

# **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 GNM: Hancock

Tuesday 26 April 2016 at 10.00am

<b>Present:</b>		
I Stolliday	(IS)	Chair
N Braithwaite	(NB)	
A Mirza	(AMM)	
J Garbutt	(JG)	
C Holland	(CH)	
A Miller	(AM)	
<b>In Attendance:</b>		
J Reynolds	(JR)	Company Secretary
M Williams	(MW)	Principal Officer, Development & Trading, TWAM
R Black	(RB)	Development Manager
Sheryl McGregor	(SM)	Principal Officer: Communications TWAM
Caroline McDonald	(CM)	Museum Manager, GNM: Hancock
<b>Apologies:</b>		
J Hamilton	(JH)	
D Haley	(DH)	
I Watson	(IW)	

## **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 10 December 2015 and 18 February 2016.**

- The minutes were accepted as an accurate record and signed by the Chair.
- Indemnity insurance. Action: JR agreed to get some quotes.

### **2. TWAM's new must see membership scheme (SM)**

- SM updated trustees on TWAM's new free Must-See membership scheme which will help gather data, find out more about our visitors, build engagement

and target communications more effectively. She also provided an update on The Insider, the shared mailing list operating across NGCV.

- The membership scheme will offer a limited range of benefits and will be designed to ensure it does not compete with TWAM's Friends groups.
- The scheme will create opportunities for fundraising subject to 'unambiguous' consent being in place.
- Must-see membership will be launched in late July 2016. Action: MW to update trustees at the next board meeting.

### **3. Directors Report (IW)**

JR presented an oral report on behalf of IW. Topics covered included:

- TWAM Performance 2015/16
- Culture White Paper
- Select Committee on Culture, Media and Sport has called for evidence on the theme of Countries of Culture
- Great Exhibition of the North
- Announcement by Arts Council of its proposals for funding for cultural organisations for the period 2018-2022
- Corporate Plan 2016/17
- Award nominations

### **4. Fundraising update, including revenue and capital fundraising prioritise (MW)**

- In 2015/16 TWAM set itself the enormous challenge of increasing unrestricted income by over 300%. To achieve this step-change in fundraising we targeted significant growth in private donations, business sponsorship and grants from trusts and foundations.
- To achieve growth in private donations we rolled-out the 'visitor giving' approach to all TWAM sites. This approach, characterised by trained staff engaging visitors as they enter a venue, led to a 91% increase in on-site giving. Overall, private donations, including on-site gifts, appeals and patrons increased by 78% and we also achieved a 14% increase in business sponsorship compared to 2014/15.
- To achieve growth in grants from trusts and foundations we shifted our priorities from project fundraising to focus on contributions available for general use. We set a target of £117,500 to support core activities and raised £95,000, including a grant of £50,000 from the Headley Trust for non-core at the Hatton Gallery.
- In total, we raised £203,072 in 2015/16. This represents a 187% increase on 2014/15 and 70% of our annual target. The shortfall is largely due to trusts and foundations performing less well than anticipated.

- IS thanked the development team for its hard work in 2015/16. AMM agreed and suggested that to raise more funds we need to get staff more involved and get it into the public eye more effectively.

#### **5. Discussion on the recent strategy meeting 'Trustee responsibilities'**

- IS stated that although TWAM's policies were robust, and staff very helpful, Trustees needed to be aware of the issues regarding fundraising governance particularly in light of recent recommendations by the Government.
- MW highlighted a recent Charity Commission report on trustees duties with regards to charity fundraising and checklist. Action: MW agreed to circulate the report and checklist.
- IS asked if the Trust risk register could be reviewed at the next meeting and thereafter at regular intervals. Action: JR to update and circulate risk register.
- On 6 June 2016 MW will attend an Institute of Fundraising briefing on the future of fundraising regulation. He will update trustees at the next meeting.

#### **6. Trustee Event Debrief**

- Everyone agreed that the trustee-led event at the Laing Art Gallery was a well organised and pleasant evening but it was disappointing that more people did not attend. A high-profile business event on the same night is likely to have had an impact.
- Trustees agreed in principle that they should host one social event a year to cultivate prospects for fundraising. Action: MW agreed to identify some ideas for 2017.
- MW explained that the development team would follow up with people who attended but asked Trustees to follow up with their guests with a view to organising a meeting to gauge interest in TWAM's work.

#### **7. Appointment of Examiner**

- Reappointment of Ryecroft Glenton confirmed.

#### **8. Request to Use Restricted Funds (JR)**

- Request to use restricted funds was approved.

#### **9. Any other business**

- The trustees discussed DH's change of circumstances and agreed that he would be unable to fulfil his duties. IS agreed to write to DH and thank him for his service to the Trust.
- IS stated that a replacement for DH will be needed. Action: Trustees were asked to consider options for discussion at the next meeting.