for Museums and Galleries Exhibition Tax Relief for 2 years until 1 April 2025. This is a temporary measure to continue to offset current pressures on these industries and boost investment in our cultural sectors.
- Confirming the tax status of income and activities and the need for subsidiary trading companies. Is a subsidiary really required? Is it the most tax efficient and practical arrangement for you?
- Confirming the employment tax status of volunteers and consultants and benefits given to staff.
- Are you correctly accounting for VAT on grant funding and online activities? Are you providing a service and could this improve your recovery of VAT?
- The impact of tax on free of charge, in kind and barter arrangements – frequently ignored but they can be used to increase VAT recovery.
- VAT and Duty on the import and export of exhibitions – are simplifications or exemptions available?
- Maximising and monitoring the recovery of VAT on construction and renovation works.
- Ensuring the VAT and Gift Aid position of membership schemes and sponsorship arrangements are effective.
- Fundraising schemes – maximising income by applying the best tax position.

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**We will provide an update on all taxes at the conference and are here in person to answer any specific questions you may have.**

**You can reach Kirsty Murray on 0131 473 3500  
or email at [Kirsty.murray@azets.com](mailto:Kirsty.murray@azets.com) to make an appointment.**

**[azets.co.uk](http://azets.co.uk)**



## Conference Sessions Day 1 - Thursday 15 June

9:30 –  
11:00

**Registration opens:**  
Tea and coffee available

📍 Breakout  
Room 1

If this is your first AIM Conference, you're invited to join other 'first timers' for welcome coffee in Breakout Room 1, hosted by Margaret Harrison, Head of Programmes at AIM.

**Workshops** – if you pre-registered for a workshop, you'll find the list of attendees for each session near the tea and coffee in Reception. The workshops are now fully booked.

11:00 –  
11:10

**Welcome to AIM Conference:**  
Andrew Lovett OBE  
AIM Chair  
Chief Executive, Black Country Living Museum

📍 Wolfson  
Hall

11:10 –  
11:30

**Welcome to Surgeons Hall:**  
Thomas Elliot,  
Deputy Director,  
Surgeons Hall Museums

📍 Wolfson  
Hall

11:30 –  
12:30

**Panel discussion – Being an independent museum in 2023: Community, Creativity and Control** AIM Board in conversation

📍 Wolfson  
Hall

Join members of the AIM Board to hear their reflections on what it means to be independent in today's museum sector. How can we better engage our communities, strengthen our commercial focus, compete for attention and ensure good governance in challenging times?

12:30 –  
13.30

**Lunch  
and Expo**

📍 Reception and ground floor breakout rooms

13:30 –  
14:30

**Plenary – Strategic updates and a discussion about the role of public funding for independent museums**

📍 Wolfson Hall

Liz Johnson from Arts Council England, Victoria Rogers from Welsh Government Culture Division, Lucy Casot from Museums Galleries Scotland, Alistair Brown from National Lottery Heritage Fund and a representative from the Department for Culture, Media and Sport.

14:30 –  
15:15

**Breakouts** *Community*

Please see the signs in Reception or the signs on each of the doors to the breakout rooms on the ground floor to find out where each session is taking place.

**Communities re-interpreting objects**

Caroline Hamson,  
Anaesthesia Heritage Centre.

Introducing you to the Anaesthesia Heritage Centre's student re-interpretation project where small interpretive interventions strengthened established museum narratives, recovered lost voices, and brought fresh perspectives. Taking the principles from the project, you will be invited to re-interpret a selection of objects through a variety of mediums.

**Creating a volunteer philosophy**

Matthew Moran and Caroline Taylor,  
HMS Unicorn.

HMS Unicorn, Scotland's oldest ship, was a finalist at 2022's Museums Change Lives awards for its "WaveMakers" volunteering programme. By instituting a new volunteering philosophy that leaned into their strengths, the team created a programme on a limited budget that makes a real life-changing difference to local residents.

**Out of the box: Rural museums and creative community engagement**

Rosie Barrett, Make More Arts and Ryedale Folk Museum and Esther Graham, Ryedale District Council.

Explore 'Out of the Box', a partnership project designed to address the challenge of rural access to heritage through innovative digital content. Delegates will be invited to participate in activity which will showcase the specific methods used to increase engagement with heritage objects by schools, community groups and care homes.





