

TYNE & WEAR ARCHIVES & MUSEUMS DEVELOPMENT TRUST

Company no.7334262

Registered Charity no. 1137867

Minutes of a meeting of the board of directors of the Company held at Segedunum Roman Fort Tuesday 28 July 2015 at 1.15pm

Present:		
I Stolliday	(IS)	Chair
N Braithwaite	(NB)	
A Mirza	(AMM)	
J Garbutt	(JG)	
C Holland	(CH)	
In Attendance:		
J Reynolds	(JR)	Company Secretary
M Williams	(MW)	Principal Officer, Development & Trading, TWAM
Apologies:		
J Hamilton	(JH)	
I Watson	(IW)	
D Haley	(DH)	
A Miller	(AM)	

Notice and Quorum

The Chair reported to the meeting that due notice of the meeting had been given to each director and that a quorum was present. Accordingly the chair declared the meeting duly convened and constituted.

1. Minutes of meeting held on the 22 April 2015.

- The minutes were accepted as an accurate record and signed by the Chair.

2. Declaration of interests in any matter to be discussed at the meeting

- MW highlighted the Friends and Affiliates Meeting as a date for diary. He encouraged the board members to attend the meeting.

3. Fundraising update (MW)

Hatton Gallery

- The press announcement on the confirmation of £2.1million grant has been released.

- The grant means the project is now fully funded and the HLF funding will support new posts.
- The grant means that all other match funding is no longer at risk and can now be drawn down.
- The Catalyst Arts project match funding for this project ended on 31 May.
- The Gallery will close for work during Feb 2016 and will reopen Sept 2017.
- The new post created would link the learning, curatorial, communications and the university and provide skills development and visitor engagement.

Light Dragons: England's Northern Cavalry

- On the 11 June we received a 1st round pass for ENC.
- The new gallery will cost £632,000 and a development grant of £28,000 has been awarded.
- The gallery will bring together the LD collections into one larger gallery.
- The focus of the new gallery will be community and as well as military achievements.

4. Revenue and Capital Priorities (MW)

- MW introduced the item and explained that TWAM had, by necessity, set challenging targets for fundraising for 2015/16.
- **Donations:**
 - Whilst donations were up 21% compared to 2014/15 they were still below target;
 - The Trustees discussed how they could help TWAM meet its donations target.
 - MW & JR explained
 - the role of Front of House (FoH) staff following the implementation of the FoH review from 1 July 2015,
 - the new Customer Service Standards,
 - the role of volunteers
 - The presentation includes lists of people on trustee boards and who we may be approaching to see if the board members know anyone.
 - In order to raise donations we need to share contacts. ACTION: MW to distribute list. Trustees to review & send MW their contacts
 - The Trustees discussed a proposal from IW that the trustees should host a fund-raising event It should be less formal and expensive than the director's dinner;
 - Feedback included there must be an attraction, like the Leonardo event for private viewing, and a speaker.
- IS noted that it would need to happen every six months maybe summer/winter and be directed at certain people or a limited amount of people. IS noted that these events needed to be organised 6 to 12 months ahead for the date to be in diaries. ACTION: MW to agree date with IW & notify trustees

- It is important to have an advocate to put you forward for interested projects and act as gate opener to establish credibility. We need to build relationships and grow income.

Business Partners

- JR noted that IW was keen on us finding sponsor for fireworks at Segedunum as it is a significant event and is well attended. This had been funded by business partners for the last 5 years
- There are many positive impacts on the Museum due to the fireworks. These include significant foot fall on building which led to increased spending at shop and donations. It leads to lots of good advocacy with local authority. We need to identify someone within North Tyneside to provide £4000 to cover cost of event.
- We need to show how we can evidence financial benefits in order to sell it to companies. ACTION: Trustees to forward potential sponsors/make contact

Patrons

- In the past we have talked about patrons of the charity with significant profile as a way to create a step change in the way we are perceived but they must fit a profile.
- IS noted that lots of charities have patrons but it depends on what they are asked of.
- AMM noted Premier Inn has 6 locations in the area and they could each adopt a museum.
- CH stated that a compelling regular activity like a monthly blog would add value to the charity. The blog could rotate between the directors to bring it to life.
- The IR is celebration of what we have achieved. There should be a news press release with the impact report. It is important to highlight the achievements at TWAM.
- We need to use social media and tweet it around and get it talked about to raise awareness of TWAM to people we may not already be engaged with. We need to have a plan with one person in communication team so we have a consistent plan to engage people and remind people we have charitable status.
- The Charity does have a page on the website but not a dedicated person with the TWAM communications team to update the page regularly. JR to discuss with IW.

Charities and Local Authority

- We need to raise awareness of this on blogs by board members. It must be a strand of what you do. This needs to be engaging and important. ACTION: JR to discuss with IW

Trust and Foundation

- There is a current list of donors and these are grouped by venue.

Sustainable Funding

- The Trustees discussed the potential implications of continuing reduction in public funding on TWAM and the Trusts ability to raise funding.
- ACTION: JR agreed to speak to IW about arranging a meeting between the Trust Board and the TWAM Joint Committee to discuss partnership working

Capital

- Funding is needed to develop a plaza outside Discovery Museum. The plaza would lead to taking activities outside on sunny days which means income generation potential especially with the new student residence nearby.

5. Request to Use Restricted Funds (JR)

Request to use restricted funds was approved.

6. Directors Report (JR)

JR read a report from Iain Watson.

7. Any other business

- Spineless booklet has been printed and IS noted it looked fascinating and interesting.
- There will be an arachnophobia day and a honey tasting day at the GNM.
- Animal handling event every August weekday at GNM and then moves on to the SSMAG.

8. Closure

There being no further business the Chair declared the meeting closed.