



MINUTES

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

Present:

Louise Hesketh (in the chair) - LH	Judith Kelly - JK
Julie Biddlecombe-Brown - JBB	Karen Lewis - KL
Lindsey Bruce – LB	Alice Lobb – AL
Charlotte Dew - CD	Vanessa North - VN
Elinor Gallant - EG	Janine Parrish - JP
Katie Hall - KH	Eve Ropek - ER
Helen Jones - HJ	Rachel Sturgis - RS
Sonja Kielty - SK	Jason Williamson - JW
	Asako Yokoya – AY

Apologies had been received from Nicola Farrington, Jo Sohn-Rethel, Liz Johnson and Stephen Palmer. Rachel Sturgis and her colleagues at the Wellcome Trust were thanked for hosting the meeting, arranging a tour and for providing lunch.

1. Minutes of the last meeting

The minutes were agreed to be an accurate record of the Committee meeting held at the Cartwright Hall, Bradford, on 11th February 2015.

2. Matters arising from minutes

CD updated that the *Economics of Touring Exhibitions* workshop TEG proposed for the 2015 Museums Association conference had not been successful. Having had a very positive experience at the AIM conference in Bristol in June, it was agreed that TEG would make a proposal to present at the next AIM conference in Edinburgh in June 2016.

AL updated that she and **CD** had made a proposal to speak about the *Economics of Touring Exhibitions* research findings at the MUSCON conference in Barcelona at the end of Sept. A response to the proposal is awaited.

3. TEG Account signatories

There were three unanimous votes, confirming:

1. The addition of **CD** as a signatory on the TEG bank accounts, following her appointment as acting administrator, and the removal of Mike Sixsmith as a signatory following his retirement
2. To change the postal address on the TEG account from Mike Sixsmith's address, to that of acting administrator **CD**
3. That **JK** and **KL** had signed the necessary forms to action these changes to the TEG bank account in front of the committee

4. New committee members

Julie Biddlecombe-Brown, Katie Hall, Helen Jones, Vanessa North, Janine Parrish, Eve Ropek and Rachel Sturgis were welcomed to their first meeting.

LH presented a diagram outlining the current committee membership and secretariat, the roles and responsibilities held by some members (e.g. treasurer, secretary), and the key areas of work currently being undertaken, to introduce new committee members to the organisation. It was agreed that **LH** would add job titles and the names of the institutions committee members are affiliated with to the diagram, together with the details of the officer post vacancies on the committee (e.g. events officer).

It was noted that the committee used dropbox to share all documents, and that **CD** would invite new committee members to access the TEG dropbox folder.

When they feel ready, based on the skills and time they have available, **LH** encouraged new committee members to volunteer to undertake an officer or other committee role, or join a working group (e.g. website working group). It was confirmed that ordinary members are invited to join the committee for a period of 3 years, after which time they need to stand for a post in order to remain on the committee.

New members were encouraged to join in the discussion and debate during the meeting.

5. Website and website development

The web stats show that traffic to/on the site for the last quarter was similar to that for the same period the previous year. Spikes in downloads were caused by the advertising for the ACE Resilience Researcher role and the accessing the Marketplace 2015 leaflet.

It was noted that the website working group would meet after the committee meeting, to respond to a range of questions from Maraid (who have been selected to build the new TEG website). This will enable them to provide a more detailed quote for the work. **JK** stressed the important functions that the website undertakes behind the scenes, which reduce the level of administration for events and membership renewals; it is essential these are retained. **CD** flagged the need to ensure the new TEG Manual (formerly the Handbook) goes online as soon as possible, so it can support the *Economics of Touring Exhibitions* work and other seminars. It was agreed that Maraid would be asked to develop a standalone site for this, connected to the membership part of the main site, to expedite and prioritise its development.

Committee members were encouraged to let **LH** know if they would like to join the website working group.

6. Secretariat review

LH outlined that a review of secretariat roles and responsibilities would be undertaken over the summer period, to ensure that the role descriptions meet the requirements of the organisation and committee, and that the financial commitment to the secretariat would be affordable going forward. It would take account of the needs of maintaining the new TEG Manual, developing the new website, and the ACE resilience funded research work.

7. Marketplace 2016

The 2016 TEG Marketplace will take place on the 20th May at Cartwright Hall in Bradford. Development of the event will be led by **SK** and **EG**; two further volunteers from the committee are sought to assist with planning the associated programme of talks and tours.