15:15 –  
15.45

### Tea Break and Expo



Reception and ground floor breakout rooms

15:45 –  
16:45

### Panel discussion – New Stories New Audiences



Wolfson  
Hall

AIM New Stories New Audiences evaluators, Stephen Connolly from DC Research and Jonathan Durnin, host a discussion between Christine Pont and Saskia McCracken from Round 1 project Provan Hall and NSNA mentor Lasana Shabazz. The panel will discuss the themes arising from this grant scheme and what is emerging as wider lessons for the sector.

15:45 –  
16:45

### Workshops

If you pre-registered for a workshop, you'll find the list of attendees for each session near the tea and coffee in Reception. The workshops are now fully booked.

#### Future proofing your museum board – trustee succession planning

Heather Lomas, Consultant

An interactive session to refresh your thinking on board succession planning. We will discuss current succession planning issues, the skills, experiences and characteristics of boards, the importance of diversity and developing an inclusive board, and implementing a successful succession planning process. Heather will share top tips on best practice for trustee recruitment and retention.

#### Museums and Galleries Exhibitions Tax Relief update and VAT tips

Kirsty Murray, Partner, and Scott Craig,  
National Head of VAT, Azets

Conference sponsors Azets will provide a brief overview of Museum and Galleries Exhibitions Tax Relief, the recent changes to the rates and how to

maximise the claim. They will also highlight how changes in the sector have affected the recovery of VAT and how irrecoverable VAT can be minimised. This session will be repeated as an online Hallmarks at Home on 28 June. To book your free place, visit [aim-museums.co.uk/dates-for-your-diary](https://aim-museums.co.uk/dates-for-your-diary)

16:45 –  
17:00

### AIM Annual General Meeting



Wolfson  
Hall

The AIM AGM will include an announcement on the dates and location for AIM Conference 2024. Find all the papers for the AGM at [aim-museums.co.uk/annual-general-meeting-2023](https://aim-museums.co.uk/annual-general-meeting-2023)

19:30

### Thursday dinner



Surgeons' Quarter

If you're joining us for dinner this evening, drinks will be served from 7.30pm, followed by dinner in Wolfson Hall. We look forward to seeing you there! Please note, this event is now fully booked.

## Useful information



### Registration desk:

#### Day 1 – Thursday 15 June

Registration from 9.30am – 11am  
in Quincentenary Conference Centre  
reception area

#### Day 2 – Friday 16 June

Registration from 8.30am – 9.30am  
in Quincentenary Conference Centre  
reception area



### Refreshments:

Lunch, tea and coffee is included in your ticket price and will be served in Reception and the ground floor breakout rooms on both days.



### Exhibition:

Trade stands are located in Reception and Breakout Room 3 and will be open both days of conference.



### Quiet Space:

If you need a moment away from the conference sessions, or somewhere to catch up on work, then do feel free to use the breakout spaces while they are not in use. Otherwise, we recommend Café 1505, just outside Surgeons Quarter on Nicolson Street.



**Delegate listing:** The delegate listing is available on the AIM website at [aim-museums.co.uk/aim-national-conference-2023](https://aim-museums.co.uk/aim-national-conference-2023) or at Reception.



### Twitter:

We'll be tweeting throughout the conference and would love to hear from you too. Tag us [@Aimuseums](https://twitter.com/Aimuseums) and use [#AIMConference2023](https://twitter.com/hashtag/AIMConference2023)



### Conference sessions:

All sessions are taking place within Quincentenary Conference Centre. You'll find the main sessions in Wolfson Hall on the first floor and breakouts and workshops in the smaller rooms on the ground floor. See the agenda pages for more details on what is happening in which room and there's a note on the door to say what's happening in each room.



### Breakout sessions:

Please see the signs in Reception or the signs on each of the doors to the breakout rooms to find out where each session is taking place. There is no need to pre-book for the breakouts.



### AIM AGM:

This will take place from 4.45pm – 5pm on Thursday 15 June in Wolfson Hall. The agenda, minutes of the 2022 AGM and other information can be downloaded from [aim-museums.co.uk/annual-general-meeting-2023/](https://aim-museums.co.uk/annual-general-meeting-2023/)



### Workshops:

If you pre-registered for a workshop, you'll find the list of attendees for each session at Reception. The workshops are now fully booked.

