



Association of  
Independent  
Museums

# AIM National Conference 2024

13 & 14 June  
Black Country Living Museum

With thanks to our headline sponsors Bloomberg Connects

**Bloomberg Connects**

# Art Fund is the charity that connects museums, people and art



Visitors at National Maritime Museum. Photo © Amaal Said / Art Fund 2023

We do three things, all intertwined:

- We fund art
- We build audiences
- We amplify the museum sector

Find out more about what we do:  
[artfund.org/professional](https://artfund.org/professional)



## Art Fund\_

# Welcome to Your Conference



It is a key challenge of writing something for print. Between the penning and the printing, all manner of events can take place rendering carefully crafted words old news, yesterday's views.

As ever, the potential for change is in the air and on the horizon. It is hard to escape, no matter how hard one might try, the fact that we are in an election year. Indeed, there is always the possibility that an election campaign could be well underway by the time you read this, or at least be more imminent.

This sense of the constant potential for change is, ironically, a certainty we have learned to live with over the last few years. But how does it impact how we plan? How do we ensure as the sands shift around us that our museums and our work remain valued, in every sense of the word? How do we best remind ourselves, and our communities, how important it is that we are very much *of* them as well as *in* them? In essence, how do we offer our communities a sense of certainty in these times? There has not been a better time for this conference, to take time out, to get together. To listen and think and plan. And I am delighted we are getting together at Black Country Living

Museum. It is particularly apt that the theme of this year's event sees us exploring the place of our organisations at the heart of our communities. Community has been and remains essential to the work of the Black Country Living Museum, as I am sure it is in your own organisation. It is what enables and inspires us as we strive to retain that critical place, in the hearts of our visitors.

I look forward to hearing the practical and inspiring examples of good work, the challenges and questions, debates and thoughts that we always enjoy at AIM Conference. And as ever I ask that, should you have suggestions and ideas that AIM should be considering that you share these with me, the Board or the Team as you spend the next few days reminding yourself of all that is inspiring in our part of the sector.

Finally, I understand that to come along to Conference is an investment. Of your time, money and faith in our organisation and our community. Thank you for that, I hope we can continue to deliver on that investment for you.

**Lisa Ollerhead, AIM Director**

With thanks to our sponsors:

**Bloomberg Connects**

Headline sponsor



Host venue sponsor



Gold sponsor

**MINERVA**

Gold sponsor

**Art Fund\_**

Delegate handbook sponsor



Thursday evening social sponsor



**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 are on hand throughout conference, do say hello!



## Conference Sessions Day 1 - Thursday 13 June

9:00 **Registration opens:**  
Tea and coffee available

Exhibition Hall If this is your first AIM Conference, you're invited to join other 'first timers' for welcome coffee, 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 in Reception. The workshops are now fully booked.

10:00 – 10:10 **Welcome to AIM Conference:**  
Andrew Lovett OBE,  
AIM Chair,  
Chief Executive, Black Country Living Museum



10:10 – 10:30 **Welcome to Black Country Living Museum:**  
Dr Paul Belford,  
Chair, Black Country Living Museum



10:30 – 11:15 **Keynote - Queer Britain: It takes a town...**  
Joseph Galliano-Doig MBE,  
Director, Queer Britain



How do you launch a museum from a standing still position? Just as it takes a village to raise a child, it took a multitude of communities to open a museum. From donors and companies to activists, volunteers, political and cultural leaders, and front-of-house staff, who and what contributed to the opening of the UK's inaugural LGBTQ+ museum?

11:15 – 12:15 **Panel discussion – Identifying and engaging your museum's community :**  
AIM Board in conversation

Main Hall



Join members of the AIM Board to hear their reflections on successful and sustainable community engagement.

