

- In a change to the draft programme, it was agreed that the AGM would be scheduled from 12.15-12.30, followed by the Ideas Forum, to be co-ordinated by **AL** from 12.30-1.15pm. The committee accepted **AL's** proposal for the format of the Ideas Forum. Lunch will be served 1.15-2pm.
- Tours will only run in the afternoon 2.30-3pm and 3.30-4pm.

The furniture order was revisited, it was agreed that the 80 hired folding chairs would be used for the 40 stands, and the heavier chairs will be used for the AGM and Ideas Forum, positioned within the marketplace with AV facilities.

SK noted for the purposes of logistics, that there are two stations in Bradford City Centre, the Interchange which is central and Forster Square, these are 10 mins walk from all 3 hotels, the National Media Museum and Impressions Gallery and have taxis available outside. All delegates are likely to need to change trains at Leeds. Frizinghall Station is the village station for Cartwright Hall Art Gallery - 15 mins walk to Lister Park where CH is based, slightly uphill. No taxis outside.

The City Centre is approx. 15 mins in a taxi to Cartwright Hall Art Gallery which is in Lister Park.

Free parking at the bowling green in Lister Park. Straight to back door for loading stands, with cars.

SK is going to check whether she is able to confirm a discount on the 3 hotels that will be recommended to delegates; the Jury's Inn, Midland and Victoria.

SK will look to secure an intern or volunteer to take photographs at the Marketplace.

It was agreed that a combined effort is required to promote the event on social media, using twitter, Instagram, Facebook etc. **HJ** suggested that the Audience Agency provide a phone surgery and advice on social media, and **RS** offered to ask the IT Manager at the Wellcome Trust for advice. **KL** will draft a briefing following the February committee meeting.

KL will lead on the production of a Marketplace flyer following supply of the appropriate information. It was agreed to print 300-500 copies of the flier, to be distributed via the seminars and other events TEG committee members are attending, as well as a pdf version.

The budget was reviewed in light of final figures for last year's Marketplace, which showed that TEG made a slight loss taking into account the committee and secretariat travel and accommodation costs. It was agreed that the 2016 marketplace needs to break-even at a minimum.

The following costs for 2016 were identified:

- £956 + VAT = £1147.20 – Venue hire fee (a reduction on the previous figure, as TEG will not be using the learning space), however, VAT was not factored-in previously
- £300 – AV
- £471 – Furniture hire (+VAT? – **SK** to confirm)
- £1175 + VAT = £1410 – Catering for 100
- £1615 – Marketplace management fee
- £120 – estimate for Marketplace flyer
- £50 – Badges and printing
- £500 – Committee and Secretariat travel and accommodation
- £0 – The seminar space will be sought for free
- £200 – Seminar catering

Total: £5813.20

There is an imperative to reduce costs where possible, as this figure exceeds last year's total.

On the basis of this working figure, the following marketplace fees were agreed:

Members – First delegate fee = £40
Members – Additional delegate fee (up to 3) = £35
Corporate – Flat fee = £240
Corporate non-member companies – Flat fee = £350
Non-members – First delegate fee = £80
Non-members – Additional delegate fee = £80
Stand = £50
Seminar fee members = £30
Seminar fee non-members = £40

The venue capacity is 40 stands and 300 delegates.

CD suggested the following speakers for the pre-marketplace seminar on the theme of partnership, based on the *Economics of Touring Exhibitions* research, and will liaise with **AL** regarding the programme:

- Creative Europe – Christoph Jankowski
- Science Museum, Blueprint Model – Gemma Levett
- British Museum National Programme – tbc (general information, plus a spotlight on the project **SK** has undertaken)
- Journey to Justice – Carrie Supple
- And a smaller organisation - tbc

4. Website and website development

In response to the issues **AY** raised for decision, it was agreed that:

- **AY** should ask Cog Design to quote for making the main handbook pages searchable, as it is not desirable to split the text into subtopics again, and a further quote to enact changes that will enable users to download a pdf of a full chapter from the main page.
- The quote received from Cog Design for the new website exceeds TEG's budget. It was agreed that **LH** and **CD** would arrange to meet with TEG's ACE RM Liz Johnson to discuss a further funding application from TEG. This could support a new website, and other projects, and would enable TEG to respond to a wide range of findings from the *Economics of Touring Exhibitions* research. This approach would enable a complete review of the back office, to ensure TEG is staying current, and can maintain an up-to-date website in the future. **CD** to share the wireframe for a new TEG website, developed previously by Maraid, for the benefit of new committee members who have not seen it.
- **AY** should proceed with Cog Design's quote to prevent spam coming through the seminar booking forms, as long as this cost also includes undertaking the same work for the membership and marketplace forms.

5. Handbook / Manual

Discussion and decisions on this topic was covered under website and website development.

6. Exchange

It was agreed that the digital version of Exchange will be launched at the 2016 Marketplace – this will mean it is published slightly later, but it will be possible to flag the change with members, and showcase the larger/different format.

To take the process of designing the new-look e-publication forward, it was agreed that a working group led by **KL**, working with **JK**, **KH** and **JP** would produce a brief and ask the current designer of Exchange, and the designer TEG works with to produce all other marketing material to quote. The deadline for producing the brief is 1st December 2015.

In the longer-term, once TEG have a new website, **JW** suggested that Exchange might not be needed; the monthly e-newsletter could link to articles of the type included in Exchange on the website.