## The AIM team:

We're really looking forward to catching up with you in person!  
If you need help or have any questions, please visit the reception desk to speak to someone from the team.



### Lisa Ollerhead, Director

[lisa.ollerhead@aim-museums.co.uk](mailto:lisa.ollerhead@aim-museums.co.uk)  
07936 914 249



### Matt Smith, Head of Communications

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### Fiona Woolley, Grants Administrator

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07784 359 247



### Catrin Salvatore, Marketing Officer

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07784 359 476



### Margaret Harrison, Head of Programmes

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07936 914 247



### Christine Andrews, Programmes and Events Officer

[christine.andrews@aim-museums.co.uk](mailto:christine.andrews@aim-museums.co.uk)  
07784 359 485



### Helen Farress, Membership Administrator

[helenf@aim-museums.co.uk](mailto:helenf@aim-museums.co.uk)





## Going Places: A New Programme to Support Collaborative Touring Exhibitions

In 2023 Art Fund is pleased to launch ‘Going Places’, a new UK-wide strategic programme that aims to engage underrepresented audiences with museum collections through high quality, collaborative touring exhibitions and public programmes. The development of Going Places is made possible with support from The National Lottery Heritage Fund. Like all Art Fund charitable programmes – which are grounded in listening to the sector and responding to need – Going Places was shaped and informed by research, conversation, consultation, and insights, which can be found in our 2022 report of the same name.

Through the programme, Art Fund is seeking to work with 15-25 small to medium size museums or galleries, with or without collections, who would be formed into five smaller networks. The programme will fund 10 community led exhibitions across the UK – two per network – exploring themes that are relevant to people and society today, for example racial justice, climate emergency or LGBTQ+ heritage. This speaks to a central aim of Going

Places; to invest in approaches to, and models of, community engagement around exhibition making that embed this way of working in museums for the long term. The programme also aims to establish new nationwide partnerships, unlock the potential of collections, test and share new environmentally responsible approaches to exhibition making and touring, and build organisational resilience after the compounded challenges of the last few years.

The programme timetable is being finalised, but Art Fund plans to host webinars and information sharing sessions over the summer before applications open in August 2024. Networks will be selected and confirmed in late 2023. Research and development will take place throughout the first half of 2024 before a formal application is made in late 2024 for delivery funding to support the roll out of the programme.

Register your interest to find out more, including when applications open: [artfund.org/going-places](https://artfund.org/going-places)



Hayes Parsons Insurance Brokers is proud to be a long-term member of AIM and we are delighted to be sponsoring the conference again this year.

We have been supporting the museums sector for over 30 years and in that time have worked with all manner of museums, visitor attractions and galleries as well as heritage buildings and listed properties. From submarines, watermills, bridges, tall ships, country houses, conservations trusts, art galleries and living museums, there's not much we haven't insured!

We take pride in the service that we provide and can use our extensive knowledge to advise on the best ways to manage risks within your organisation. We would be delighted to catch up with you at the AIM conference and hear all about your organisation, so do come and find us in the exhibition area!

# MINERVA

We provide executive search and leadership services to clients and individuals who are seeking to make positive impact on society. Our clients span the cultural, social impact, education and allied sectors, and our reach is global. We are characterised by a people-focused approach and commitment to quality.

Our recent clients in the broader cultural sector include Dorset Museum, the Royal Society of Sculptors, Dance City, the Museum of London and National Museums of Wales. Diversity is central to all of our work and, since we started, over 50 per cent of our appointees have been women and over 15% individuals coming from global majority backgrounds. Our broader services include leadership development and governance review.

Our ethos is central to all we do. Our team is diverse, honest, approachable, supportive and fun, and this informs all our work and enables us to strive for excellence.

As well as our core work, we support the sectors that we serve and are sponsors of the East London Art Prize as well as art residencies at the Van Gogh House in Brixton.

We're delighted to be involved in the AIM conference this year. We will have team members present throughout the conference and look forward to introducing ourselves to you.



## Conference Sessions Day 2 - Friday 16 June

8:30 – 9:00 **Registration opens:**  
Tea and coffee available

📍 Breakout Room 1 **Workshops** – if you pre-registered for a workshop, you'll find the list of attendees for each session near the tea and coffee in Reception. The workshops are now fully booked.

