

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 Discovery Museum Thursday 18 February 2016 at 2pm

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

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.

Welcome and Update (IS)

- IS reminded his fellow Directors of the importance of the fundraising strategy and that they needed to understand TWAM's focus in the coming year, particularly given ongoing reductions in public funding and greater need for contributed income.

The Big Picture (IW)

- IW stated that next year will be transitional for TWAM with new governance arrangements being put in place, including the recruitment of new independent board members.

- There is lots of exciting activity happening at TWAM including the Hatton gallery closing on 27th February for refurbishment which is a significant development worth £3.5 million.
- We have identified the need to bring in some external expertise to look at TWAM's fundraising function and advise if there anything we can do differently.
- Trustees have a really important role in keeping the dialogue open and easing relationships with possible donors.

The Numbers (JR)

- JR stated that a saving of £300,000 to £350,000 is needed in 2016/17.
- The councils have still not all set a 2016/17 budget. Gateshead Councils budget is due out on the 23rd February.
- £255,000 to £305,000 needs to come from contributed income in 2016/17.

The Current Position/Resources (MW/RB)

- MW stated that we introduced new approach last year to targets.
- The targets were set to reflect the potential from identified from existing audiences.
- We need the Friends and Affiliates groups to contribute annual revenue to the venues.
- We need to develop on trust and foundations funding and explore trends we can develop.
- A key to success will be asking for donations using a confident and well informed front of house team.
- At the monthly performance meetings the donations of each venue are compared in competition with each other
- Public donations are growing year on year to help replace public funding which continues to reduce.
- AMM suggested having volunteers at the entrance of exit of the venue with collection buckets could increase donations.

Roundtable - Strategy 2016/17

- IW stated that data is key and we need to explore data capture.
- The existing CRM uses the information from Gift Aid declarations and mailing lists in order to build up a picture of the visitors and donors.
- Communication is an important factor in increasing donations.
- IW stated that a membership scheme is being developed to get marketing data from visitors this should be in its first stages in the next few months
- We should have information about 25% of visitors by 2018.
- Possibility of having virtual tours of the museum and an online archive which could be given to academic institute as a project.
- AM stated we could get a 'Barclays Digital Eagle' to help with the membership scheme.

- Footfall is a huge asset to TWAM.
- JR stated that we are now launching merchandise in the venue shops that link to exhibitions at the venue.
- Capture information about visitors using interactive touch pads at entrance using free incentives. ACTION: Trustees should look at the scheme used at Dallas Museum of Fine Art which was used as inspiration [https://www.dma.org/Sheryl McGregor](https://www.dma.org/Sheryl%20McGregor), TWAM's Principal Officer, Communications will be asked to attend the next Trust meeting and brief Directors on new development in data capture and CRM.
- RB stated there is scope to revise benefits for business partners.
- IW stated that there are 2 Turner paintings going to be exhibited at South Shields Museum & Art Gallery in September 16 and we should look for businesses to approach. ACTION: Talk to businesses or people who know businesses that may have links to South Shields that we could approach for this exhibit.
- AMM stated we could possibly exploit the Great North Run as it is at the same time.
- AM stated that it is important we get feedback about how we are perceived in the charity sector.
- JR stated that we have appointed a new set of auditors so our accounts will look the way Trusts and Foundations expect to see them.
- MW stated that we could use a three tick system for the trustees of trusts and foundations that may be interested in future projects. ACTION: For next meeting MW will produce a list of trustees of trusts and foundations that could fund projects.

Trustee Responsibilities (MW)

- MW stated there has been a shift in the fundraising world since the death of Olive Cooke.
- A lot of what happened was preventable. It is important that trustees know the fundraising that goes on in their names. ACTION: MW to circulate the 2 key reports set out and the constitution.

ACTION: JR to investigate trustee indemnity insurance.

Communications and Trustee Event 21 April

- IW stated we need clear message for this event and asks if there is an appetite for this event. It could have links to the 5th anniversary of the Trust.
- AM stated it could be linked to a last chance to see for the Leonardo Exhibit ACTION: As a group to figure out what are we asking people to support at this event?
- IW stated that we need to move away from the group of usual suspects on the guest list ACTION: Put together list of names for possible guest list (corporate, business, individual).
- ACTION: IW to circulate rationale for event in next week.

Any Other Business

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