12:15 – 12:30 **AIM Annual General Meeting**

Main Hall

The AIM AGM will include an announcement on the dates and location for AIM Conference 2025. Find all the papers for the AGM at [aim-museums.co.uk/annual-general-meeting-2024/](http://aim-museums.co.uk/annual-general-meeting-2024/)

12:30 – 13.30 **Lunch and Expo**

Plus, AIM Trustee Laura Crossley will be hosting a lunch for freelancers in Learning Space 1.

13:30 – 14:15

**Breakouts – Building the business case for community**

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

**Tour - Dudley Archives and Local History Centre**  
Paul Ford, Senior Archivist, Dudley Archives and Isabel Churcher, Strategic Partnerships Manager The National Archives

Introduction to The National Archives and how it supports museums and archives to work together, followed by a unique opportunity to tour Dudley Archives with the Senior Archivist.

\*\* Please note the archive tour will be leaving the venue at 1.15pm to allow time for this tour\*\*

**Tour - Behind the scenes at Black Country Living Museum**

Take a guided walk of this unique museum and meet experts from different facets of the Black Country Living Museum team.

\*\* Please note the archive tour will be leaving the venue at 1.15pm to allow time for this tour\*\*

**Small changes, big impact**  
Rose Maxwell, Senior Operations Manager and Sarah Clarke, Project Development Manager, National Civil War Centre – Newark Museum



Are you struggling to gather the data you need to influence decision makers and funders? In this interactive session, the National Civil War Centre will explore shoestrung evaluation and data gathering techniques that can be implemented with limited time and budget. They'll share what worked for them (and what didn't!)

**Community stories: Using intangible cultural heritage to further expression, belonging and engagement**  
Jacob O'Sullivan,  
Museums Galleries Scotland

Intangible Cultural Heritage (ICH), such as folklore, music, cooking and food, belief systems, and storytelling, is as important to communities as built heritage and material culture. This session will look at how museums in Scotland use ICH to amplify marginalised voices and explore new narratives and considers ways to implement this approach.

**Continued overleaf...**

13:30 – 14:15

**Breakouts – Building the business case for community - Continued**

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

**Creating a location-aware app for the Croydon Music Heritage Trail**

Abby Pendlebury, Music Heritage Trail Project Officer and Stephanie Wilson, Head of Culture, Leisure and Libraries, Croydon Council

This case study explores how The Museum of Croydon developed a Music Heritage Trail with the local community. Highlighting artists, venues, and locations with musical significance, walking trails around Croydon and in the museum were linked with a location aware visitor information app. Find out how the project developed and how it was received.

**Emotional museums**

Katherine McAlpine, Director, and Emily Boldry, Community Curator, Brunel Museum

This conference marks a year since the launch of AIM And Art Fund’s ground-breaking research into the role of emotions in creating compelling campaigns, to build audiences and supporters for museums. This session charts how different museums have used the research in practical ways to do just that!

14:15 – 15:00

Main Hall

**Plenary – Demonstrating the link between community and conservation**

Speakers include Emma Jhita, Icon, Sue Bowers, Pilgrim Trust, Carol King, Black Country Living Museum and Jeremy Mitchell, Petersfield Museum and Art Gallery.

Serving communities starts with caring for collections. Join the funder and recipients from our Pilgrim Trust grants, along with the Black Country Living Museum Forging Ahead programme lead to talk about ensuring the objects that tell our communities’ stories are relevant, conserved, and well interpreted and displayed.



14:15 – 15:00

Location: If you pre-booked for a workshop, please see the signs in Reception or on each of the doors to the breakout rooms to find out where each session is taking place.

**Workshops**

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

**Admissions pricing in museums – key lessons and good practice**

Dr Stephen Connolly, DC Research and Jonathan Durnin, Durnin Research

This session will reflect on the key findings from the admissions pricing research carried out in 2023, focusing on the lessons and good practice from the research that can help and support museums in deciding on the most appropriate admissions pricing ticketing policies.

**What is ethical engagement?**

Maya Sharma, Ahmed Iqbal Ullah RACE Centre and Education Trust.

