

Tyne & Wear Archives & Museums Development Trust

26 April 2016

Fundraising update, including revenue fundraising and major projects 2016/17

Report by:	Company Secretary
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1. Key performance indicators: Contributed income

At the end of March 2016 TWAM had achieved the following:

	£ Target 2014/15	£ Target 2015/16	£ Actual 2015/16	% Achieved
Donations	54,430	118,800	104,348	88
Business Partners	7,820	14,210	21,626	152
Appeals	£5,939	10,000	6,794	68
Connected Charities		16,750	15,750	94
Patrons	2,541	4,000	2,189	55
Trusts & Foundations		117,500	45,250	39
	70,730	281,260	195,957	70
ShIPLEY Art Gallery		9,220	3,650	40
Laing Art Gallery		72,800	50,186	69
Discovery Museum		83,670	37,084	44
Stephenson Railway Museum		3,210	2,613	81
Segedunum Roman Fort		4,100	2,528	62
South Shields Museum		19,310	10,295	53
Arbeia Roman Fort		6,290	3,777	60
GNM: Hancock Museum		81,100	56,679	70
T&W Archives		1,560	1,460	94
Corporate (to be applied in later years)		0	27,685	N/A
		281,260	195,957	70

1.1 Donations

On site donations from April 2015 to the end of March 2016 were £104,348 which represents an increase of 191% on 2014/15 however it is 12% below target. Donation per visit (DPV) has increased from 3.8p to 7.3p and almost every site has shown an increase. Our DPV target for 2015/16 was 10p and several sites have exceeded this.

1.2 Business Partners

TWAM's corporate membership and sponsorship programme has exceeded its annual target thanks largely to £10,000 worth of sponsorship from Port of Tyne for the Late Shows in 2015 and the Leonardo da Vinci exhibition. Membership of Connect through Culture has remained solid with only one existing members withdrawing support.

1.3 Appeals and patrons

The Butterfly Wall has continued to perform strongly and has exceeded its 2014/15 total of £5,939. In 2015 we identified several opportunities for introducing patron style regular giving schemes. None of these opportunities have been developed due to lack of capacity however TWAM's donor development plan will be reviewed with a view to introducing new 'regular giving' type initiatives in 2016/17.

1.4 Connected charities

On 22 March 2016 TWAM hosted its fourth Friends and Affiliates meeting at the Laing Art Gallery. The meeting was well attended and included representatives of all 9 groups. Adam Lopardo, Director of Partnerships, Community Foundation Tyne & Wear and Northumberland was special guest. The next meeting will take place at the GNM: Hancock on Tuesday 20 September from 5.30 to 7pm. The Directors are requested to note the location and date of the event, attend if possible.

1.5 Trust and foundations

Since the Strategy Meeting on 18 February the Trust has received 2 awards from trust and foundations including £500 from the Catherine Cookson Charitable Trust and £5,000 from the Morrison's Foundation for the SEND Programme for South Shields Museum and Arbeia Roman Fort.

2. Revenue fundraising 2016/17

The TWAM budget for 2016/17 includes significant targets for fundraising to finance core activities. The table below sets out the targets for 2016/17 on a venue by venue basis. It should be noted that these are in addition to the commercial targets covering areas such as retail, catering, events and admissions.

	Donations	Business	Appeals	Groups	Patrons	Trusts	Total
Shiplay Art Gallery	4,030	710	500	1,000	-	2,000	8,240
Laing Art Gallery	15,500	4,720	0	16,000	5,000	30,000	71,220
Discovery Museum	43,010	5,660	1,500	500	-	26,000	76,670
Stephenson Railway Museum	2,490	600	500	-	-	-	3,590
Segedunum Roman Fort	3,250	3,120	500	500	-	2,500	8,370
South Shields Museum	5,630	610	250	500	-	2,500	9,490
Arbeia Roman Fort	4,030	370	500	-	-	2,000	6,900
GNM: Hancock	31,200	6,460	6,000	-	-	20,000	63,600
T&W Archives	1,800	240	250	-	-	-	2,290
Total	101,940	22,490	10,000	18,500	5,000	83,500	250,430

3. Major projects 2016/17

The following projects require additional funding to be secured to enable the projects to be delivered as proposed or a feasibility study to develop a proposal.