SK outlined the following costs:

- AV + AV support = £300 + extra for additional mics
- 30-40 tables @ £3-£4 = £160 + extra for tablecloth hire (it would confirmed that there would be support to install and de-install the tables, which occupied a significant amount of time and committee effort in Southampton)

- Venue hire (just for the 20th May at Cartwright Hall) = £1524 (£762 would be billed in this financial year, and the remainder next year)

Following the feedback from the 2015 marketplace, it was agreed that it is preferable to have all of the tables/stands in one room. A screen could be installed at one end to enable presentations. Cartwright Hall is able to receive boxes if people send exhibition materials in advance.

Catering can be served in the central area next to the gallery. Café style tables and seating will be installed to make it more comfortable, and encourage networking.

The booking needs to be confirmed.

Following the success and full up-take of the pre-marketplace seminar in Winchester in 2015, it was agreed to run a similarly timed event in 2016. **SK** suggested that it could be held at the Civic Art Gallery, if we would like to have it in another venue; this is a convenient city centre location. Or the learning room at Cartwright Hall can accommodate 40 people.

CD proposed collaboration/partnership as a theme for the seminar. The theme would complement the *Economics of Touring Exhibitions* seminars. A representative from Creative Europe has confirmed that they would be happy to speak. **SK** confirmed that there will be a spotlight loan from the British Museum on display at the time of the marketplace, which would create an opportunity for a talk about collaborating with the national museums. Working with private galleries could also be explored; **SK** is developing an exhibition of David Heffer's work with Flowers Gallery.

It was agreed that **EG** will require someone local support to assist her in developing a programme of tours. **SK** suggested that it might be possible to secure a placement student to assist with this, from Bradford College, or alternatively a trainee or intern. **JK** noted a previous poor experience working with a volunteer; we need to be confident that they can be reliable and can provide the right level of support. **HJ** has had a positive experience with people on the scheme **SK** is referring to. **SK** will explore the availability of a placement student or intern.

A reception at the Hockney Gallery, Impressions Gallery or the Town Hall on the Thursday evening was suggested. The Town Hall might also be a suitable venue for the pre-marketplace seminar.

It was proposed that a mini-bus/coach is booked to take people from a city centre hotel to Cartwright Hall on the Friday morning. **LH** suggested it might also be worth looking in to the availability of a community mini-bus. **SK** to research the hotels which the council currently has a relationship with, for good rates e.g. the Jury's Inn.

8. Economics of Touring Exhibitions

CD outlined the key points in the research proposal for the *Economics of Touring Exhibitions* programme circulated. The research will take place between June and Oct 2015. **CD** and **AL** will start to develop the training in September, using the research gathered up until that point to steer its nature and content.

It was agreed that TEG should subscribe to surveymonkey to conduct the *Economics* survey. It will also be possible to use the programme to evaluate other activities and to conduct the pre-seminar surveys.

9. Professional development

AL confirmed that two seminars had run since the last meeting, in Leeds and at the Barbican, both were almost fully booked. There is currently a pool of six active trainers; expansion of the pool will be explored in the next six months if required for the *Economics* training.

CD proposed that production of the seminar delegate packs could be centralised, to reduce costs and time, and to ensure consistency. However, it would not be able to produce the presentation notes in this way, as they are tweaked by the trainer to suit the audience; this hand-out is always unique. It may be possible to produce

everything except this handout centrally. There is some money for the production of the training materials in the ACE budget; **AL** and **CD** to explore the options.

It was agreed that a disclaimer will be included on the example touring hire agreement template **AL** drafted for the new TEG Manual, which is also used in training seminars, stating that members should seek legal advice before using it. This is to cover TEG, as any changes made to the document by the user may alter its legal standing.

AL has been contacted by a representative from the Arts Marketing Association (AMA), who is looking to promote their Future Proof Museums programme, which is open to applications. Due to the short deadline it will not be possible to include details of the programme in a TEG newsletter. However, it might be appropriate to run one of the *Economics* seminars for the group – one of the four for sector influencers. **AL** to contact them and discuss this possibility.

10. Handbook/Manual

It was agreed that a proof-reader would be engaged, for the approximate cost of £250, to proof all of the new TEG Manual chapters before they go online. **CD** to arrange this.

11. TEG Green Policy

LH presented TEG's new environmental policy and action plan. Putting the policy and plan in place was a requirement of the ACE grant.

The organisation will be looking at the following factors over the next year, to look to reduce its environmental footprint, although because we do not have premises, most travel is undertaken on public transport and communication is via email, TEG's footprint is already fairly low:

- Travel
- Printing – reduction / use of environmentally friendly printers and ink

EG volunteered to look at how her workplace monitors the impact of travel and calculates the environmental footprint, to inform TEG's approach.

AY asked about the ICT impact of the green policy, **LH** will look into this and forward the information.

