



Present: Louise Hesketh (in the chair) -**LH** Charlotte Dew – **CD**
Dana Andrew – **DA** Sonja Kielty - **SK**
Julie Biddlecoombe-Brown - **JBB** Jason Williamson - **JW**

Apologies were received from, Alex Boyd, Vanessa North, Jo Sohn-Rethel, Helen Jones, Rachel Sturgis, Katie Hall, Alice Lobb, Janine Parrish, Nicola Coleby, Ann Barnes, Karen Lewis, Sarah Waldron, Asako Yokoya.

As the meeting was not quorate, the decisions that need to be ratified at the committee meeting in January 2017 are highlighted.

1. Minutes of the last meeting

The minutes were agreed to be an accurate record of the Committee meeting held at Foundling Museum, London, on the 15th July 2016.

2. Matters arising from minutes

LH asked whether the committee should be taking forward the plans to develop a web and social media strategy. It was agreed that this should be an objective for 2017/18, once the new website has been launched.

3. Marketplace 2017

The arrangements for Marketplace 2017 at the Museum of London (MoL), as detailed in the circulated paper, were agreed.

CD outlined that if the pre-marketplace seminar was used as the first *Preparing to Borrow* programme event, the expenditure and income can come/go into this budget. This was agreed to be favourable, as the Marketplace will represent a good opportunity to launch the programme, as it falls soon (20th- 21st April) after the official programme start date on the 1st April 2017.

The theme of the pre-marketplace seminar was discussed. **JBB** proposed a series of case studies exploring the experience of borrowing, the learning curve and what venues got from it. For example, she and her colleague Emma could present on the process of borrowing the Lindisfarne Gospels.

This approach was agreed to be appropriate, as, as outlined by **CD**, it will complement the content of the ten training sessions that will be delivered by the *Preparing to Borrow* programme, which will focus on the practical aspects of borrowing.

In view of the *Preparing the Borrow* programme aim - to up-skill regional museums to borrow from National and other large museums - a focus will be placed on selecting speakers from the regions, representing projects of different scales, to include University and independent museum examples. It was also suggested that one case study should look at touring loaned objects; **CD** suggested that the Sainsbury Centre might be suitable speakers on this subject.

CD proposed that the second part of the seminar should take a different format to previous events, to encourage more interaction and discussion. **AB** is currently liaising with the MoL to see how this can also be assisted by the room layout. **DA** referred to the format used for the WIRP seminars, where delegates are asked

for problems they are looking to solve in advance of the session, from which 3 can be identified to discuss and work on in groups. Other ideas, including a Question Time type format suggested by **JW**, and a 'betta kutcha' style event by **SK** were discussed. **JW** emphasised that the seminar can/should be used as an opportunity to start the *Preparing to Borrow* programme's mentoring objectives, more informally.

It was agreed that the preliminary research, to be undertaken by **CD**, concerned experiences of borrowing, would be used to identify a range of issues to be considered in the second part of the seminar. A facilitator will be required to run the session, and sector representatives could be asked to give 5 minute responses to the issues at the beginning.

The format of the 'Ideas Forum', that will follow the seminar, was discussed. It was agreed that rather than being a platform for sharing new ideas and looking for partners, venues would be invited to pitch their new exhibitions. The time available to present will be strictly limited. **DA** volunteered to provide cards specifying the time remaining. **KH** has confirmed that she will be willing to co-ordinate the session again.

Names for the seminar and ideas forum were discussed. It was agreed to call the whole event 'Share', the seminar 'The benefits of borrowing' and the ideas forum 'The 5 minute share'.

The projected costs of the 2017 marketplace were reviewed against the expenditure in Bradford in 2016; because the table hire is included in the venue hire at the MoL, the total costs identified to-date are slightly lower than the total costs in Bradford:

Marketplace 2016, Bradford, total cost: £3,861.99

Marketplace 2017, London, total projected cost: £3,547.00

AB to ensure the inclusion of table hire in the hire cost is specified in the contract.

It was agreed to use Eventbrite as the booking system for the 2017 Marketplace, to enable greater flexibility e.g. being able to book for just the seminar, or the marketplace or both, to offer half tables etc. **DA** emphasised how flexible she had found Eventbrite for managing events; it can be used to export delegate lists, send reminders etc. **CD** had a positive experience of using it for the TEG MA Conference reception (it was free for this, as it is a free event).

CD and **AB** to research the use of Eventbrite, and calculate the Marketplace 2017 fees to reflect the approximately 3.5% + 49p commission Eventbrite take.

4. Marketing and branding

LH outlined that the branding was developing well, where it is being applied to the designs for the new website.

The committee were asked if they have any suggestions for future case studies for the TEG e-newsletter. None were put forward. [Committee members wishing to make a suggestion in the future should email **KL**].