7. Economics of Touring Exhibitions

CD provided the following updates, which have occurred following the Interim Activity Report circulated with the papers:

- TEG's MUSCON paper was well received. It was evident at the conference that there is no equivalent of TEG in Europe, and European expansion could be possible in the future, once TEG has a better website etc.
- **CD** and **AL** will be running a Museum Practice workshop at the MA conference, based on the *Economics* research. **LH, SK, KH** volunteered to help facilitate the session on the day, as they are planning to attend the MP workshops. **CD** and **AL** to provide further details nearer the date.
- Articles analysing the survey results have been published online by the Museums and Heritage Advisor and in the October 2015 Museums Journal.
- The number of twitter followers and persons on the mailing list continues to grow steadily.
- After the pilot seminar, **CD** will be working on the development of the advocacy paper, the toolkit and publishing analysis of the survey results on the TEG website, the latter was not part of the original ACE proposal, but will undertaken in response to demand. **KL** suggested that we work with designer Catherine Livesey to develop a layout for the information, and it was agreed to proceed with this.

8. Professional development

The committee agreed the following seminar cancellation policy, to avoid refunds on seminar fees being issued after catering etc. has been booked, resulting in a loss:

'Delegates who cancel their place on a seminar less than two weeks before the seminar date may not automatically be refunded. Where possible TEG will endeavour to allocate them a free place on an alternative course, but this may not always be possible, in which case funds paid will be retained by TEG or invoices raised must be paid.'

AY to add this policy to the website as soon as possible.

Further, all future refunds must be agreed by the Professional Development Manager and either the Chair or the Treasurer going forward – bringing it into line with the two step approval for payments – to ensure due-diligence.

AL flagged that recent communication with MDOs and RMs has not resulted in any third party bookings so it may be that we have met the demand for now. The need and timing for these will be carefully monitored before programming to ensure that TEG responds to the needs of UK museums and galleries and doesn't risk underselling seminars. It was agreed that **AL's** contract should be considered in light of this information.

As outlined in the Marketplace notes, **AL'S** proposal for the Ideas Forum at the 2016 Marketplace was accepted.

It was agreed that **AL** proposal concerning the rebranding of the Marketplace warranted further discussion, and that the committee should aim to have undertaken the rebranding by 2017. It was agreed that the name Marketplace should be kept, with the addition of a strapline that describes the range of other opportunities on offer. This should focus on what is at the centre of the marketplace; the sharing of ideas.

It was agreed that the new e-version of Exchange could provide a location for people to share ideas for exhibition or potential partnerships, until the new website has been specified and built.

MK asked if the training had been offered to Museum Studies students and those on other museum related courses. **CD** explained that one course had been by **AL** at UCL, but the fee structure for TEG trainers does not currently work with the visiting lecturer rate at Universities. It was agreed that it would be good to develop a 1-2 hour session especially for University courses, which members of the committee could offer to deliver, working with the visiting lecturer rate.

9. Membership

MK questioned what types of organisations comprise the membership and how many members there are, as she had not been aware of the organisation previously. The membership statistics were referred to.

The committee agreed to follow-up lapsed members as follows:

Canterbury Museums & Galleries - RS Culture NL, North Lanarkshire - JW Greenwich Heritage Centre - LH Harley Gallery, Welbeck - JP Holburne Museum, Bath - RS Leeds College of Art & Design - JW Lillie Art Gallery, East Dunbartonshire - JW Potteries Museum & Art Gallery (also owe Marketplace 2015 fee) - LH	Reading Museums Service - CD Renfrewshire Arts & Museums - JW Rhondda Cynon Taf County Borough Council - RS Scottish Borders Council - JW Shetland Arts - JW South Ayrshire Council Museums & Galleries - JW Swindon Museum & Art Gallery - CD White Star Memories Ltd, Milton Keynes - LH
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CD to email pdf of current membership flier to all members, to ensure they are able to distribute it when relevant.

10. Financial situation / Budget

LH noted that the new payment authorisation system is working smoothly and ensures that all payments are secure.

CD outlined that expenditure and income is proceeding as expected. The total income for the year is projected to be £50,420, and expenditure £61,143.

£8,000 of the overspend is the agreed expenditure on the new website, which is unlikely to take place this year. This means expenditure is set to exceed income by £3,143.00.

In view of this, and to reflect 'real' costs, it was agreed to increase the fees for the Beginning to Tour and Principles of Touring Exhibitions to £50 for members and £70 for non-members.

It was agreed that it would be timely to seek further sponsorship. J-Hawk transporters were proposed. **LH** and **JW** to take this forward.

It was also agreed that companies should be approached to distribute marketing material at the Marketplace for a fee. This was undertaken once before in Cardiff.

11. Other business

LH outlined that she has approach UCL, Leicester and Manchester Universities to see if they will be willing to house the TEG archive. She received an initial negative response from Leicester, and will follow-up on this. Responses from the other two Universities are awaited. **MK** suggested that Central St. Martins might also be interested because of the exhibitions history MA they run or the Courtauld Institute.

12. Date & place of next meeting

CD would find the best date in early February 2016 for the next meeting which would take place in London. **CD** will approach TEG members, The House of Illustration, to see if they would be willing to host the meeting, alternatively the British Library or UCL.

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