



MINUTES

& action notes: names in bold indicate those who are to carry out tasks

Present: Louise Hesketh (in the chair) Elinor Gallant
 Alice Briggs Sonja Kielty
 Lindsey Bruce Karen Lewis
 Nicola Farrington Mike Sixsmith

Lindsey Bruce was welcomed to her first meeting. Apologies had been received from Craig Ashley, Liz Cooper, Charlotte Dew, Alison Fisher, Liz Johnson, Judith Kelly, Alice Lobb, Claire Longrigg, Hannah Manson, Cherie McNair, Stephen Palmer, Jason Williamson and Asako Yokoya. Sonja Kielty and her colleagues at Cartwright Hall were thanked for hosting the meeting and arranging the catering.

1. Minutes of the last meeting

The minutes were agreed to be an accurate record of the Committee meeting held at the Barbican Arts Centre in London on 21st October 2014.

2. Arts Council England

Alice Lobb and Charlotte Dew were thanked for preparing at short notice an application for funding to ACE's Resilience fund, to allow TEG to develop a full-day training module about funding. A decision was expected in March.

3. Financial situation 2014-15

It had been envisaged that revising the Handbook and the website would involve dipping into the reserves, but overspending in the third quarter was modest. The final quarter might be the most difficult one, if it included fees to contributors to the Handbook, as well as spending and income relating to the Marketplace in April.

Mike Sixsmith was asked to draft extracts from the budgets and summaries, to give a clearer view of financial planning and actual outcomes with regard to the Marketplace and Professional Development. **Mike** was also asked to propose how more effective controls might be introduced into TEG's on-line payments. It was suggested that responsibility for payments might be split between the Treasurer and book-keeper, with the former holding the NatWest card and card-reader to authorise payments by the latter.

4. Budget 2015-16

Consideration of the budget for 2015-16 was deferred until the next meeting, when the financial out-turn of the Marketplace and the outcome of the application to ACE would be known. **Budget-holders** were asked to review their areas and recommend to the Treasurer where the current year's figures should be adjusted.

5. Membership

Committee members were again reminded to review the list of lapsed members, and advise Judith Kelly if they were prepared to contact anyone they knew personally. Taking into account the most recent renewals, the current membership total was 276, so the rate of renewal was satisfactory, and new members might once again be attracted by the forthcoming Marketplace. As it was some time since there had been an increase in membership subscriptions, it was agreed to raise the ordinary rate from £60 to £70. In anticipation of a higher

than normal rate of drop-outs, **Louise Hesketh** undertook to draft the text of a letter to lapsed members to encourage them to stay by reminding them of the benefits of membership. This letter could be sent out with PDFs on the Marketplace and training (see below).

6. Administration

It was more practical and efficient for committee support and book-keeping to be managed by paid staff. In the short term Charlotte Dew was willing to take over the tasks currently managed by Mike Sixsmith, and it was agreed to appoint her as acting Administrator. **Louise Hesketh, Jason Williamson** and **Charlotte Dew** would agree the contract to start 1st April 2015. In the first half of 2015-16, the tasks managed by the Secretariat would be reviewed. If successful, the bid to ACE's Resilience Fund would involve an increase in administrative work; in addition, Judith Kelly hoped to shed some of her work, and the future management of the Marketplace needed consideration, so there was a possibility that tasks might be 'bundled' in different combinations. Good practice required that these tasks should also be advertised, which would be done in the second half of the year within the membership to solicit interest from freelance members and potentially to recruit new people to the secretariat.

7. Annual General Meeting

Claire Longrigg was asked to add, both as an item of special business and as a line in the ballot, the extension of Louise Hesketh's term as Chair by an extra year to oversee the changes in administration. This may cost up to £200 if her employer is unable to cover travel costs. **All Committee members** should review the list of members to consider whom they might be prepared to nominate (e.g. Eastern England was now unrepresented). Corporate members should also be encouraged to consider standing in the ballot. **Non-officers, including co-options** were reminded to add themselves to this year's ballot on the website, and with the resignations of Liz Cooper, Claire Longrigg, Cherie McNair and Lucy Tindle, were also asked to consider whether they might stand for one of the vacant officers' positions (Secretary, Membership, Publications, Events).

8. Marketplace 2015

Judith Kelly was thanked for coordinating the arrangements after the resignation of Lucy Tindle. Future management of the Marketplace should be one of the issues to be considered by next year's review of the Secretariat. **All members** were reminded to book on-line, so that they appeared on the delegate list. Non-delegates would be charged £20 for including their leaflets in delegate pack. The new Ideas Forum should be earlier, so it was suggested that its 1430 slot on Friday should be exchanged with the gallery tour at 1215. Otherwise, arrangements for the event including the talks and tours were largely in place. **Louise Hesketh** would use her laptop and bring the photocopies for the delegate packs. Marketing to non-members in the South of England was the challenge. **Karen Lewis** would explore how far ACE and Southampton Art Gallery would be able to help. **Judith Kelly** should obtain from Ninepoint a pdf of Hannah Manson's interview of Sonja Kielty, for distribution to potential delegates. MailChimp was valuable not least because it logged who opened attachments, so **Karen** would also explore whether she could resolve the difficulties that Judith Kelly had had, both for the Marketplace mailing and for the distribution of newsletters. The seminar on 16 April should not be promoted separately, but its details should be part of any Marketplace mailing. **Alice Briggs** would obtain estimates for producing another bag, using a more lightweight black cotton, with the logo with a white outline printed one side only.