Venue	Target	Description
Arbeia Roman Fort	£250,000	South Shields Roman Trail, Phase 1 of a £3.5 million transformation of of Arbeia Roman Fort.
Discovery Museum	£350 - £420,000	Develop a new module for the popular Science Maze gallery to focus on the generation of energy by renewable and other means.
Discovery Museum	£784,000	'Charge! the story of England's Northern Cavalry' will tell the story of the Light Dragoons in an extended and refurbished gallery.

Laing Art Gallery	£1,25 million	Picturing Ourselves – Cross regional art partnership with Norfolk and Sheffield.
Shipley Art Gallery	£60,000	Public programme to celebrate the Shipley’s centenary in 2017.
Discovery Museum	£60,000	Exhibition and public programme to celebrate the 50 th anniversary of Martin Luther King’s visit to Newcastle.
GNM: Hancock	£1 million	Redevelopment of the Explore More gallery.

4. Recommendations, Actions Required and Timescale

The Directors are requested to:

1. Receive this report for information.
2. Discuss how they can most effectively support revenue fundraising.
3. Consider how they can effectively support TWAM in fundraising for those major projects which already have an identified target and contribute to developing proposals.

5. Background Papers and Contact Officer Details

List of Background Papers: - held on file Tyne & Wear Archives & Museums Development Trust.

Contact Officer:- Jackie Reynolds, Company Secretary, 0191 277 2158

Tyne & Wear Archives & Museums Development Trust

26 April 2016

Request to Utilise Trust Funds

Report by: Company Secretary

FOR DECISION AND
INFORMATION

1. Introduction

This report requests approval for use of funds held by TWAMDT

2. Recommendation

The Trustees are recommended to:

- Delegate responsibility to the Director of TWAM to apply the restricted funds as set out in Appendix A to finance eligible expenditure defrayed to 31 March 2016.
- Delegate responsibility to the Director of TWAM to transfer the specified funds relating to the Hatton Gallery, as set out in Appendix B, to Newcastle University to finance eligible expenditure.

3. Application of restricted and unrestricted funds to finance eligible expenditure

- 3.1 The Trust and its predecessor the Tyne & Wear Museums Development Trust were awarded grants, donations and contributions which were restricted to funding eligible expenditure incurred by Tyne & Wear Archives & Museums (TWAM) in delivering the specified projects and events. Almost exclusively these funds were created as a result of specific funding applications made by TWAM to deliver particular projects. During the course of the financial year TWAM cashflows these projects. Periodically, TWAM applies the restricted funding to finance eligible expenditure it has defrayed in delivering the projects. A list of the restricted funds which the Trustees are now requested to

delegate responsibility to the Director of TWAM to apply is attached at Appendix A.

Appendix A also provides information on eligible spend that is to be funded directly from unrestricted funds.

4. **Transfer of funds raised for the Hatton Gallery to Newcastle University**

The Trust has raised £160,000 in support of the Hatton Gallery redevelopment project. This money is currently held in a restricted reserve by the Trust. Newcastle University, as owners of the Hatton Gallery and lead organisation for the redevelopment will incur the costs directly.

The funds currently held by the Trust are detailed in Appendix B.

The Trustees are requested to delegate authority to the Director of TWAM to transfer the funding to University once a formal application is received.

Background Papers and Contact Officer Details

List of Background Papers:- held on file Tyne & Wear Archives & Museums Development Trust

Contact Officer:- Jackie Reynolds, Company Secretary, 277 2158

Restricted Funds	Brief Project Description	Total Funding Requested 31/03/16
John George Joicey Bequest	<p>Boxes of Delight</p> <p>This grant enables the Learning Team at TWAM to develop and improve a free artefacts loans box (Boxes of Delight) service for schools, community grants and other educational establishments</p>	£2,235.29
Paul Hamlyn Foundation Sherburn House	<p>Culture Track-2</p> <p>This is an employability focused volunteering project aimed at supporting young unemployed people to develop skills they need to secure employment.</p>	£21,221.90 £2,000.00
Catherine Elisabeth Pestell	<p>GNM:Hancock: Explore! More Gallery</p> <p>This donation is to enhance the facilities within the Explore! More Gallery at the GNM: The prime aim is to maximise the learning potential and enjoyment of the Museum for a wide range of visitors.</p>	£4,179.85