Ahmed Iqbal Ullah RACE Centre & Education Trust builds its relationships with global majority communities through its archive collecting and engagement work. We’ll consider the principles and practicalities of ethical engagement work share our approaches, experiences and questions.

How can museums better engage with global majority communities? Join us at a thought-provoking and approachable session to explore these questions and more. Hear about how



15:30 – 16:15

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

**Breakouts – The power of communities telling their own stories**

**Unlocking paintings with community led participatory research**

Kelly Robinson, Senior Learning and Participation Manager, Dulwich Picture Gallery and Dr Rowena Hay, Research Director, Shortwork

This workshop introduces the Past for the Present project, a Participatory Action Research (PAR) project which aims to discover new ways for old paintings to connect and speak to our lives today. This interactive session explains PAR methods and demonstrates how this method can be adapted to museum and gallery settings.

**Always part of the story**

Lynette Crisp, Director of Public Engagement, Chatham Historic Dockyard Trust

For over four centuries, The Historic Dockyard Chatham has been integral to local and regional history. Its closure in 1984 marked the end of a significant era, impacting the Medway’s economy and identity. Now a thriving museum and mixed-use heritage site, Chatham Historic Dockyard Trust celebrates its 40th anniversary in 2024. This session will provide an overview of the Trust’s public engagement and broader ED&I journey and the transformation, key learning and ongoing development process.

**Interpreting Kiplin for 400 with Communities**

Alice Rose, Programming Curator and Naomi Peach, Project Officer, Kiplin Hall and Gardens

Celebrating Kiplin Hall and Garden’s 400th anniversary in 2025, this National Lottery Heritage Funded project is working with local communities to design new interpretation across the site. In this session, Kiplin will share what they have learnt (and continue to learn!) through the process of curating interpretation.

Continued overleaf...

15:00 – 15:30 Tea Break and Expo

Exhibition Hall

15:30 – 16:15 **Breakouts – The power of communities telling their own stories - Continued**

**Data Hunters & Story Gatherers: towards community curatorship**

Jane Rowehl, Director of Collections and Programming, and Emma Banks, Collections Programme Manager, Hampshire Cultural Trust



Last year, HCT launched 'Data Hunters & Story Gatherers', an innovative community engagement project hoping to make programming as impactful as the displays it creates. Find out how the team has turned things around in the past five years, as they share key learning that helped them on their way.

16:15 – 17:00

Main Hall

**Panel discussion – Building heritage communities online**

Speakers include Stuart Orme, Cromwell Museum, Chris Price, The Tank Museum and Alina Avasilichioaie, of our headline sponsors, Bloomberg Connects.



During the pandemic many museums leapt online as the only way to reach people – and some have successfully continued to gather online and international audiences as well as networking with other museums with the same goals. Our headline sponsors, Bloomberg Connects, are in conversation with AIM members to share the opportunities and challenges of building a digital community.

18:30

**Thursday Social**

Visitor Centre, Black Country Living Museum

If you're joining us for the social event this evening, drinks will be served at the Visitor Centre at Black Country Living Museum from 6.30pm, see map on pages 10 and 11. We'll then be making our way into the Museum for fish and chips and a drink in the pub. We look forward to seeing you there!

Please note, this event is now fully booked and we can't take any additional bookings.

**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.



**Christine Andrews, Programmes and Events Officer**  
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**Tonia Collett, Project Officer,** 07875 120938



**Matt Smith, Head of Communications**  
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**Helen Farress, Membership Administrator**  
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**Useful Information**



**Registration desk:**

**Day 1 – Thursday 13 June**

Registration from 9am – 10am at Museum Conference and Learning Centre

**Day 2 – Friday 14 June**

Registration from 8.30am – 9am at Museum Conference and Learning Centre



**Refreshments:**

Lunch, tea and coffee is included in your ticket price and will be served in the Exhibition Room on both days.



