



## MINUTES

Present:

Louise Hesketh (in the chair) - <b>LH</b>	Judith Kelly - <b>JK</b>
Julie Biddlecombe-Brown - <b>JBB</b>	Karen Lewis - <b>KL</b>
Charlotte Dew – <b>CD</b>	Alice Lobb - <b>AL</b>
Nicola Farrington – <b>NF</b>	Janine Parrish - <b>JP</b>
Elinor Gallant - <b>EG</b>	Sonja Kielty - <b>SK</b>
Katie Hall - <b>KH</b>	Asako Yokoya - <b>AY</b> (from mid-way through the meeting)
Helen Jones - <b>HJ</b>	
Madeline Kennedy - <b>MK</b>	

Apologies were received from Vanessa North, Jo Sohn-Rethel, Liz Johnson, Gilly Fox, Stephen Palmer, Rachel Sturgis, and Jason Williamson.

Nicola Coleby – former committee member – would like to re-join the committee, and had planned to attend the meeting, but sent her apologies as she was required at work.

Since the last meeting Eve Ropek has resigned from the committee, as she is moving on from her post at Aberystwyth Arts Centre. **LH** and **JK** will liaise to recruit a new Welsh representative to the committee and a call will be included in the February TEG e-newsletter. **JK** suggested asking the National Museums Wales whether they would like to nominate a representative, as they might be more likely to have funds for staff to travel.

### 1. Minutes of the last meeting

The minutes were agreed to be an accurate record of the Committee meeting held at The Point, Doncaster on the 7 October 2015.

### 2. Matters arising from minutes

London venues for Marketplace 2017 were discussed. **LH** to contact the National Gallery as they are developing a new touring programme and have two TEG memberships. The new Design Museum and a range of other national museums were also suggested. **AL** will ask if Somerset House might be interested to host it. The Ashmolean in Oxford was suggested as an alternative to London, if a suitable venue could not be found.

### 3. Marketplace 2016

**SK** reported that the full marketplace programme is in place, and available to book online. This is being administrated by **JK**.

**AL** is going to confirm whether the National Media Museum is able to offer a tour on Thursday 12<sup>th</sup> May, 11.30-12.30, prior to the seminar. If this is possible, **JK** will add the details to the website.

**JK** reported that to-date there have been the following bookings:

26 delegates  
10 tables (1 corporate)  
15 seminar places

The total income so far is: £1805.

Numbers are as would be expected at this time, but **JK** emphasised that a further marketing push is required, most especially to encourage hirers to attend.

It was agreed that Marketplace information will be included in the Feb, March and April TEG e-newsletters, looking at a different aspect of the programme in each instance. An additional 'Last Chance to Book' email will be sent in mid-April, after the Easter holidays.

Committee members were encouraged to send the Marketplace e-flyer to their contacts. **KL** will circulate the e-flyer to all committee members for this purpose. [N.B. all committee members can be contacted via reply-all to the message send by **CD** with the meeting agenda and papers]. The following specific marketing will be undertaken:

- **SK** will send the e-flyer it to the Yorkshire Curators Group and Contemporary Art Society
- **LH** will send the flyer to Northern Arts Forum
- **AL** will contact WIRP and UKRG, and ask them to include Marketplace details (as well as those for the upcoming seminars) in their e-bulletin, and will upload the details to the Museums Association diary and will see if the information can be circulated to the Arts Council Curators Group
- **LK** will add Marketplace details to the Culture Diary
- **CD** will ask the Art Fund if they are able to circulate details
- **JK** will send a personalised email inviting all of the corporate members

**LH** to email Pete Brain at AD:UK to confirm if they will do a leaflet swap, making the TEG leaflet available at their conference and their information at the Marketplace. **CD** will send the leaflets to the relevant contact at AD:UK when details are received by **LK**.

**LH** reported that corporate members Jayhawk have agreed to sponsor the drinks reception at Impressions Gallery (£200). They have not booked a Marketplace table yet. **LH** will encourage them to do so in a timely manner.

**CD** reported that Creative Europe had been in touch to ask if they could speak at the Marketplace about their partnership funding streams. It was agreed that they would be invited to book a table at the members rate, and could offer surgeries as ACE will be doing.

Details of the evening meal after the Impressions Gallery reception will be sent to delegates in delegate packs circulated by **JK** in advance of the event. **LH** will create a doodle poll so delegates can sign-up to this and other events and tours.