9:00 – 9:15 **Introduction to the day:**  
Lisa Ollerhead,  
AIM Director

📍 Wolfson  
Hall

9:15 – 9:30 **A word from our sponsors, Azets:**  
Scott Craig, Partner, Azets

📍 Wolfson  
Hall

Azets has over 25 years' experience providing high quality compliance, governance, taxation and advisory services to a wide range of charities and NFPs. Find them on their stand in Reception to find out how their specialist charities team can help you.

9:30 – 10:15 **Keynote – Acting for the future**  
Dr Jenny Peachey, Senior Policy  
and Development Officer, Carnegie UK

📍 Wolfson  
Hall

Over the past two decades, the word wellbeing has been used with increasing frequency within public policy. Seeing wellbeing as the goal of society leans on thousands of years of philosophy. But what does it mean to work towards a wellbeing-focused society where everyone can live well together now and in the future? What is the role of heritage organisations in supporting this?

10:15 – 10:45 **Tea Break and Expo** 📍 Reception and ground floor breakout rooms

10:45 –  
11:30

Please see the signs in Reception or the signs on each of the doors to the breakout rooms on the ground floor to find out where each session is taking place.

### Breakouts *Competition*

#### **Pleasure, connection, purpose: How museums can leverage emotions to build greater public support.**

Elliot Simmonds, MEL Research and Meriel Royal, Culture Bulb. Claire McDade and Jade West, Skylark

Presentation of AIM and Art Fund research findings as well as practical guidance on how to leverage this thinking for short term campaigns, e.g. fundraising, as well as how to leverage the principles for longer term engagement.

#### **Delivering a destination on the doorstep**

James Etherington, Director, and Samantha Jennings, Marketing Officer, Kiplin Hall.

Having won 'Marketing Campaign of the Year' for their loving local approach at the Museums and Heritage Awards, Kiplin will share their methods

to reach and retain local audiences. Hear how they embed audience development into the organisation. Take away specific formulas and templates to make your mark locally.

#### **The price is right?**

Stephen Connolly, DC Research and Jonathan Durnin, Durnin Research

Earlier this year AIM commissioned DC Research Ltd and Durnin Research Ltd to deliver 'Research into admissions pricing policy in museums and its impact'. This session will share the findings of admissions

policies and pricing strategies in the UK museums sector and introduce the guidance that you can use to help decide on ticketing policies in the current challenging environment.

11:30 –  
12:30

📍 Wolfson Hall

### **Plenary – Introducing a new AIM Hallmark**

Lisa Ollerhead, Director, AIM, Daniel Miles, Research Infrastructure Advisor, Historic England

The AIM Hallmarks of Prospering Museums offer a framework to help museums and heritage organisations throughout the UK. The Hallmarks identify what it is about how successful heritage organisations work that enables them to prosper and thrive. We're pleased to introduce the latest AIM Hallmark on environmental sustainability, supported by sector leaders.

11:30 –  
12:30

**Workshops** If you pre-registered for a workshop, you'll find the list of attendees for each session near the tea and coffee in Reception. The workshops are now fully booked.

#### **The laws of attraction: practical ideas for recruiting new and diverse volunteers to your organisation**

Alex Lindley, Director, Alchemy Consulting

This practical, interactive workshop will help you attract new and diverse volunteers to your organisation. We'll explore how you can create volunteer opportunities to appeal to a wide range of people; overcome barriers to volunteering, and develop an inclusive approach to recruitment that helps you reach new audiences.

### **Community**

Lasana Shabazz, mentor to AIM New Stories New Audiences projects.

Community engagement only works when the whole diverse community is engaged. Take a deep dive with Lasana Shabazz into intersectional communities, their needs and how to engage them.

12:30 –  
13:30

**Lunch and Expo**



Reception and ground floor breakout rooms

13:30 –  
14:15

Please see the signs in Reception or the signs on each of the doors to the breakout rooms on the ground floor to find out where each session is taking place.