**Exhibition:**

Trade stands are located in the Exhibition Hall and will be open both days of conference.



**Conference sessions:**

All sessions are taking place within the Museum Conference and Learning Centre. 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 too.

The sessions taking place in the Main Hall will be broadcast online and will be recorded to be shared with all delegates after the conference.



**To see exactly what sessions will be available later, see the record icon next to the session details.**



**Code of conduct:**

At AIM, we believe our events should be open to everyone, so we are committed to creating a friendly, safe, and welcoming environment for all. Take a look at our events code of conduct here: [aim-museums.co.uk/code-of-conduct](https://aim-museums.co.uk/code-of-conduct)



**X:**

We'll be tweeting throughout the conference and would love to hear from you too. Tag us [@Aimuseums](https://twitter.com/Aimuseums) and use [#AIMConference2024](https://twitter.com/AimConference2024)



**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. There's also a café in the Museum's Visitor Centre (see map).



**Delegate listing:** The delegate listing is available on the AIM website at [aim-museums.co.uk/aim-conference-2024/delegate-listing](https://aim-museums.co.uk/aim-conference-2024/delegate-listing) or at Reception.



**Breakout sessions:**

Please see the signs in Reception or 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 12.15pm – 12.30pm on Thursday 13 June in the Main Hall and all AIM members are invited to attend. The agenda, minutes of the 2023 AGM and other information can be downloaded from [aim-museums.co.uk](https://aim-museums.co.uk)



**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.



**Filming and photography:**

Please note, the AIM team will be doing some filming and taking photographs during the day and evening social on Thursday 13 June. If you do not wish to be featured, please do tell a member of the AIM team.

Bloomberg Connects

Unlock more with  
Bloomberg Connects.

Uncover the deeper meaning behind the art you love with insights from artists, curators, and other experts.



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 the Museum of London, Cromwell Museum, The Creative Industries Policy and Evidence Centre, Dorset Museum, Royal Society of Sculptors, Dance City, and National Museums of Wales.

Diversity is central to all of our work and, since we started, over 50% 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 once again in the AIM exhibition. We will have team members present throughout the conference and look forward to introducing ourselves to you.

# Museum Map



search:  
Black Country Living Museum

- Toilets, adapted toilets & baby change
- Food & drink
- Viewpoint
- Picnic area
- Shopping

Black Country Living Museum is committed to disposing of waste responsibly. All of our waste is processed for recycling or disposal after it is collected from the Museum. Please use the bins provided to dispose of your rubbish, including recycling, as this will be separated once collected.

**Access Guide**  
Please ask for a free access map from visitor reception or view online: [bclm.com/access](http://bclm.com/access)



**BRADBURN & WEDGE GARAGE**



**DRIFT MINE**



**CRICKET FIELD BRICKWORKS**



**ELEPHANT & CASTLE PUB**



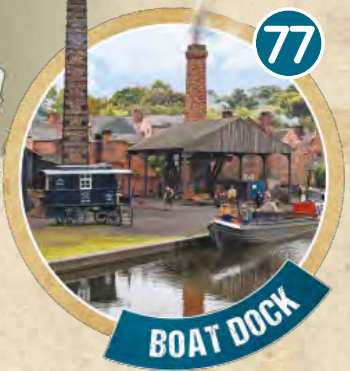
**1930S DOMESTIC ROOMS**



**Laurie Thomas Hairdressers**



**CHAIN MAKING**



**BOAT DOCK**

## Map Key

- 1 Visitor Centre - Entrance and Exit
- 2 Café Black Country
- 3 Museum Shop
- 4 Changing Places facility
- 5 Museum Conference & Learning Centre
- 6 Bradburn & Wedge Motor Garage
- 7 The Vehicle Sheds
- 8 The Drift Mine
- 9 Racecourse Colliery
- 10 Newcomen Engine
- 11 Toll House
- 12 Jerushah (Tilted Cottage)
- 13 Pitt's Cottage
- 14 Lench's Oliver Shop
- 15 Folkes Park
- 16 Folkes Park Playground

