

Thank you for taking the time to complete AIM's membership survey. Your input is invaluable in shaping the work that AIM does and the support that we offer you as a member.

We've also incorporated additional questions to help us understand the current state of the sector and to inform our policy and advocacy work in the coming months. Your responses to these questions will help us continue to make the case for the support independent museums and heritage require.

This survey will be open until Monday 17 March.

* 1. Are you an AIM member?

☐ Yes

☐ No

* 2. What type of membership do you have?

- ☐ Museum member
- ☐ Individual / freelance
- ☐ Support organisation / MDO
- ☐ Associate Supplier
- ☐ Non-profit support organisations / libraries / archives

* 3. Does your museum or heritage organisation employ any members of staff?

☐ Yes

☐ No

4. How many members of staff do you employ? (full time equivalent)

- ☐ Less than 5
- ☐ 5 - 10
- ☐ More than 10

* 5. Do you charge for general admission?

- ☐ Yes
☐ No

* 6. Are you an Accredited Museum or have Working Towards Accreditation status?

- | | |
|---|---|
| <input type="radio"/> Accredited - and have been for 12 months or more | <input type="radio"/> Working towards accreditation - within the last 12 months |
| <input type="radio"/> Accredited - achieved Accreditation within the last 12 months | <input type="radio"/> No - but would be interested in Accreditation |
| <input type="radio"/> Working towards accreditation - and have been for 12 months or more | <input type="radio"/> No - and have no plans to become Accredited |

* 7. How many visitors do you have in an average year?

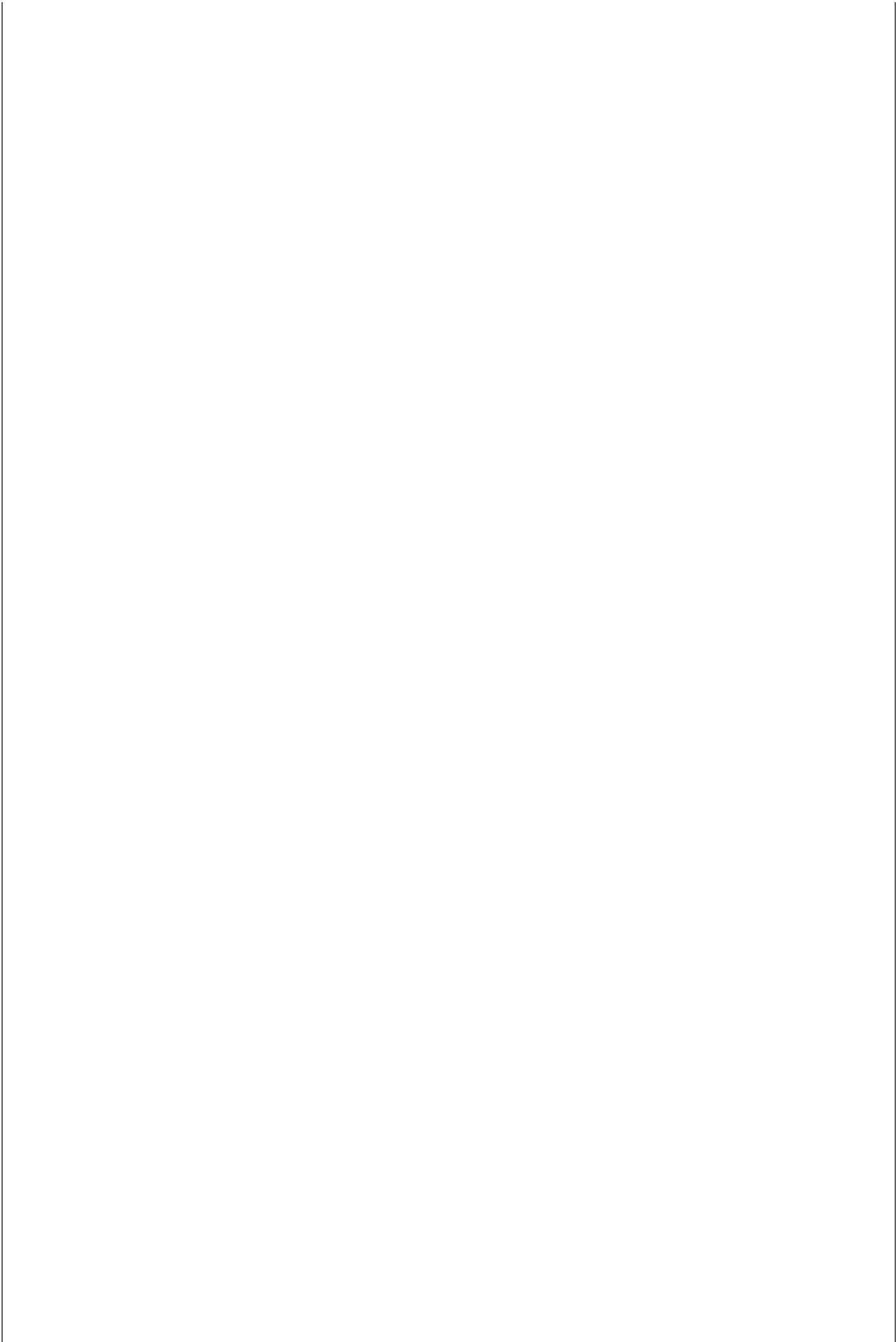
- | | |
|---------------------------------------|---|
| <input type="radio"/> Up to 10,000 | <input type="radio"/> 50,001 - 100,000 |
| <input type="radio"/> 10,001 - 20,000 | <input type="radio"/> More than 100,000 |
| <input type="radio"/> 20,001 - 50,000 | |

