

Council to determine the reason for the significant increase, but has not received a response as yet. In future such invoices will not be paid without an itemised outline of expenditure.

Marketplace 2017 ideas:

It was agreed that the preferable dates for the 2017 marketplace are 20th/21st April, and as an alternate the 27th/28th April. This avoids a clash with the M&H Show which is taking place on the 17th/18th May, and looks to avoid Easter holiday periods.

CD reported that the Museum of London have been in touch and are keen to host the event. **CD** and **AB** to make a site visit to review the number of tables that could be accommodated in the space, as the contact at the museum expressed concern that it may only be 20, which would be too few.

The Museum of London's 'Fire Fire' exhibition closes on the 16th April, so there will not be a temporary exhibition on during the marketplace if it is held there; **JW** suggested TEG ask if tours of the exhibition take-down are possible. There will be an exhibition on at the Barbican in the main and curve galleries, and tours could also be offered of the MoL permanent galleries. The Guildhall Art Gallery is also very close by, and may wish to be involved in the event, as is the City of London Guildhall Library, who are TEG members.

It was agreed that the Ideas Session will be held that day before the marketplace, after the pre-marketplace seminar, to maximise opportunities for participation, without drawing delegates away from the stands for too long. The following timetable will be adopted:

13.30-16.00 Pre-marketplace seminar

16.30-18.00 Ideas session

18.30-20.00 Drinks reception (venue tbc)

20.30 Group meal

RS to be asked if she would be willing to be part of the marketplace 2017 working group, as she is based in London, and **KH** to be asked if she could co-ordinate the ideas session again. **AL**'s availability to help to be ascertained, together with the potential to host tours and other parts of the event at the Barbican, such as the pre-marketplace seminar and idea session.

The theme of the pre-marketplace seminar was discussed; **JW** proposed digital approaches to touring/interpretation, creating opportunities to explore the practical and technical implications, as well as the opportunities. This was agreed to be a good topic. **LH** can recommend an artist (Jonathan ?) who she has worked with to speak, to give an artist's perspective. **CD** noted there is a very good chapter in the new handbook on the theme. There may be an opportunity to link with Barbican Enterprises in the context of their Digital Revolution exhibition.

The importance of the room layout for the pre-marketplace seminar was noted, to encourage engagement. It would be preferable to have a more informal layout than was possible in Bradford; delegates in small groups around tables are more likely to talk to each other and network. It was agreed that a better format to event schedule to promote discussion would be 3 talks, followed by a discussion panel; delegates could be invited to submit questions in advance of the event.

4. Marketing and branding

Newsletter case studies:

KL reported that the following case studies have been arranged:

July 2016: Jacqueline Ayre, House of Illustration

August 2016: Seaside Project, Scarborough Museums Trust

Sept 2016: Flying Fish case study if they become corporate members, or Science Projects

Oct 2016: Pirates, Pop-up exhibitions

Nov 2016: Science Projects if they do not feature in Sept

LH noted that **JSR** had offered a case study during the Liverpool Economics of Touring Exhibitions training session, concerning the Next of Kin touring programme he is running. **CD** already has a case study written by **JSR**, submitted as part of the Economics of Touring Exhibitions programme, which it might be possible to reuse/reformat to save **JSR** writing another one. **CD** to send text to **KL**.

KL to amend the Exchange case study guidelines (in dropbox) so she can send them to e-newsletter contributors to confirm the sign-off process. Recently an issue had arisen, where further changes were requested by the contributor after what was understood to be the sign-off deadline.

Adding new contact details:

CD asked if the contact details of marketplace and seminar delegates are automatically added to the TEG mailing list. **KL** confirmed that she is happy to add them, if she is sent a spreadsheet containing the information. **CD** to send **KL** the seminar delegate lists, and **AB** to send **KL** the marketplace delegate list. Going forward **AL** to email **KL** the seminar delegate lists.

TEG branding:

KL reported that she, **LH** and **CD** had met with Catherine Livsey prior to the meeting to discuss the TEG branding documents she is developing. The material she has produced was talked through, including the use of Calibri as TEG's font, and the palette of colours that will be used. The designs and approach she has outlined was agreed to be good.

CD will put Catherine in touch with Surface Impression so she is able to respond to the wireframe and work with them to see the TEG brand incorporated into the web designs.

The branding working group will be working on the revision of TEG's vision/mission statement as part of the process, as it is outdated.

It was agreed that following the completion of the branding process, it would be good to develop a social media strategy for TEG, to join LinkedIn, to brand TEG's profile on Twitter and explore the use of video e.g. members submitting short films to promote new exhibitions. Facebook is not being pursued at the moment.