- 17 Cast Iron Houses
- 18 Lea Road Infant Welfare Centre
- 19 Stanton's Music Shop
- 20 West Bromwich Building Society
- 21 Marsh & Baxter
- 22 E. Minett's Ladieswear
- 23 Laurie Thomas Hairdressers
- 24 Burgin's Newsagents
- 25 Spring Hill Post Office (opening 2024)
- 26 Langer's Army & Navy Stores (opening 2024)
- 27 Dudley Weighbridge Office
- 28 The Conway Garage
- 29 Hut 14 (RAF Hut)
- 30 Halesowen and Hasbury Co-op (opening 2024)
- 31 Fairground (seasonal)
- 32 The Paddock
- 33 The Workers' Institute & Café

- 34 Elephant & Castle Pub
- 35 Gripton's Radio Stores
- 36 A. Preedy & Sons Tobacconists
- 37 1930s Domestic Rooms
- 38 A. Hartill Motorcycles
- 39 Humphrey Brothers Builders' Merchants
- 40 H. Morrall's Gentlemen's Outfitters
- 41 Hobbs' and Sons Fish & Chip Shop
- 42 St. James's School
- 43 The Albion Depot
- 44 The Builder's Yard and Office
- 45 The Penfold Letter Box
- 46 Canal Street Bridge
- 47 T. Cook's Sweet Shop
- 48 Veal's Baker's Shop
- 49 The Bakery
- 50 Pawnbroker's Shop

- 51 The Village Fried Fish Shop
- 52 Adey's Greengrocer's Shop
- 53 The Hardware & Ironmonger's Shop
- 54 The Canal Arm and Basin
- 55 Gregory's General Store
- 56 Gregory's Kitchen & Brew House
- 57 Anchor Maker's House
- 58 Back Yard Chain Shop
- 59 Emile Doo's Chemist Shop & Physic Garden
- 60 Providence Chapel
- 61 Bottle & Glass Inn
- 62 Carter's Yard and Stables
- 63 Sidebotham's Steel Trap Works
- 64 The Limekilns
- 65 Station Road Cottages
- 66 Nailmaking Workshop
- 67 The Coal Yard

- 68 Limelight Cinema
- 69 The Back-to-Backs
- 70 Ironworker's Office
- 71 Anchor Forge
- 72 Brass Foundry
- 73 Blacksmith's Shop
- 74 Chain Making Shop
- 75 Rolling Mill
- 76 Factory Junction Bridge
- 77 The Boat Dock & Boat Collection Ltd.
- 78 Joe H. Smith & Sons (Oldbury) Ltd.
- 79 J.H. Lavender Aluminium Foundry
- 80 Cricket Field Brickworks
- 81 Dudley Canal Tunnel Boat Trips (separate organisation)

### Safety Information

Please take care on uneven surfaces, be aware of moving vehicles, don't climb or play on exhibits, and refrain from feeding or touching the animals. We ask that children are supervised by an adult at all times.

For first aid or assistance, please ask any member of staff. In case of emergency call our Duty Manager on 07788 666161.

Smoking is permitted in designated zones **only**.

Car Park One

Car Park Two



11:15 – 12:00

**Breakouts - Community centred governance**

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

**10 years of community action: from burnt out wreck to Stourbridge's number 1 cultural attraction**

Alexander Goodger, Director, and Lynn Boleyn MBE, Secretary to Trustees and Business Manager, Stourbridge Glass Museum



Immerse yourself in the inspiring story of the Stourbridge Glass Museum. This new museum, formally opened in April 2023, protects and showcases one of the largest collections of glass art in the world. Discover an example of how we can shape and revitalise our cultural landscapes.

