



Association of
Independent
Museums

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Dear Committee Members

Thank you for the opportunity to write with some follow-up evidence after the evidence session on 6th June 2024.

I appreciate that most of the questions asked were directed to Amgueddfa Cymru but have added some additional perspectives which may be helpful.

I have also, as promised in the session, provided some additional information on gift aid.

1. *How do you balance the desire to generate income from temporary exhibitions with the desire to increase the diversity of audiences?*

As set out during the evidence session (with more detail available in our recent report on charging which can be accessed in English and Welsh here <https://aim-museums.co.uk/research-admissions-pricing-policy/>) it is important not to see income generation and audience diversity as in conflict. Admissions policies should be thought about carefully in accordance with the visitor goals for that particular exhibition, including whether it is appropriate to offer incentives or concessions for particular audiences.

2. *Is any specific assistance or permission needed from the Welsh Government to help you run temporary exhibitions?*

While this question is best answered by the National Museum, the Committee may wish to explore with them whether the need to self-insure incoming loans is a barrier to temporary exhibitions. Non-national museums in the UK can access the Government Indemnity Scheme which indemnifies object loans when conditions are met, giving institutions the confidence to agree loans of valuable objects; however, national museums are not eligible for this scheme and are expected to cover any damages or losses themselves.

Gift aid

During the session I was unsure whether tickets to temporary exhibitions could attract gift aid in the same way as general admission to a museum. Having reviewed the guidance and the treatment of special exhibition ticketing by London nationals such as the British Museum and Science Museum, I can confirm that temporary exhibitions tickets are eligible and being gift aided by other institutions. This means that where visitors are offered the opportunity to add at least a 10% donation to the standard ticket price and do so, gift aid

can be claimed on the full price plus donation amount. Any institution wishing to utilise gift aid in their admissions policies should take their own tax advice to ensure their ticketing structure is within the scheme rules.

I hope this response is helpful and would be delighted to assist the Committee further in any way. Thank you for the opportunity to provide evidence on behalf of the Association of Independent Museums.

Yours faithfully

Lisa Ollerhead
Director
Association of Independent Museums