HJ suggested that the audience agency may be able to provide some support in developing a digital strategy.

New approaches for marketing Economics of Touring Exhibitions seminars:

CD asked the committee for suggestions for promoting the Economics of Touring Exhibitions seminars; there is £800 in the budget for this purpose which has not yet been allocated.

Advertising via the MA website was discussed by agreed to be too expensive.

LH to explore potential of advertising through the AD:UK newsletter.

HJ suggested contacting museums, arts management and curating courses. **AL** to be asked to pursue this.

5. MA Conference 2016, Glasgow

Website launch event:

CD reported that after an initial quote of £4,000 to host a TEG reception at the MA conference, the MA have proposed a cost of £1,000+VAT for a very similar package; the principle difference being it does not include any free conference places. The committee agreed to proceed with the reception at this cost, which will take place at lunchtime on Tuesday 8th November. The reception will preview the new website and promote TEG's

research and professional development work. The deadline places a pressure on the website work, ideally the site would be finished, but parts of it could be shown if the work is not entirely complete.

Staffing for stand:

TEG have been given a free stand in exhibition hall at the conference. **AB** and **LH** have agreed to staff it. Other committee volunteers are sought, even if only available for a couple of hours. **CD** to send an email asking if any other committee members are going to the conference, to see if they can spare any time. **JW** is exploring the potential to attend.

Stand materials e.g. new banners:

It was agreed that it would be good to promote the 2017 marketplace at the MA conference; **KL** to look at deadlines for producing print with Catherine, to ensure it can be ready on time.

KL to co-ordinate the production of two new TEG banners to be used on the stand, with designs from Catherine, at the cost of £320.

6. Website development update / Website update

Website development update:

It was confirmed that a commencement workshop for the development of the new website took place on the 12th April. Since that time a sitemap and wireframe have been worked-up.

AY was confirmed as the main contact for the work, and asked to chase answers to questions posed to Surface Impression, including the production of an updated sitemap in response to the amended version sent to them by **LH**, so it can be signed-off.

AY was also asked to find out whether members will be able to retain the same password and username for the new site; this is preferable to avoid considerable administration.

It was confirmed that **AY** would put all of the text from the present website into word documents, for **CD** to edit and produce a first draft of text for the new site.

AY to ask Surface Impression about member testing of the new website before it goes live. To reduce costs it is proposed that they undertake this remotely, rather than can part of an onsite focus group. Member volunteers to undertake this will be solicited through the August e-newsletter.

Website update:

The web statistics for the previous quarter show fairly consistent use; the level of exhibition submissions has remained fairly static.

Downloads of the Economics of Touring Exhibitions documents had been positive; approximately 600 downloads of the survey report and recommendations for practice document. Referrals from the Museums Association, Museum & Heritage websites and twitter had, had a positive effect. Downloads of the toolkit were lower, in part likely to be due to the Museums Association posting the wrong link to access it; **CD** to ensure this is amended.

7. Professional Development / Economics of Touring Exhibitions

CD outlined that bookings for Economics of Touring Exhibitions seminars had been steady, but slightly lower than had been hoped for, for sessions outside London. To raise sufficient income against the project budget, a further event is required, ideally attracting approximately 40 delegates. Two options were discussed a further practical session, looking at a particular area of practice e.g. partnership contract development, or a closing type event encouraging sharing and discussion. The latter was deemed preferable. **CD** and **AL** to look at the Economics of Touring Exhibition seminar evaluation to see if any key themes stand out as requiring further

exploration, which could be explored in the event. **RS** to be approached to see if the Wellcome Trust might be willing to host a half-day event of this nature.

The representation of member exhibitions at the MUSCON 2016 conference, which **CD** and **LH** will be attending on behalf of TEG, was discussed. It was agreed that a separate e-newsletter would be sent out, advertising the opportunity to be included in TEG's presentation, and that slots would be allocated on a first-come-first-served basis. **CD** and **KL** to send out call. **CD** to co-ordinate the response and production of the presentation.