It was agreed that when delegates arrive at the Marketplace they will be invited to pick 3 coloured stickers to include on their name badge detailing what they are most looking to gain from the event/what they are interested in e.g. hirer/seller/partnership/networking etc. **LH** will email information about this to **JK** to be included in the delegate packs.

**AL** to ask TEG trainer Dana Andrew if she would be willing to run the Ideas Session at Marketplace. A space will be reserved in the March TEG e-newsletter to promote the session. If Dana agrees to undertake the session, **JK** will be advised, as the invoice generated for her Marketplace attendance will need to be re-paid.

**SK** will ask photography student Annabelle to photograph the Marketplace in exchange for a free place.

**SK** raised the issue of the effect - on museum and gallery collections and activities - of the curriculum changes resulting from the new EBac qualification, which significantly reduces the arts education component. She asked how other organisations are responding. **NF** mentioned the lobbying documents produced by the Crafts Council, available via their website. It was suggested that a call for information about approaches to this issue be written by **SK** and included in an upcoming e-newsletter.

## 4. Exchange

**LH** advised that since the last committee meeting - when it had been agreed to move to a digital version of Exchange – further thought had been given to the future of the publication. This is in light of **JW's** suggestion that additional e-publication may not be required if the e-newsletter is sufficiently expanded and following **JK's** announcement that she will be resigning as TEG Membership Manager in June 2016.

**LH** tabled the proposal that the TEG e-newsletter be developed to include a link to a case study, hosted on the website, each month, rather than developing an e-version of Exchange. This would be in line with TEG's green policy, adopted in April 2015 and would represent a saving of approx. £3,000, spent on printing and postage.

The committee agreed to this proposal, which will be implemented by the Exchange steering group established previously (**JK, KL, KH, JP**). **KL** advised that it will be possible to monitor how many people click-through and read the case study, so the new approach can be monitored and reviewed later in the year. The case study will only be accessible to TEG members, to retain this membership benefit; those who click-through and are not members will see a message encouraging them to join.

**AY** will rename a page titled 'Publications' (in the Publications section of the member's website), 'Case Studies', so the pdfs can be located and accessed there.

**KL** will ask Catherine Livsey to design a template for the presentation of each case study and associated images. It will be possible to make the pdf interactive.

**JK** proposed that the nature of the case studies would need to change; in Exchange they tend to be reflective and produced after a project, but to be included in the newsletter, they would need to be current news items. **CD** disagreed; the Economics of Touring Exhibitions research has shown that people are keen to read reflective case studies that provide information about different approaches to touring. **KH** referred to the MA newsletter that has current news in the first half and links to a range of longer articles in the second half. It was agreed that a mixture of types of case study would be preferable.

The steering group will revise the brief for case study contributions prepared in the context of the printed version of Exchange, and make it available via the newsletter and on the TEG website.

**JK** advised that she already has two case studies prepared for Exchange. It was agreed that these would be presented in the new format; a case study concerning a Spice Girls exhibition will be included in the February newsletter and one about a WWI centenary pop-up exhibition developed in Worthing in the March edition. In April, a case study about a Nursery Rhymes exhibition developed by Seven Stories will be invited, and **JP** and **HJ** will write one about their Strategic Touring funded Nick Sharratt exhibition for May.

## 5. Committee roles and responsibilities

**LH** outlined that:

- **JW** will stand as TEG Chair in 2017-2018
- **LH** will stand for an additional year as Chair, 2016-2017, to oversee the second year of the Economics of Touring Exhibitions programme and the induction of the new Membership Manager
- **KL** will continue as Publicity/Marketing Manager
- **AL** will continue in her role as Professional Development Manager during her maternity leave, with the exception of a small amount of work that will be covered by **CD** in April/May

This was agreed by the committee.

Committee volunteers were invited to shadow/deputise and move into the roles of Treasurer, Secretary and Membership Development Officer; any interested committee members are to email **LH**.

LH will be co-ordinating recruitment for the new Membership Manager.

## 6. Website and website development

AY reported that the website statistics remain consistent.

Of the two proposals for the development of the new TEG website received and circulated to the committee – from Cuttlefish and Surface Impression – AY expressed a preference for Surface Impression. They have suggested a WordPress based site, unlike Cuttlefish who would use their own CMS and require that the site be hosted by them. The current website is built on a proprietary CMS, restricting changes and development, so it was agreed by the committee that it would be preferable not to adopt this approach again. Surface Impression has worked with a considerable number of cultural institutions and seems to be more aligned with TEG's needs.