**Commerce and Community – developing an independent museum trust**

Robert Rose, Museum Manager, Braintree Museum

How do you balance the need for specific Trustee skills to enable a sustainable organisation with community representation? Braintree District Museum Trustees have evolved over the last 30 years, now independent from local authority representation, but they face new challenges such as developing an organisational response to the cost of living crisis.

**Transforming Chawton House**

Katie Childs, Chief Executive, Chawton House

Chawton House suddenly lost all regular revenue and capital funding from 2018. This is an honest look at what the team has learned from transforming Chawton House from an unsustainable niche academic library with legacy issues, into a thriving, award-winning and self-financing heritage site at the heart of the community.

**Living with uncertainty: turnaround or closure**

Hilary Barnard and Ruth Lesirge, HBRL Consulting

A practical and interactive workshop for Chairs, Trustees and Directors led by the authors of AIM's forthcoming publication. This workshop is particularly for those who believe that the viability of their organisation and museum is at risk. The aim is to consider ways of mitigating risk and work with the ambition to secure the continued existence of your museum.

**Conference Sessions Day 2 - Friday 14 June**

9:00 **Registration opens:**  
Tea and coffee available

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

9:30 – 9:45 **Introduction to the day:**  
Lisa Ollerhead, AIM Director

Main Hall



9:45 – 10:00 **A word from our sponsors:**  
Alina Avasilichioaie, Bloomberg Connects

Main Hall



10:00 – 10:45 **Keynote - Rediscovering Relevance**  
Emma Stenning, Chief Executive Officer, City of Birmingham Symphony Orchestra

Main Hall



As creative organisations, we all want to offer experiences that are relevant to our audiences and visitors, ones that connect communities, uplift our

spirits, and challenge us to see the world in new ways. But with ever changing demographics and cultural expectations, the challenge to stay relevant can seem endless. Emma shares some of her experiences of leading one of the world's greatest orchestras, and of pushing it to think differently about how to matter to the world today.



10:45 – 11:15 **Tea Break and Expo** Exhibition Hall



12:00 – 13:00  
Main Hall

**Panel discussion – Museum advocacy in times of change**

REC

This panel will consider how individual museums and the sector can make the case for support at times of political change.

13:00 – 13:20  
Main Hall

**Plenary – Creating a menopause support framework**

Sukhi Baden, Head of People & Culture, Kate Kirkpatrick, Business Development Manager, Rory Shannon, Enterprises Manager and Izzy Taylor, Public Programme Producer, Black Country Living Museum.

REC

The session will share the Black Country Living Museum’s journey in upskilling managers and colleagues in their knowledge, understanding of menopause transitional symptoms and normalising safe and appropriate conversations on this topic. They will share the strategies, support, and resources they have initiated for both staff and visitors, as well as the barriers, challenges and learnings they came across as part of their journey.

13:20 – 14:15  
**Lunch and Expo**

Exhibition Hall. There will also be a chance to meet other sector bodies over lunch, including Association for Cultural Enterprises, Icon, GEM and TEG in Learning Space 1.

13:45 – 14:15  
Main Hall

**Lunchtime session Advocating about Economic Impact for Museums – emerging findings from the 2024 AIM Economic Impact Toolkit refresh**

Dr Stephen Connolly, DC Research and Jonathan Durnin, Durnin Research

This session will look at the emerging findings from the 2024 refresh of the AIM Economic Impact Toolkit, a well-established advocacy tool for museums. It will reflect on key aspects and current issues for considering museum economic impacts and how museums can best advocate about their economic impacts and contributions.

14:00 – 15:00

**Tours**

**Tour – Dudley Archives and Local History Centre**

Paul Ford, Senior Archivist, Dudley Archives and Isabel Churcher, Strategic Partnerships Manager, The National Archives

Introduction to The National Archives and how it supports museums and archives to work together, followed by a unique opportunity to tour Dudley Archives with the Senior Archivist.