The future of Exchange was debated, as TEG's primary printed output. The pros and cons, in addition to the environmental benefits were discussed:

For continuing to print:

- It is a physical reminder of the organisation which is delivered to people's desks

Against continuing to print:

- The length of the publication is restricted by the number of pages we can afford to print
- There is a backlog of people wanting to contribute
- The postage costs are high
- Only the main contact in each venue receives it; we want to reach as many people as possible

It was resolved that the September 2015 issue would be the last printed version of Exchange. Members will be informed that the publication will take the form of an e-document going forward. **JK** to research and report back on options for e-production in the future, to be considered at the next committee meeting.

It was agreed that e-communication is the way forward. There has been a good response to the new monthly e-newsletter coordinated by **KL**. There are currently 550 people on the mailing list, and 28% of the list opened the June dispatch. There were no unsubscribes, but 30 bounce backs.

Concern was expressed by **JK** that we are diminishing the membership benefits by offering too much e-content for free. The PDF version of Exchange is currently available to non-members on the website. It was resolved to move it in to the member's area as part of the new website.

12. Membership

JK outlined that membership levels have remained fairly static over the last 5 years, at approximately 270-280 members, and 12-14 corporate members. A proportion of membership lapses after a year, probably because they have joined in connection with a specific project, but the numbers are kept level by new members joining. This equates to half the membership remaining consistent and the other half being in flux.

It was agreed that **LH** and **JK** would co-ordinate the revision of the new member Welcome Letter, which has fallen out of date.

All committee members were asked to share the monthly e-newsletter with their contacts. The organisation aims to increase the distribution of the e-newsletter to 1,000 individuals over the next 12 months.

HJ suggested that TEG should be promoting membership through the MA courses to catch potential members at the beginning of their careers.

13. Financial situation/budget

JW noted that in the budget spreadsheets presented, the projected outgoings for this year will exceed projected income, over and above the £8,000 from reserves allocated to paying for the new website. **CD** to look at this and report back to **JW** and **LH**.

The spreadsheets that isolate and detail spending and income from the marketplace and seminars are not currently functioning. **CD** to correct the code and update them for the next committee meeting.

14. Marketplace 2015

JK expressed disappointment at the ratio of potential hirers to exhibition originators in Southampton, as well as low engagement from the regional organisations. It was suggested that there was too greater reliance on regional promotion by ACE, and this had come very late. For future marketplaces, it was proposed that there be more marketing targeted towards potential hirers.

In response to low numbers of hirers and local museum representatives, the pricing of marketplace attendance was discussed. **JK** proposed slashing the cost for those who don't have stands in 2016, as was undertaken at the Sheffield marketplace when it was reduced to £14.99, to encourage attendance. An early-bird booking offer was also suggested, as well as making the second delegates place cheaper. If there were an early-bird offer, this should only be for first-time delegates, else it would just cut the cost for the usual attendees. **VN** suggested that the stall-holder's fee could be raised to off-set a reduced cost for hirers to attend. **CD** and **LH** to review total spend on the marketplace in 2015, and consider a budget for 2016 in light of what is affordable; it is important that the event breaks even, and should make a profit.

CD circulated the collated evaluation from Southampton. Overall there was general satisfaction with the event. It was agreed to respond to the following feedback:

- That the Ideas Forum be more informal; in Bradford it can be situated in the same room as the marketplace tables – at the end - so it will be easier to engage
- Some stall holders felt torn between being at their stands, and attending the range of talks and tours; in Bradford half the day (10-12.30) will be just stalls and networking, with no additional events, all programmed tours and talk will run 13.30-16.30

HJ proposed a speed-dating type activity to enable people to connect, and look for project partners. And a comments wall, where people can post details of the people or information they are looking for. The **marketplace organising sub-committee** should explore how this could work.

15. Marketplace 2017

Venues for the marketplace in 2017 were discussed. Hull has been suggested for 2017, when it is the Capital of Culture, although there were concerns that people may have already visited the City because of this, and it would be better to be located else-where. Numbers went down when the marketplace was held in Liverpool during its City of Culture year. York and Bristol were proposed as alternatives and Aberdeen in 2018/2019 when the refurbishment of the Art Gallery is complete.

A mini-marketplace in Belfast for members from N. Ireland was also proposed.

16. Other business

The new membership and seminar leaflets were distributed, so committee members can give them out when appropriate.

Rachel Sturgis, from the Wellcome Trust, joined the committee as an observer.

17. Date & place of next meeting

CD would find the best date in October 2015 for the next meeting which would take place at The Point, Doncaster, hosted by committee member Helen Jones. The committee will be able to see the touring exhibition developed by The Point, in collaboration with 20-21 Visual Arts and The Civic, with an ACE Strategic Touring Fund award.

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 12.10.15