5. MA Conference 2016, Glasgow

The TEG table at the MA Conference and the TEG Reception will be staffed by: **LH, JBB, AB, KL** and **CD**. **JW**'s attendance is yet to be confirmed; the booking for a place had not proceed at his organisation as expected, but he is registered to attend the MA Exhibition.

CD to co-ordinate a rota for the TEG table.

CD outlined that the following materials will be available at the TEG table:

- Membership leaflet

- ETE seminar leaflet
- ETE 'Recommendations for Practice' leaflet
- Remaining MUSCON leaflets
- Marketplace 'save the date' leaflets
- Fliers inviting people to the TEG MA reception

JW asked if there would be any material available outlining TEG's achievements over the last year; as there is not sufficient time to produce this before the event, these achievements will be outlined in the reception presentation. The committee will also look to outline these in an annual report at the end of the financial year.

LH to arrange for sweets to attract people to the table.

AB to prepare sheets to record interest in membership, seminars, mailing list sign-ups etc. from table visitors.

As there are only 15 TEG cloth bags remaining, **CD** asked what the items to be distributed to reception attendees should be held in [6 corporate members are paying £30 each to distribute their leaflets]. It was agreed that paper folders would be sufficient. **JBB** suggested ordering a rubber stamp, which prints the TEG logo, to brand the folders. **CD** to look into acquiring one; it could also be used for the Marketplace.

6. Website development update / Website update

LH updated that the design process is proceeding, but it has deviated from the original schedule. It was agreed that **LH** would undertake the following actions:

- Revised schedule to be requested
- Feasibility of a project manager to co-ordinate content etc. to be researched
- Surface Impression to be invited to January '17 committee meeting to present website

7. Professional Development / Economics of Touring Exhibitions

In view of the outstanding ETE payments identified by **AB** it was agreed that Eventbrite is the correct approach for taking bookings and payments going forward, as delegates will pay in advance, and **AB** will not be required to chase payments in the same way, which can be time consuming.

CD outlined how positive it was that TEG had been asked to contribute to the Treasury and HMRC consultation on tax breaks for temporary and touring exhibitions. Opportunities for work with HMRC to deliver training on the subject will be sought in the future. **CD** to ensure the claiming and distribution of tax breaks will be included in the pro-forma partnership agreement currently being developed for TEG, by the Cornwall Museum Partnership.

JBB emphasised how useful the pro-forma partnership agreement will be when it is available.

DA flagged that the WIRP is currently developing a pro-forma hire agreement for international touring, which will be available from the ICOM website.

LH suggested under item 4.5 of the circulated report that Alex Bird in the North West region also be asked to promote the Birmingham ETE seminar.

8. Membership

The committee was reminded of the lapsed members they are allocated to follow-up through the paper circulated by **AB**. **JBB** will contact Hartlepool, rather than **LH**.

DA asked whether TEG sets itself targets for membership development; ICOM for whom she currently works is looking at this at the moment, together with movement to an online renewals system. Their targets for example include a % membership retention rate.

LH and **CD** outlined that this year TEG was placing a focus on development of corporate membership. **LH** has drafted a letter asking what types of things they would like to see TEG doing/providing for them, which **AB** will circulate shortly.

LH, **AB** and **CD** to work on a list of Marketplace sponsorship opportunities – in the style of the GEM offer – to share with corporate members. It was agreed that sponsorship opportunities through the website should also be considered.

It was discussed that going forward it would be good to be more strategic about membership development, and that reducing the time it takes **AB** to chase payments, may create some time for this activity.

[DA provided the following information about the ICOM approach via email after the meeting:

I can't share copies of ICOM UK's membership reports but I can summarise the sort of information they include, which might be useful if TEG is thinking of producing yearly membership reports to develop targets for increasing membership:

a) Headline summary of bullet points about current membership, growth comparison between previous years, targets for next and future years.

b) A table broken down into membership types (individual, institutional, student etc.) showing on each line the number of memberships, the income, and net percentage growth since previous year. 3 x years of membership data are presented in three tables.

c) A larger table broken down by membership type for current and previous year that for each membership type shows number of joiners, number of retained memberships, number not renewed, % retention, % or growth or decline since previous year.

d) A table and pie charts broken down by membership types showing the target numbers and income for the year versus the actual numbers and income for the year, and the % this is over or under target.

e) Membership for the current year broken down by month to show cash flow and when most joiners/renewals take place. One table for current year and one for previous year.

f) Summary written descriptions of information about number and type of new members, loss and retention, date joined.

g) Summary table showing geographic location and age of members.]

10. Preparing to Borrow

LH and **JW** support **CD**'s appointment as the *Preparing to Borrow* project manager; it represents a continuation of the ETE work, for which advertising and interviews were undertaken, so they are not required again. **CD**'s appointment will enable the contacts with the regional museum development colleagues to be maintained, which are essential to the programme.

CD's appointment needs to be ratified by a quorate committee.

CD outlined that the programme will require further freelance employment to deliver the training, mentoring and communications aspects of the project.