* 8. What is your gross income in your latest annual accounts?

- | | |
|---|--|
| <input type="radio"/> Under £20,000 | <input type="radio"/> £500,001 - £1million |
| <input type="radio"/> £20,000 - £100,000 | <input type="radio"/> Over £1million |
| <input type="radio"/> £100,001 - £500,000 | |

* 9. Where is your museum based?

- | | |
|--|--|
| <input type="radio"/> Wales | <input type="radio"/> West Midlands |
| <input type="radio"/> Scotland | <input type="radio"/> East Midlands |
| <input type="radio"/> Northern Ireland | <input type="radio"/> East Anglia |
| <input type="radio"/> North East England | <input type="radio"/> London |
| <input type="radio"/> Yorkshire | <input type="radio"/> South East England |
| <input type="radio"/> North West England | <input type="radio"/> South West England |



* 10. AIM helps its members in lots of ways. How important are the following services to you?

	Essential	Very important	Fairly important	Not important	Not aware of this service
Grant giving programmes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being part of a like minded community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advocacy and representation to policy makers and funders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Research e.g. impact of admission charges on museums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Success Guides	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
News and case studies from other heritage organisations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AIM Hallmarks of Prospering Museums (best practice guidance)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enabling me to connect with other members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hallmarks at Home (advice webinars)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic Impact Toolkit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AIM national conference / virtual conference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Telephone and / or email support from AIM staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to specialist support with finance / tax / legal issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy Action Group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Governance support and resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leadership courses and support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paid in-depth training and development opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Governance and operations consultancy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Are you aware of the following governance support from AIM?

	Aware and have used	Aware but not used	Not aware
AIM Higher consultancies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free guides for boards on the AIM website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trustee newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trustee 101 events for prospective trustees (online and in-person)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trustee induction for new trustees (two-part online course)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertise trustee vacancies for free on the AIM website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Please tick the top three types of governance support you'd like from AIM from the list below.

- | | |
|--|--|
| <input type="checkbox"/> Bespoke support e.g. consultancy | <input type="checkbox"/> Guidance for new Trustees |
| <input type="checkbox"/> In-person learning and training sessions | <input type="checkbox"/> Guidance on new legislation, policies, Charity Commission updates etc |
| <input type="checkbox"/> Short online learning and training sessions | <input type="checkbox"/> Help recruiting new trustees and volunteers |
| <input type="checkbox"/> Written resources | <input type="checkbox"/> Signposting to support from other organisations |
| <input type="checkbox"/> Guidance for Chairs | <input type="checkbox"/> Networking and building relationships with other boards and museums |

☐ Other (please specify)

13. If you are currently facing a governance challenge please summarise below

* 14. Do you consider your AIM membership fee to be value for money?