### Breakouts *Control*

#### **From Meaning Well to Working Well**

Gaby Rivers, Museum Development Manager, The Judge's Lodging

As The Judge's Lodging lost local authority support, it became obvious that new ways of working were needed to create a sustainable future. This is its journey - sometimes frustrating, sometimes humorous - from looking at its board of well-meaning but un-engaged trustees, to creating a purpose-drive, forward-looking organisation.

#### **Creating a whole new Board**

Sally Dixon and Chris Loughran, Beamish.

Beamish has been on a governance journey since coming out of local authority control. Following benchmarking and expert legal advice, it was clear that the museum needed to modernise its governance structure, moving to a skills and expertise-based board. This session will share learning from developing a brand-new board.

#### **Rooted in the Community – getting started in the museum business**

Rebecca Maw, Head of Communities and Culture, Jarrow Hall operated by Groundwork

Groundwork took on responsibility for Jarrow Hall in October 2016 after the former operators went into administration. They specialise in community empowerment and environmental activity, bringing strengths in accessible audience engagement with local communities. During this session they will share details of their journey from closure to master planning, museum accreditation, gaining NPO status, driving audience development and the unique strengths that made this possible.

14:15 –  
15:00

📍 Wolfson Hall

#### **Plenary – Coming back from the brink**

Bryony Robbins and Jonathan Morton, Royal Cornwall Museum

In the summer of 2022 Royal Cornwall Museum was facing closure. A sudden change in funding when finances were already under pressure, left the museum in a critical position. This is the story of how the community, creative thinking and strong support set the museum on a path to success.

15:00 –  
15:30

#### **Tea Break and Expo**

📍 Reception and ground floor breakout rooms

15:30 –  
16:15

📍 Wolfson Hall

#### **Keynote – Founding independent organisations**

Lisa Williams, Founder, Edinburgh Caribbean Association and Black History Walks Edinburgh

Lisa shares her first-hand experience as the founder of two independent heritage organisations, the Edinburgh Caribbean Association and Black History Walks Edinburgh, and what it means to audiences and walkers to understand the multiplicity of stories that make up the shared transnational heritage of Edinburgh's past, present and future.

16:15 –  
16:30

📍 Wolfson Hall

#### **Conference close**

Andrew Lovett, AIM Chair and Chief Executive Black Country Living Museum



# Friday Social

**For those joining us at Edinburgh Castle for the Friday social, this is the information you need to gain access to the Castle:**

- Meet one of the AIM team just outside the main entrance to Edinburgh Castle at 6pm.
- We'll then be escorted in the Castle grounds.
- Please bring along photo ID or we may not be able to guarantee entry.
- If you're running late, or need to get in touch with the AIM team, please phone Christine Andrews on 07784 359 485 or Catrin Salvatore on 07784 359 476.
- Please keep hold of your conference badge for the social, you will need to present this at the door.

**We look forward to seeing you there!**

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Please note this session is for pre-booked ticket holders only and we're not able to take additional bookings.

# Conference Exhibitors

You'll find all our exhibitors in Reception or Breakout Room 3. Our exhibitors are looking forward to meeting you so do take the time to stop by and say hello during any of the breaks. And thank you to all our exhibitors for supporting AIM Conference.

## Art Fund

### Art Fund Delegate Handbook sponsors

Speak to the team from Art Fund to find out how they can help support your museum.

 [artfund.org](http://artfund.org)

## AZETS

### Azets Headline sponsor




Charities and not-for-profit organisations face a unique series of operational challenges, from raising funds to diversifying income streams, managing investment portfolios to keeping stakeholders happy. And then there's the need to keep up to date with complex and ever-changing regulations. Our specialist charities team can help with them all. We have over 25 years' experience providing high quality compliance, governance, taxation and advisory services to a wide range of charities and NFPs – and every one of our projects looks different, because every client is too.

 Kirsty Murray  
 [Kirsty.murray@azets.com](mailto:Kirsty.murray@azets.com)  
 [azets.co.uk/sectors/charities-and-not-for-profit](http://azets.co.uk/sectors/charities-and-not-for-profit)

## HAYES PARSONS INSURANCE BROKERS

### Hayes Parsons Insurance Brokers Gold sponsor



Hayes Parsons Insurance Brokers is an independent insurance broker and risk management advisor. Our team of insurance professionals are on hand to provide you with the right insurance and risk management advice when you need it.