John Ellerman Foundation	<p>Hatton Future</p> <p>This funding is specific to the research and exhibition part of the overall project, exploring the impact and legacy “Basic Design”</p> <p>John Ellerman Foundation</p>	£3,113.60
Shears Foundation	<p>GNM:Hancock: Under 5’s Gallery Explainer</p> <p>This funding is to develop the Mouse House gallery.</p>	£18,014.41
David Hunter Legacy	<p>Shipleigh Art Gallery</p> <p>This money is specific to the purchase of an acquisition at the Shipleigh Art Gallery. A purchase has been made for a Liberty Clock.</p>	£5,460.00
Barbour Foundation	<p>Laing Art Gallery</p> <p>This contribution is to specifically fund the Laing Art Gallery.</p>	£8,000.00
GNM: Donations	<p>GNM:Hancock: Gertrude Bell Exhibition</p> <p>The Extraordinary Gertrude Bell is a new exhibition drawn from the Gertrude Bell Archive at Newcastle University with significant loans from the British Museum, Imperial War Museum and others. The money is to be used to ensure that visitors have a high quality experience within the exhibition space.</p> <p>GNM:Hancock: Polar Explorers Exhibition</p> <p>This is a new exhibition discovering what life is like in the coldest places on Earth in families with younger children. The money is to be utilised to ensure that visitors have a high quality experience within the exhibition space.</p>	<p>£5,000.00</p> <p>£5,000.00</p>

My Tyneside Wall: Donations	Discovery Museum: Destination Tyneside The gallery Explores the heritage of migration and belonging in Tyneside, revealing the changing local population. Donations are received and in return their names are added to a commemorative wall.	£100.00
TOTAL Restricted funding to be applied as @ 31/03/16		£74,325.05

Un-Restricted Funds	Brief Project Description	Total Funding Requested to 31/03/16
Public Donations	TWAM Venues – Donations received 2015/16	
	ShIPLEY Art Gallery	£3,102.63
	Laing Art Gallery	£18,960.19
	Discovery Museum	£32,756.58
	GNM: Hancock	£33,286.17
	Stephenson Railway Museum	£2,091.13
	Segedunum Roman Fort	£2,287.84
	South Shields Museum	£4,474.30
	Arbeia Roman Fort	£3,398.04
	Archives	£741.64
	Hatton	£12,533.00
TOTAL	Un-Restricted utilised as @ 31/03/16	£113,631.52

Restricted Funds	Brief Project Description	Total Funding Requested 31/03/16
Various Funders	<p>Hatton Gallery Redevelopment – Hatton Future</p> <p>These grants are for capital works to transform Newcastle’s Hatton Gallery into a vibrant, modern gallery space, and an exciting programme to develop new and existing audiences.</p> <p>J Paul Getty Jr Charitable Trust</p> <p>Sir James Knott Trust</p> <p>Friends of the Hatton</p> <p>Garfield Weston Foundation</p> <p>Shears Foundation</p>	<p>£50,000.00</p> <p>£25,000.00</p> <p>£5,000.00</p> <p>£50,000.00</p> <p>£30,000.00</p>
TOTAL Funding to be released to Newcastle University as @ 31/03/16		£160,000.00

Tyne & Wear Archives & Museums Development Trust

26 April 2016

Appointment of Independent Examiners for the Accounts

Report by: **Company Secretary**

FOR DECISION

4. Introduction

The purpose of this report is to update Directors on financial issues.

5. Report Priority Level

Medium (For Decision)

3. Appointment of Independent Examiners for the Accounts

The Company Secretary has received a written quotation from the Trust's current examiner Ryecroft Glenton which represents an increase of 2.5% from the fee charged in 2014/15. This is the first increase since 2013. The quotation is considered to continue to offer value for money and remains competitive when compared to the procurement process carried out in 2012.

Recommendation: The Directors are recommended to appointment Ryecroft Glenton as examiner for the financial year ended 31 March 2016 at a fee of £922.50 plus VAT.

Background Papers and Contact Officer Details

List of Background Papers:- held on file Tyne & Wear Archives & Museums Development Trust

Contact Officer:- Jackie Reynolds, Company Secretary, 277 2158