It was discussed that some up-front work will be required to deliver the *Preparing the Borrow* programme. **CD** was asked to circulate details.

[The upfront work is as follows:

- *Meeting with Katie Childs of NMDC on 1st November ... to get the dates in their calendar for the national museum events, and to look at the introduction of the programme to all of the National Programme Managers.*
- *Meeting with William Brown and Carol Warner regarding the National Security and Indemnity sections of the training; they are such busy people we need a long lead-in with this.*
- *Liaison with each region to confirm the role out of the scheme to museums in their area; this has already loosely started, as the MDOs need to ensure its in their schedule, and I have received/responded to enquiries as they have come in.*
- *Delivery of a further pilot session with SWMD (South West Museum Development) to look at role out of William and Carol's sections of the training by TEG; SWMD have contacted us about delivering this and it would be a good opportunity to ensure we are able to start the training from the project launch.*
- *Appointment of mentees in each ACE region (likely to be drawn from the trainer pool); as they are freelance, people will need to schedule this in e.g. to be able to secure such as Dana Andrew, who is looking at her 2017 schedule now.*
- *Programming of training events, so they don't clash with other events, and can be advertised from the off.*
- *Preparation of advertising information for Marketplace travel grants, to enable full take-up i.e. we will need to advertise these from the beginning of the year, even if they are not paid until April.*
- *Preliminary research into experiences of borrowing via SurveyMonkey.]*

CD will keep a record of time spent on up-front tasks, which will be paid in the 2016-17 financial year, from the ACE monies received in March 2017.

SK asked if TEG should consider employing a fundraiser or creating a development role going forward, to secure additional funding. It was agreed that this may be appropriate, but looking forward, in light of the new ACE NPO funding for Sector Support Organisations it might be appropriate to apply for this to deliver the organisation's work. See **AOB** for **DA's** report on this funding opportunity.

11. Financial Situation/Budget

CD outlined that spending is much as estimated, and on target at the moment.

JW asked how the *Preparing to Borrow* monies would be reflected in the accounts; **CD** to add separate income and expenditure lines for the last quarter, as the first ACE payment is due in mid-March 2017, before the end of the financial year, to identify these monies.

LH asked about the mismatch in predicted and actual spend for the Membership Manager secretariat contract; **CD** explained that this is due to a schedule of 5, rather than 4, payments being specified for this financial year, so it is harder to divide accurately between quarters. **CD** to amend predicted spend according to when the invoices have come in to show this information more accurately. Secretariat contracts to revert to 4 payments – one each quarter - for the next financial year.

12. Any other business

LH raised the matter of low attendance at committee meetings. This is problematic because when numbers are low the group is not quorate, so it is not possible to ratify certain decisions. **It was felt that committee members should be attending at least 2 out of every 4 meetings; this needs to be agreed by a quorum of committee members.** **CD** to check the TEG constitution for details of what is currently required.

[The TEG constitution states: Any member of the Executive Committee not attending three consecutive meetings without giving reasons acceptable to the Committee shall be automatically removed from the Committee.]

JBB to send a reminder to committee members.

LH reminded the committee that the role of Treasurer will need to be filled from next April.

SK agreed to join the Marketplace 2017 working group. Other members are sought. **SK** to update marketplace tasks document in dropbox and circulate.

DA provided a summary of the ACE funding event she had attended the previous day in Birmingham. There are due to be a number of tiers of National Portfolio Organisations, which will include museums for the first time. The lowest band is for funding £40,000 - £249,000, which is likely to be most applicable to TEG, under the Sector Support Organisations category. The reporting requirements differ according to the level/funding band. Sector Support Organisations must support one ACE goal to qualify. Funding agreements will be for 3 years, with the potential extension to 4 years. ACE is not looking for a large number of Sector Support Organisations, but it would be worth TEG looking to apply, to expand activity and capacity.

Further information was subsequently sent in an email, as reproduced below.

[Below is the email from ACE with the links to the NPO funding programme, guidelines, presentations, FAQs etc. Some key deadlines to highlight are:

a) TEG needs to set up a mandatory telephone conversation with an ACE Relationship Manager via the central booking service (not just a call to the existing ACE RM) before 13 January 2017. Before the call, the funding guidelines needs to have been read and understood and to have a rough idea of the sort of activity/programme for the application.

b) TEG needs to register on the Grantium system by 13 January 2017. Advice is not to leave this, or the mandatory call, until the last minute. I would suggest in late-Nov/early-Dec if possible. The portal opens on 26 October 2016.]

CD to book a mandatory conversation with an ACE Relationship Manager on behalf of TEG, and to look at funding guidelines. *[An appointment for a conversation was applied for online on the 24/10/16].*

13. Date of next meeting

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

Monday, 16th January 2017: Wellcome Collection/Trust, London

A doodle poll with sign-up dates for a further 2 meetings will be circulated by **CD**.

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