

## Meeting of the Executive Committee

26 July 2023, 13.00 - 16.00

Online meeting



### 3.1 MINUTES

#### **Present:**

##### *Trustees:*

Alanna Davidson – AD (Co-chair)

Katie Morton – KM

Calum MacGillivray – CM

Elena Saggars – ES

Felicity Sylvester – FS

Emma Daker – ED

##### *Advisory Board:*

Rachel Murphy - RM

Maria Ragan – MR

Edward Liddle - EL

Katherine Robson - KR

##### *Secretariat:*

Reyahn King – RK (Executive Director)

Andrew Deathe – AJD (Coordinator)

Ann Barnes – AB (Membership Manager)

Sam Isbell – SI (Web Coordinator)

Not attending: Dana Andrew – DA (Professional Development Manager)

##### *Work Placement Students:*

Yanning Huang – YH

Apologies received from Miranda Stacey – MS (Co-chair); Alice Lobb – AL : Ulrike Smalley – US; Isabel Wilson (ACE) – IW

Andrew Bullock (Advisory Board) – ABk is on secondment until January 2024 and will not attend meetings during that time.

#### **1. Apologies and welcome to new members**

AD welcomed RM, EL and KR, the new members of the Advisory Board, to their first Committee meeting.

AJD also welcomed YH, a work placement student from UCL's Museum Studies programme.

#### **2. Declarations of Interest**

There were no declarations of interest or conflicts of interest.

CM will create a Declaration of Interests form for all members of the Committee to complete and sign. MR will send a copy of the ACE form for CM to reference.

#### **3. Minutes and Action Register**

There were no comments on the minutes of the last meeting. AJD will post these onto the website.

AL and DA gave a talk at the M+H Show in May, AB also ran a TEG information stand at the event.

Membership of the working groups needs to be reviewed, and EL, KR and RM were invited to join a group best suited to their skills and interests. The IPSO working group has been deleted, as this is now part of ongoing business as usual. RK will replace SI in the EDI group and AJD in the Sustainability group. She will also join the Marketing group. AB will remain with the Event and Membership groups.

RK raised the issue that whilst the Secretariat can finalise and manage annual budgets, the Executive Committee must be the ones to set a Financial Reserves Policy, within which the budget is managed. MR suggested that TEG should have a 12-month reserve to enable the winding up of the business should that be required; RK said that 3-6 months was more common. MR will send an example of a policy to the US, who will be responsible for drafting TEG's approach, to be reviewed at the next meeting.

#### **4. Finances**

AJD has been building the Management Accounts from a budget RK had worked out. These are used to run the day-to-day finances of the organisation. The financial reporting for ACE is done on a different spreadsheet, which includes predicted budget shortfalls or excesses for the next 12 months. Both formats will be presented to the Committee in the future.

RK explained that she and AJD are still ironing out some discrepancies between the different accounting formats and that she did not feel able to ask the Committee to sign off the spreadsheets as they currently stand. RK and AJD will meet in person to finalise the formatting in September, and the Committee will be asked to approve them via email.

The Committee agreed to this, and AD asked if a written statement explaining the budgets could also be provided at the next meeting.

#### **5. ACE Quarterly Progress Reports**

RK Summarised the reports and asked for any questions or points to be raised by the Committee. She explained that these replace the individual Secretariat reports used in our previous meeting and follows the ACE-prescribed reporting format.

There have been a few minor slips in activity timings, but ACE are aware of these and is not concerned. Much of the slippage has been caused by bedding into the new systems, and many ISPOs and NPOs are experiencing the same. There is no concern that activities will not get back on track.

It is an ACE requirement that the Committee review these papers and maintain oversight and control of the Secretariat and Organisational activity.

KM asked for clarification on whether the activities in the Investment Principles Monitoring were for one or three years. RK said she thought it was one year, as the sheet divides into four quarters. AD noted that only the first year is detailed just now; for years two and three, the activity plan is more broadly written. RK asked AJD to share the original application document with the committee members, as this captures our ambition to achieve it in three years.

## 6. Executive Director Report

Much of the work that the Secretariat has done in the past quarter has been to define the work schedule for the coming year and agree on the time required. Contracts have been prepared and agreed, although they still need to be signed.

The Secretariat and the Executive Committee have set KPIs for the team. RK asked for Committee agreement on these, after which progress towards KPIs can be reportedly quarterly.

RK asked for targets for newsletter recipients and open rates. FS will calculate these based on previous numbers and report them to RK to establish annual and quarterly targets.

AD asked if the target of 300 members (220 renewals and 80 new) for the first year was ambitious enough. AJD pointed out that the budget target for membership income was 5% above last year's income. AB said renewals were limited this year because of the cost-of-living crisis. Still, new memberships were relatively high, so the KPI was set at an achievable level and would be higher for future years.