 Martin Howard  
 [aim@hayesparsons.co.uk](mailto:aim@hayesparsons.co.uk)  
 [hayesparsons.co.uk](http://hayesparsons.co.uk)

## MINERVA

### Minerva Search Gold Sponsor

We work across a broad range of sectors including culture, higher education, schools, global development, social impact sector, and publishing. We work on all types of leadership, professional service and governance roles. As well as Executive Search, we also provide governance review, leadership development, 360 degree review and staff engagement and satisfaction surveys.

 Ben Tucker  
 [minervasearch.com](http://minervasearch.com)



### **Bruynzeel Storage Systems Limited**

Bruynzeel Storage Systems is Europe’s leading manufacturer of specialist storage systems for archives, libraries, offices and museums. Serving public and private sector clients, we focus on providing storage solutions that combine space efficiency with accessibility; to meet every customer’s individual need. Our systems include mobile and static shelving, longspan and heavy duty racking, picture racking, cabinet and drawer systems; plus our market leading high-density double-decker storage system.

- 01444 237220
- [bruynzeel.co.uk](http://bruynzeel.co.uk)



### **Convivous**

Convivous is an AI-driven, all-in-one management platform for the experience economy. We help museums and heritage venues grow by optimising every step of their visitor’s digital journey and ultimately, offering a great overall experience. We help turn anonymous visitors into long-lasting supporters.

- Andy Povey
- [convivous.com](http://convivous.com)



### **Designed by Esther**

‘Telling stories through Illustration.’ Creating bespoke hand drawn illustrations that tell the story of your site on new product collections. Working with you and UK suppliers to produce high quality gifts for your customers.

- Esther Johnson
- [info@designedbyesther.co.uk](mailto:info@designedbyesther.co.uk)
- [designedbyesther.co.uk](http://designedbyesther.co.uk)



### **Drakon Heritage and Conservation**

Drakon Heritage and Conservation is a partnership which provides comprehensive conservation, care of collections, training and project management services to museums, archaeological units, heritage organisations, places of worship and private individuals. Come and visit us during the conference to discuss your collection or project needs.

- Pieta Greaves ACR and Lizzie Miller ACR
- [pieta@drakonheritage.co.uk](mailto:pieta@drakonheritage.co.uk)  
[lizzie@drakonheritage.co.uk](mailto:lizzie@drakonheritage.co.uk)
- [drakonheritage.co.uk](http://drakonheritage.co.uk)
- [@drakonheritage](https://www.instagram.com/drakonheritage)



### **Jarrold Publishing**

Jarrold Publishing is an award-winning publisher working with 100s of museums, galleries and historic houses. We develop initial ideas and turn them into bold and beautiful publications that visitors want to buy. Clients include, Tullie House, Beamish, Ely Museum, Brighton Royal Pavilion, SS Great Britain and i360.

- Daniel French
- [Daniel.french@jarrold-publishing.co.uk](mailto:Daniel.french@jarrold-publishing.co.uk)
- [jarrold-publishing.co.uk](http://jarrold-publishing.co.uk)
- [@jarroldpublish](https://www.instagram.com/jarroldpublish)





### Jigsaw Design and Publishing



Jigsaw Design & Publishing are the specialists in publishing guidebooks for the heritage market. At Jigsaw, we take time to understand your museum, enabling us to create something truly unique and striking, individually tailored to your requirements and those of your visitors.



Malcolm Crampton



mc@jigsaw-publishing.co.uk



jigsaw-publishing.co.uk



@JigsawPublish



### Peridot Partners

Peridot Partners are committed to transforming leadership and inspiring change for inclusive and diverse Arts, Heritage and Culture sectors. We're specialists in recruiting dynamic, experienced and transformational leaders. From CEOs to Artistic Directors to Chairs and Trustees, we recruit the best talent for your organisation.



peridotpartners.co.uk



### Pocket Mountains

Pocket Mountains publish accessible and inspiring pocket-sized guidebooks for anyone who likes a bit of an adventure.



Robbie Porteous



robbie@pocketmountains.com



pocketmountains.com



### Rod Barlow Digital Consulting

Rod Barlow is a digital consultancy working to support museums, galleries and historic houses to maximise their commercial and customer engagement opportunity using the best technology available. They specialise in retail, e-commerce, hospitality, CRM and ticketing systems as well as donor management and finance solutions. At this year's conference they are launching their fixed price web shop offer built on Shopify with prices starting from just £995.00 and there is a 10% discount offered to AIM members.