9. Marketplace 2016

Cartwright Hall in Bradford would be an excellent venue for the next Marketplace. **Sonja Kielty** would look into the timings of exhibitions there and elsewhere in Bradford, to see which week in May 2016 would be best for the programme of visits. A two-day event extending over Thursday and Friday was again preferred, to allow delegates to stay in the area over the weekend if they wished.

10. Handbook

Charlotte Dew was thanked for her update on the revision of the Handbook, which was largely on schedule, and was asked to share out the texts and their case studies between committee members for a final proofing. As the revised text would be available before the redesigned website was ready, **Asako Yokoya** was asked to advise on the practicality, time and cost of adding the new material to the old site. The feedback buttons at the end of each section had not been used, and should be replaced by links to further resources and to an email address for the submission of case-studies.

11. Website

Maraid's wireframe was better for the vertical screens of mobile devices, and the lower items of longer menus were not visible on desktop monitors without scrolling. It would therefore be sensible to have shorter menus with longer drop-down sub-menus (e.g. the ballot should be a sub-heading accessed from the Executive Committee line). As a primary resource (like the exhibitions database), the Handbook should be one of the top tabs and should have different points of access, and there should be a sample chapter and case study on the non-members pages. Conversely, the contacts tab could be demoted to a bottom position. There were also editorial issues, not least the confusion of case studies (which should be related to the handbook) with reviews (which could be removed). **All Committee members** were urged to send to her their responses, to the wireframe and to the queries in Asako's report, to **Karen Lewis** who would coordinate this feedback. On the basis of the wireframe, it was agreed to continue with Maraid and ask them now to estimate the costs of producing the new website. The estimate should include a wireframe of the 'back-office' to show how the Content Management System would work. Ideally, the estimate should be available no later than mid-April, so that, if acceptable, it could be approved by a quorum at Southampton. Asako Yokoya was thanked for her summary from the webstats, which showed seasonal variations in traffic, but nothing otherwise to note of significance or concern. It was noted that the counter for the logging of unique visitors was reset each month, so the actual number of unique visitors for the full quarter was not necessarily the sum of the three months.

12. Professional Development

Since the last committee meeting, Dana Andrew had delivered a regular 'Beginning to Tour' seminar to 21 attendees at the British Museum on 3rd November, and Charlotte Dew had delivered a 'Principles' seminar to 10 attendees at the Quaker Centre in Kendal on 22nd January. The latter was a 'Third-Party package', where another organisation - in this case the North West Museum Development Group - would pay TEG a fee of £600 for its trainer and modules and would be arrange the venue, bookings, catering, etc. Another Third-Party package had been arranged with South East Museum Development Group for a 'Principles' seminar at the Novium in Chichester on 2nd March. A new session on the Economics of Touring with models of good practice was being developed as a pre-Marketplace seminar at Winchester on 16th April. A version would then be presented at the Museums & Heritage Show on 29th April, and payment up to £200 was agreed for a trainer to deliver this session. **Alice Lobb** should liaise with Karen Lewis on the production of a flyer, in the hope that the existing one could be adapted. It was agreed that **Charlotte Dew** should manage the proposed JISC list. **Alice Briggs** should liaise with Alice Lobb and contact the Association of Cultural Enterprises about the possibility of it buying a TEG session as a third-party packages.

13. Museums & Heritage Show

In place of a stand at the Museums and Heritage Show on 29th and 30th April 2015, the organisers were now offering a place in the 'Ask the Expert' section of the Show, in exchange for the Economics of Touring session. **Alice Lobb** should liaise with **Charlotte Dew** about any financial consequences of this participation, and Charlotte should circulate a request for volunteers to staff the 'Ask the Expert' table, if possible for both days.

14. Museums Association conference

Charlotte Dew, who was currently drafting a proposal for a TEG session in time for the MA's deadline of 27 February, was asked to circulate a link to the proposal, so that all members could have an opportunity to consult and comment.

15. Date & place of next meeting

Charlotte Dew would find the best date in June 2015 for the next meeting which would take place in London. It would include finalising the budget for 2015-16, which was

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

A handwritten signature in black ink, appearing to read 'Louise Hesketh', with a long horizontal stroke extending to the right.

Louise Hesketh
Chair, Touring Exhibitions Group

Date 12.10.15