\*\* Please note the archive tour will be leaving the venue at 2pm to allow time for this tour\*\*

**Tour – Behind the scenes at Black Country Living Museum**

Take a guided walk of this unique museum and meet experts from different facets of the Black Country Living Museum team.

\*\* Please note the archive tour will be leaving the venue at 2pm to allow time for this tour\*\*

14:15 – 15:00  
**Breakouts – Safe communities: staff and visitor wellbeing in museums - Continued**

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

**Decolonisation and practice – conversations with communities**

Lucy Edematie, Consultant, Curator, Writer, Powell-Cotton Museum

REC

Working to update a problematic display of historic artefacts, Powell-Cotton Museum collaborated with community members of African descent based locally and in East Africa. Referencing this project, delegates will be invited to explore how museums can best engage, partner and secure lasting relationships with diaspora and descendant communities.

**Safer Museums: Raising awareness of the impact of domestic abuse**

Naomi Garnett, Sarah Hartshorne and Rebecca Morris-Buck, Safer Museums Network

The Safer Museums Network aims to raise awareness of domestic abuse and the effects on museum sector staff and audiences. The network co-founders will introduce the three areas of priority; workforce, safe spaces and content. Using case studies, the session will highlight the great work that museums are doing.

**Dementia, imagination and museums: using collections and creativity to enrich the lives of people living with dementia**

Sarah Lawrance and Hannah Wood, Equal Arts

The session will explore how dementia-friendly programming based on open-ended, playful and creative exploration of collections differs from memory or reminiscence-based museum offers and has rich potential to benefit people with memory loss. Sarah and Hannah will share practical examples and techniques such as interactive storytelling that can be adapted for your museum.

**Birmingham Botanical Gardens – from exclusive to inclusive: connecting people to the natural world**

Jen Ridding, Head of Engagement and Learning, and Sara Blair-Manning, Chief Executive, Birmingham Botanical Gardens

Can BBG successfully transition from Edgbaston’s exclusive back garden to an inclusive, accessible botanic space for Birmingham’s super diverse communities? Jen and Sara will share the ups and downs of connecting people to the natural world and suggest ideas around developing staff and visitor wellbeing in heritage spaces.





# Exhibitor Listing

You'll find all our exhibitors in the Exhibition Hall. They 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.

15:00 – 15:45

**Panel discussion – Lessons from Re:Collections**

Main Hall

**REC**

Shared learning to date from the AIM and Welsh Government Anti-Racist Wales Culture, Heritage, and Sport Fund funded project – Carrie Canham of Amgueddfa Ceredigion Museum, community partner Rose Thorn, project mentor Raj Pal, and Maya Sharma of Ahmed Iqbal Ullah RACE Centre and Education Trust.

15:00 – 15:45

**Workshops**

**Boards: Adding value or creating workload?** Hilary Barnard and Ruth Lesirge. HBRL Consulting

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

**Counting your museum's carbon** Liz Power, Director of Historic Buildings & Places and AIM Trustee

A practical and interactive workshop for Chairs, Trustees and Directors led by the authors of AIM's Successful Museum Governance publication. This workshop is for those who are struggling with Boards that they believe are dysfunctional or under par. The aim of the workshop is to help you help the Board to add value to the work of the museum.

How museums can go about calculating their carbon footprints, including what a carbon footprint is, what information you need to calculate your museum's, helpful tools we might use, and why it is important.

15:45 – 16:25

**Panel discussion – AIM in conversation**

Main Hall

**REC**

A selection of delegates reflect on the theme, sessions and discussions of the last two days and share their key takeaways.

16:25 – 16:30

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

Main Hall

**REC**

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Hayes Parsons Insurance Brokers is an independent, Chartered broker that has been providing insurance and risk management services to museums for over 30 years. We are delighted to be supporting the AIM Conference once again and look forward to meeting as many of you as possible.