- ☐ Excellent
- ☐ Good
- ☐ Neither good nor bad
- ☐ Poor
- ☐ Very poor

15. Why did you give that score?

16. To what extent do you agree that AIM is a trusted source of advice and support?

Strongly disagree

Neither agree nor disagree

Strongly agree

The following questions focus on the current situation at your museum / organisation, and your plans for the year ahead.

17. Thinking about the organisation's overall performance e.g. finances, visitor numbers, activities / programmes, over the last 12 months, how has the reality been compared to your original expectations?

- ☐ Significantly below expectations
- ☐ Below expectations
- ☐ Met expectations
- ☐ Above expectations
- ☐ Significantly above expectations

18. Thinking about visitor numbers over the last 12 months, have they been:

- ☐ Numbers have recovered to pre-pandemic levels, or higher
- ☐ Numbers are below pre-pandemic levels, but on an upward trajectory
- ☐ Numbers are below pre-pandemic levels, not anticipating growth

19. Given your response to Q18 above, what can you tell us about the impact of visitor trends on your work, e.g. school visits are up, coach tours are down etc?

20. Are you making plans for employment restructures or redundancies?

- ☐ Yes - restructure
- ☐ Yes - redundancies
- ☐ Recruitment is on hold
- ☐ None of the above
- ☐ Other (please specify)

* 21. How optimistic are you feeling for the next 12 months in terms of your organisation's likely performance?

Very pessimistic

Unsure

Very optimistic



22. If you're at imminent risk (i.e. you expect to become insolvent or otherwise have to close in the next six months), please leave your contact details and we'll be in touch as we'd like to help, if we can. Or you can get in touch with us -
lisa.ollerhead@aim-museums.co.uk

Name

Company

Email Address

Phone Number

23. What are your fundraising priorities for the coming year? Please tick all that apply.

- | | |
|--|---|
| <input type="checkbox"/> Core funding | <input type="checkbox"/> Capital funding - projects e.g. gallery refresh |
| <input type="checkbox"/> One-off funding e.g. projects on collections, learning, digital etc | <input type="checkbox"/> Governance |
| <input type="checkbox"/> One-off training and advice e.g. collections, learning, fundraising etc | <input type="checkbox"/> Staff wellbeing, resilience and mental health |
| <input type="checkbox"/> Capital funding - maintenance | <input type="checkbox"/> Access to advice or support to reduce energy consumption |
| <input type="checkbox"/> Capital funding - equipment | |
| <input type="checkbox"/> Other (please specify) | |

24. From the selection below, what are your top three messages for AIM's advocacy work over the coming months? e.g. what should AIM be telling funders and decisionmakers about you and your needs? Please select your top three.

- | | |
|---|--|
| <input type="checkbox"/> To make funding more readily available to cover core costs | <input type="checkbox"/> To make it easier for museums at risk to access emergency or bridge funding |
| <input type="checkbox"/> To make funding available to support environmental projects | <input type="checkbox"/> To allow project funding to cover staff costs |
| <input type="checkbox"/> To increase funding available for general maintenance | <input type="checkbox"/> To make it easier to access funding for back of house projects including collections care and management |
| <input type="checkbox"/> To invest in museums as a public good | <input type="checkbox"/> To support local authorities to spend more on museums |
| <input type="checkbox"/> To invest in museums because they help the government meet other goals like community cohesion and economic growth | <input type="checkbox"/> To make the case for museums to be more involved in local programmes e.g. regeneration, tourism, levelling up style funding |
| <input type="checkbox"/> To provide a more favourable business environment e.g. a VAT refund scheme for charging museums | |
| <input type="checkbox"/> Other (please specify) | |

25. Do you currently have a live appeal on business rates or do you otherwise have any business rates issues?

☐ Yes

☐ No

* 26. Please tell us your single most significant reason for being a member of AIM.

27. How likely is it that you would recommend AIM to a friend or colleague? These answers have logic applied

NOT AT ALL LIKELYEXTREMELY LIKELY

012345678910

28. Are there any additional comments you'd like to make about your AIM membership, or the support that you need? Is there anything missing from AIM's offer?

* 29. Where else would you / do you go for help and advice, if not AIM?

If you're not an AIM member, but would like to join us, please see all the benefits of membership on [our website here](#).

If you're a freelancer / individual AIM member, Associate Supplier or from a support organisation, then please complete this membership survey:
<https://www.surveymonkey.com/r/M37TPRV>