CD outlined a proposal that had been received from **DA** to develop a training session for a group of Bulgarian museum professionals, after an invitation from the Minister of Cultural in Bulgaria. The session would draw from TEG's research and resources. It was agreed that TEG would support the venture on the following basis:

- **DA** saves the resulting materials in the TEG training dropbox, and shares/outlines the content to TEG trainers at the next get together, so it can be delivered by any of the training team in the future.
- **DA** provides a brief outline of the training to be added to TEG's professional development webpage, advertising its availability (this outline could also be used to promote it at the MUSCON, MA and any other relevant conferences).
- That after the delivery of the session in Bulgaria - where TEG will not receive any fee in lieu of the time **DA** will spend developing the session - the session will be delivered on the same financial basis as TEG's other sessions i.e. the host/venue pays a fixed fee (to be agreed - the current fee for BTT is £600), the trainer receives a fixed fee plus expenses, and any outstanding funds support TEG's on-going professional development work.
- That the written agreements between **DA** and TEG, and **DA** and the Bulgarian organisation will include a note on IP.
- As some of the material that will be support the session has been funded by ACE, TEG will inform ACE of this usage and it will be referenced in TEG's activity report.

In addition to the report circulated, **CD** updated that:

- Economics of Touring Exhibitions seminar leaflets will be distributed in GEM conference delegate packs in September, at the cost of £45.
- **CD** sent a response to ACE following the publication of the Strategic Touring Fund evaluation report, as it does not reflect TEG's findings concerning the fund.
- Contact has been made with the Arts Marketing Association regarding their online Museum Resilience training units, proposing free access for TEG, in exchange for promoting the resource.
- **CD** is writing a blog on the findings from the Economics of Touring Exhibition survey, specifically concerning London, for the London Museums Group. Arrangements have also been made to list TEG on the resources page of their website.
- **CD** to attend the University Museums Group conference on the 22nd September, where TEG has been invited to have a free stand.
- **CD** is looking into the revision of the Economics of Touring Exhibition funding resource to ensure it remains up-to-date in view of recent funding changes.
- **CD** is in conversation with Sarah Spurrier at East Midlands Museum Development regarding a small mentoring programme for 3 venues in the region to assist them in engaging with touring, to follow-up their seminar attendance. It would culminate in them attending the 2017 marketplace. **CD** to conduct this work, as part of the Researcher's role; it will be good chance to test some mentoring prior to the potential – funding dependent - 2017-2018 Preparing to Borrow programme.

8. Membership

AB reported a slight increase in membership levels, including some international memberships resulting from **CD**'s American Alliance of Museums conference attendance.

The issue of banking fees deducted from overseas membership payments was raised by **AB**. The deductions mean that TEG does not receive the full fee. It was agreed that the fees should be covered by the organisation joining and as such a sum to cover this would be added to their invoice.

It was agreed that the membership categories and fees would be adjusted when the new website is launched to the following categories/amounts:

Individual membership: £50

Institutional membership: £78

Corporate membership: £175

AB to approach fine art transporters to encourage them to become corporate members.

AB to work with **LH** on a letter to corporate members to promote sponsorship opportunities. **AY** to set-up a chair@teg.org.uk email for the communications to be sent from, so they appear professional.

The distribution of responsibility for following-up lapsed members was agreed; **AB** to send a list confirming this, together with the contact details for each venue representative to those it concerns.

AB was asked to compile a list identifying which national museums are members, so those that are not can be encouraged to join.

AB raised the issue of membership for national organisations with regional offices; does one membership cover them all? This had recently been questioned in the context of the National Trust. It was agreed that each regional office does need to take-out a membership to qualify for events discount etc. **AB** to draft a statement to this effect to be added to the website.

Recently the issue of double-posting of details, of member's new exhibitions, in both in the 'new exhibitions' section and the news/jobs/notices of the e-newsletter had arisen. It was agreed that the exhibition details should only appear once in the 'new exhibitions' section.

It was agreed that the member's welcome letter needs updating, as well as the Chair's welcome on the website. **AB** and **LH** to liaise regarding changes, and to ask Catherine to update the letter, which will also be rebranded to reflect TEG's new brand guidelines.

9. Financial situation/budget

The audited 2015-2016 accounts showed a profit of approximately £2,000, which was agreed to be positive considering the significant amount of activity, and the doubling of the secretariat costs, as Mike Sixsmith did not draw a fee for the year 2014-2015.

Estimates for the 2016-2017 budget show that it will be necessary to keep a careful watch on spending, to ensure it doesn't exceed income, most particularly in developing the marketplace budget.

10. Any other business

It was agreed that the TEG green policy needs to be reviewed and updated. **LH** to look at this. A new committee representative is sought to champion the policy, following Elinor Gallant's departure from the committee.

13. Date of forthcoming meetings

CD confirmed the dates and locations of the upcoming TEG meetings as:

Thursday, 20th Oct 2016: Birmingham Museum and Art Gallery

Monday, 16th January 2017: Wellcome Collection, London

Sign-up dates for a further 4 meetings will be circulated by **CD** after the Birmingham 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