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Art Fund does three things, all intertwined. They fund art, helping the UK's museums to enrich their collections for today and forever. They build audiences, with the National Art Pass opening doors to great culture. And they amplify the museum sector, through the Museum of the Year award and creative events that bring the UK's museums together.



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**Gallagher**

The Gallagher Specialty Art, Museums & Exhibitions team provides insurance solutions for individuals and businesses involved in the creation, conservation, public display, sale, and transportation of artworks. They have a diverse portfolio of clients helping to protect irreplaceable assets and can find an insurance solution to suit any complex risk.

-  Robert Hepburne-Scott
-  [ajg.com/uk](http://ajg.com/uk)



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Jarrold Publishing is an award-winning publisher working with 100s of museums, galleries and historic houses. They develop initial ideas and turn them into bold and beautiful publications that visitors want to buy. Clients include RAMM, Beamish, Leeds Castle, Bodmin Jail, Dudley Zoo and Merchant Adventurer's Hall, York.

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**Jigsaw Design and Publishing**

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

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-  @JigsawPublish



**SituatE (from Llama Digital)**

SituatE is an affordable platform for creating location-aware apps. It is suitable for visitor guides, walking trails and audio tours. It supports Bluetooth Beacons, GPS and NFC. Different versions can be created for specific audiences – for example, supporting language and accessibility needs.

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-  07973 559942



**Squeaky Pedal - Heritage Film, Animation & TV Production**

Squeaky Pedal are an award-winning heritage film, animation and TV production company. Working with museums, cultural institutions and broadcasters. Through scripting, research, location filming and the final compelling output - their work inspires, communicates and connects, whether that is a human interest story, a charity campaign, or uncovering forgotten history.

-  Peter Roch
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-  01270 295569



**Vennersys**

Vennersys have been at the cutting edge of visitor attraction management solutions for more than 30 years. Their VenposCloud system is specifically designed for attractions, providing everything you need to increase revenue and efficiency, all from one easy-to-use system. Offering functionalities such as ticket sales and admissions, Gift Aid, data analysis, and much more.

-  Laura Cooksey
-  [vennersys.co.uk](http://vennersys.co.uk)
-  0121 355 8092



**Vernon Systems**

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

-  Alex von der Becke
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# Things to do in the area

Here's a few suggestions of AIM members in the Birmingham area if you want a visit on your way home. For a full map of our members, please visit our website: [aim-museums.co.uk/about-aim/aim-membership-map](http://aim-museums.co.uk/about-aim/aim-membership-map)


## If you're travelling home via Birmingham City Centre:

### 1. The Pen Museum

 The Argent Centre, 60 Frederick St, Birmingham B1 3HS


 [penmuseum.org.uk](http://penmuseum.org.uk)

### 2. West Midlands Police Museum

 The Lock-up, 40 Steelhouse Ln, Birmingham B4 6BJ

 [museum.west-midlands.police.uk](http://museum.west-midlands.police.uk)


### 3. Thinktank, Birmingham Science Museum

 Millennium Point, Birmingham, B4 7XG

 [birminghammuseums.org.uk/thinktank](http://birminghammuseums.org.uk/thinktank)

## If you're heading towards the South-West:

### 4. Stourbridge Glass Museum

 Glass Museum Stuart Works, High St, Wordsley, Stourbridge DY8 4FB

 [stourbridgeglassmuseum.org.uk](http://stourbridgeglassmuseum.org.uk)

## If you're heading towards the M40:


### 5. Selly Manor Museum

 Maple Rd, Bournville, Birmingham, B30 2AE

 [sellymanormuseum.org.uk](http://sellymanormuseum.org.uk)

## If you're heading towards the North-East:

### 6. Castle Bromwich Historic Gardens

 off Chester Rd, Hall Rd, Birmingham B36 9BT

 [castlebromwichhallgardens.org.uk](http://castlebromwichhallgardens.org.uk)





# AIM National Conference 2024

13 & 14 June

Black Country Living Museum

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