LH questioned whether any further website quotes should be sought. It was agreed that this would not be necessary. The working group will arrange a Skype meeting with Surface Impression to discuss their proposal. Clarification of the model/pricing structure for annual support will be sought.

The requirement for an on-line ballot will be removed from the website brief, as very few people (predominantly a small number of committee members) use it. A show of hands will instead be used to nominate committee members at the AGM. Committee nominees will need to be seconded by a member at the meeting before a vote is taken.

The estimates from Cog Design for work to the current website, presented by AY, were reviewed. It was agreed to proceed with the amendment to prevent spam in the booking forms if the cost covered the membership and seminar forms. It was agreed that no other monies be spent on the changes connected to the handbook, as this money can be more productively allocated to the new website and no complaints about the current format of the handbook had been received from the membership.

## 7. Strategic objectives for 2016-2018

LH outlined the conversation that she and CD had, had with TEG's ACE Relationship Manager Liz Johnson on 26 Jan '16, in which three potential strategic objectives for TEG were discussed in the context for their potential to receive monies from the new round of ACE Resilience Funding:

- i. A programme of training preparing organisations to borrow from nationals, building on the pilot session developed by AL and CD with South West Development, National Security Advisor William Brown and GIS Manager Carol Warner in November 2015. This would link to the wider ACE agenda to encourage nationals to engage in projects and partnerships with regional museums, and the programme of small capital grants awarded to enable regional venues to improve their environmental and security conditions to receive loans.
- ii. A mentoring programme building on the Economics of Touring Exhibitions research, supporting venues who are interested to engage in touring for the first time and would benefit from peer support, further training and potentially a start-up grant.
- iii. Funding to support the development of a platform on the TEG website for organisations to share exhibition ideas, and look for partners when projects are in the early stages of development.

Liz Johnson was supportive of proposals one and two, but suggested that it would be difficult for TEG to access funding for the web platform as this would primarily be for TEG members, as it would need to be behind-the-password for reasons of confidentiality.

CD updated that in a further conversation with Liz Johnson it had become evident that TEG is not strictly eligible to apply for Resilience Funding for a project starting in October 2016 (as is normal for the scheme), as it

is not permitted to have two overlapping Resilience projects, but had been encouraged to apply with a project budget and outline starting in April 2017, when the Economics of Touring Exhibitions programme is complete.

In view of TEG's staffing capacity and the necessity of providing a minimum 10% match-funding, it was decided that **CD** would draft an application for £30,000 funding for proposal one. The application has to be submitted by the 18<sup>th</sup> February 2016. Some scoping and research will be undertaken for proposal two over the next few months. Sponsorship options will be explored by **LH** for proposal three, as part of a wider consultation of TEG corporate members to see if and how they would like to support the organisation.

To raise the match-funding for the application **LH** will write to TESS and ask if they would be willing to support the programme with £3,000 sponsorship. If they wanted to keep the sponsorship at the same level as currently - £2,000 - the committee agreed to the use of £1,000 from TEG reserves to realise the match-funding required. If TESS do not wish to continue their sponsorship of the professional development programme a further review of the options would be undertaken. *(As of 9.2.16 we can confirm that TESS are able to support the programme with £3,000 for the year 16/17, with the agreement that from April 2016, TESS will be invoiced in four quarterly amounts for the sponsorship funding.)*

**LH** outlined that it is also strategically important to engage in funding opportunities in Scotland, Wales and Northern Ireland, as energies have been focussed on Arts Council England most recently. Options for delivery of the Economics of Touring Exhibitions programme outside of England will be explored. **EG** volunteered to look into funding opportunities in Scotland as she is based there; committee member **SP** will also be consulted.

It was agreed that a further strategic objective for 2016-2018 would be to initiate the production of a short TEG annual review, focusing on the last years' achievements. All relevant committee and secretariat members were asked to send statistics to **CD** to collate, as the basis of a first draft of a review for 2015-2016 e.g. web and training statistics. The committee discussed whether the first report should be a 5-year review, but it was agreed that focussing on the last 12 months would have most impact. Catherine Livesey will be asked to design the report as a pdf, using the same style of branding as used for the Economics of Touring Exhibitions survey report and other documents. The report will be launched at the 2016 AGM on the 13<sup>th</sup> May. **LH** outlined the opportunity to commission a short print run through her Council print service, should it be appropriate to print a small number of reports to send to corporate members and to be used for advocacy purposes. Committee members were asked to add examples of annual reports they considered to be good examples to a folder on Dropbox.