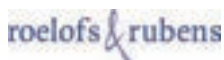
Rod Barlow



rod@rodbarlow.com



rodbarlow.com



### Roelofs and Rubens





Piet and Monty are a husband and wife artisan cottage business trading as Roelofs & Rubens who design and hand make a range of ceramic hanging decorations, blue delftware style and multi-colour. They also specialise in making bespoke decorations for museums, cathedrals and historic houses.

-  Monty Abrams
-  [monty@roelofsrubens.co.uk](mailto:monty@roelofsrubens.co.uk)
-  [roelofsrubens.co.uk](http://roelofsrubens.co.uk)
-  @RoelofsRubens



### Squeaky Pedal





Squeaky Pedal create award winning films across museums and heritage attractions. Their work inspires, communicates and connects. Highlighting human interest stories, showcasing fascinating objects and uncovering forgotten history. Clients include Sky History, Historic England, Imperial War Museum, National Army Museum, and Gloucester History Festival.

-  Pete Roch
-  [pete.roch@squeakypedal.co.uk](mailto:pete.roch@squeakypedal.co.uk)
-  [squeakypedal.co.uk](http://squeakypedal.co.uk)
-  @squeakypedal



### Vernon Systems


Vernon Systems has more than 30 years' experience in creating software for the museum, gallery and cultural heritage sectors. Our systems are used around the world by institutions to catalogue, manage and publish information about collections. The two collections management systems we have developed are: Vernon CMS, a mature desktop system, and eHive, a simpler hosted web-based system.

-  Alex von der Becke
-  [alex@vernonssystems.com](mailto:alex@vernonssystems.com)
-  [vernonssystems.com](http://vernonssystems.com)
-  @VernonSys

# Things to do in the area

If you're looking for museums to visit in and around Edinburgh, there are a number of AIM members nearby who would be delighted to see you. Please check with individual venues for opening times.


## Surgeons Hall

 Surgeons' Hall Museums, The Royal College of Surgeons of Edinburgh, Nicolson Street, Edinburgh, EH8 9DW

 [museum.rcsed.ac.uk/home](http://museum.rcsed.ac.uk/home)

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## Museum on the Mound

 Museum on the Mound, The Mound, Edinburgh, EH1 1YZ

 [museumonthemound.com/](http://museumonthemound.com/)

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## Royal Yacht Britannia

 Ocean Terminal, Leith, Edinburgh, EH6 6JJ

 [royalyachtbritannia.co.uk](http://royalyachtbritannia.co.uk)

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## Royal Scottish Academy


 The Royal Scottish Academy of Art and Architecture, The Mound, Edinburgh, EH2 2EL

 [royal.scottishacademy.org](http://royal.scottishacademy.org)

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This is just a selection of AIM members further afield from Edinburgh:


## National Mining Museum Scotland

 National Mining Museum Scotland, Lady Victoria Colliery, Newtongrange, Midlothian, EH22 4QN

 [nationalminingmuseum.com](http://nationalminingmuseum.com)

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## Dalkeith Museum

 Dalkeith Museum, 61 St Andrew Street Dalkeith, EH22 1BP

 [dalkeithhistorysociety.co.uk](http://dalkeithhistorysociety.co.uk)

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## Cousland Smiddy Trust

 Cousland Smiddy Cottage, 31 Hadfast Road, Cousland, Dalkeith, EH22 2NZ

 [couslandsmiddy.co.uk](http://couslandsmiddy.co.uk)

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## Battle of Prestonpans [1745] Heritage Trust

 Battle Of Prestonpans Jacobite Museum, Town Hall, High Street, Prestonpans, EH32 9AY

 [battleofprestonpans1745.org](http://battleofprestonpans1745.org)

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## Almond Valley Heritage Centre

 Almond Valley Heritage Centre, Millfield, Livingston, West Lothian EH54 7AR

 [almondvalley.co.uk](http://almondvalley.co.uk)



# AIM National Conference 2023

15 & 16 June

Surgeon's Quarter, Edinburgh

Art Fund\_

With thanks to our Delegate Handbook sponsors Art Fund