## **8. Economics of Touring Exhibitions**

**AL** reported that all of the Economics of Touring Exhibitions seminars in 2016 have been programmed and are available to book on-line. The Newcastle seminar at Seven Stories on the 8<sup>th</sup> February is nearly fully booked and the London seminar at the Fashion and Textile Museum is fully booked. A small number of bookings have been received for seminars from April forward. A new seminars leaflet has been produced and will be circulated via the same channels as discussed for the promotion of the Marketplace.

The train-the-trainer session was successfully delivered on the 22<sup>nd</sup> January, with five trainees.

**CD** updated that the research aspect of the programme is on schedule and on budget. Following the advice of ACE relationship manager Liz Johnson, the research report, toolkit and advocacy document will be launched together at the end of March 2016, for maximum impact. It had previously been planned to make them publically available incrementally between February and July 2016.

Committee members were encouraged to book to attend one of the seminars.

## **9. Professional development**

**AL** reported that the Beginning to Tour seminars continue to be programmed to meet demand. All those delivered in the last three months have achieved a profit. Details of the income, expenditure and evaluation for all recent seminars were circulated in the committee papers.

**AL** will continue to co-ordinate the programme during her maternity leave, with the exception of a number of tasks **CD** will take-on during April/May/June 2016. This is possible because the work on Economics of Touring Exhibitions programme has been front-loaded, and the key responsibilities over the next 9 months will be venue and trainer liaison and evaluation.

## **10. Membership**

**JK** reported that membership numbers have remained consistent; approximately 280 members, including 14 corporates. January 2016 has been a busy month for renewals after a fairly slow end to 2015.

It was agreed that Mike Sixsmith will be made an honorary member. **JK** will inform him and update this contact email on the database.

Committee members volunteered to chase lapsed memberships where they have a relationship with the venue or a contact there:

- American Museum in Britain – **AL**
- British Museum – **AL**
- Foundation for Community Dance, Leicester – **LH**
- International Centre for Life, Newcastle – **EG**
- Manchester Metropolitan University – **JK** to advise **LH** of the contact there
- Peterborough Museum – **NF**
- Rowland Emmett Society – **NF**
- Waterside Arts Centre, Sale – **LH**

## **11. Financial situation / budget**

**CD** reported that the TEG finances are stable. At present expenditure is due to exceed income by approximately £2,000 in 2015-2016. Efforts are being made to bring this figure down, so income covers expenditure, with the exception of instances (for example the website development) where spending from the reserves has been authorised by the committee.

## **12. Any other business**

**AL** outlined that TEG has been offered at Ask the Expert table at the Museums and Heritage Show (12<sup>th</sup>/13<sup>th</sup> May 2016). Committee support is needed to staff the table, if it is going to be available on both dates. Committee members were asked to email **CD** with their availability by the end of February; 3 volunteers are need for the 18<sup>th</sup> May and 2 for the 19<sup>th</sup> May.

In line with the green a policy adopted by TEG (as a requirement of the ACE funding) **EG** asked committee members to add details of the miles travelled and their means of travel to a spreadsheet in Dropbox / Green Policy. If travel to a TEG committee is combined with another activity, the committee should indicate the percentage of the travel that is allocated to TEG work. **AL** will also ask seminar participants to record their distance and means of travel on the evaluation forms.

**CD** updated that a small part of the TEG archive - kindly stored at the Wellcome Trust - had been water damaged, but **RS** had gone to great effort to dry the wet papers. In reviewing the damage it had become evident to **CD** that the archive needs to be weeded and collated. **LH**, **KL** and **CD** will liaise with **RS** to fix a date to do this in June 2016 so unnecessary papers are not being stored.

### **13. Date of next meeting**

Following a proposal from **JW** it was agreed that **CD** would send a doodle poll for all four committee meetings due to take place over the next 12 months, up to the 2017 marketplace, so that the meetings can be scheduled in people's diaries further in advance.

In recent years the committee has slipped in to a pattern of three meetings per year, rather than four. It is desirable to return to four meetings per year. To spread these evenly, they will be programmed for Jan/April/July and October each year.

The Laing, Newcastle was proposed as the venue for the next meeting in April 2015. A London venue will be sought for every other meeting.

These are DRAFT MINUTES and subject to ratification by the Committee at its next meeting, when the Chair certifies them with the agreement of the Committee.

To be certified as a true record of the meeting.

Signed

Louise Hesketh  
Chair, Touring Exhibitions Group

Date