All KPIs for 2023-24 were approved by the Committee, except Comms, which FS and RK will discuss.

RK asked if Membership marketing should be prioritised towards corporate organisations. AD said she thought that the Corporate membership levels seemed small compared to the sector size and that we should target them. FS said that the fees were good value. ED said we could broaden the remit of these companies, particularly seeking to involve companies involved in sustainable development and monitoring. RK asked that all Committee members pass contacts within the Corporate sector to Ann so they can be directly communicated with.

RK requested approval of the decision not to roll out card payments on the website this year. This would make a saving on expenditure and also relieve time pressure on the Website Coordinator. If we change website developers before next year, as suggested, we can ask the new developers to build the facility. A question about the need for taking card payments was included in the Membership survey, and if demand is there, we will review the decision. The committee agreed to this policy.

RK has started on the Marketing Consultancy brief and recruitment pack. RK asked for any input from the Committee to be sent to her. CM said we should include marketing TEG to early career professionals as a priority, and AD said that being clear that we are a membership organisation is something to work on. However, AB added that this is now mentioned in every newsletter. KM said that we should highlight our IPSO status and ambitions. SI added that the usability of the website and what it communicates about TEG's work should be a focus. EL, RK and AD established that we need to decide whether the Consultancy will be aspirational, looking at the future direction of TEG according to members' needs, or if it will be inspirational and demonstrate how to improve our current offering. RK said we could ask for both.

DA has started the Professional Development Review. The timing of Committee meetings means that sometimes, our reporting to ACE on matters such as this might slip a little to allow the Committee to have a say. The Professional Development review will be on the agenda for the October Committee meeting.

Art Fund has been supporting the Preparing to Borrow workshops again, providing them for free.

AD thanked DA for hosting student placements. This will now end due to time pressures on the Professional Development Manager. AD asked if anyone wanted to volunteer to host a student for TEG, they should please come forward.

All Committee members were reminded to review the lapsed membership list at the foot of the Action register and to pass any contact information for those members to AB. Committee members should also contribute content to Trello to use on social media.

76 Membership surveys were completed and returned. AB will analyse them and report back to the Committee.

## **7. Marketing Working Group**

*Committee Lead: Felicity Sylvester; Secretariat Lead: Ann Barnes; Others: Ellie Sagers, Andrew Bullock; Reyahn King*

FS thanked Karen Lewis for her 27 years of service in TEG, latterly as Marketing Officer. They have had a handover session.

Newsletter open rates have been consistently reasonable throughout the quarter.

Looking at 'likes' on social media, job-related posts do best on LinkedIn, and TEG Connects and training workshops do best on Twitter. Follower numbers on both are increasing. Everyone was asked to report if their organisation changed social media platforms in light of recent changes to Twitter. FS will share the link to the Trello board, where newsworthy topics can be posted.

FS appealed for more members to join the Marketing working group, as numbers are pretty low, particularly with ABk on sabbatical until January 2024.

AB said a newsletter will be sent out in early August. This is unusual but required to promote workshops in Autumn 2023.

Marketing working group meetings will be held on 13<sup>th</sup> September and 8<sup>th</sup> November, 1-2 pm.

## **8. Sustainability Working Group**

*Committee Lead: Alice Lobb; Secretariat Lead: Reyahn King; Others: Katie Morton, Felicity Sylvester*

AL was not present, but a report had been presented. RK said there is a lot of high-quality information on sustainability in exhibitions available, and TEG can be a conduit for all of this

to become a sector leader. RK will report our performance to ACE through the system devised by Julie's Bicycle.

The AGM presentation on sustainable exhibition monitoring by Elise Foster Vander Elst (Design Museum) will be available as a stand-alone video.

### **9. Equality, Diversity and Inclusion (EDI) Working Group**

*Committee Lead:* Emma Daker; *Secretariat Lead:* Reyahn King; *Others:* Felicity Sylvester, Maria Ragan; Sam Isbell (occasional member)

A mission statement has been drafted and approved by the Committee. It will be signed off by MS and then uploaded to the website. This has yet to be reviewed externally by TEG.

ED appealed for new members to join the working group.

A skills audit of the Committee will be sent to everyone in September. Work towards recruiting a Young Trustee will take place across the rest of the year. The results will be compared with the current role description for Committee positions and skill gaps identified, to be corrected through future recruitment to the Committee. AD and CM will share their role descriptions, although these may be outdated now.

The following meetings are planned for 8th September and 29th September at 10 a.m.

### **10. TEG Connects 2023 report**

#### **Membership Events**

*Committee Lead:* Secretariat Lead: Ann Barnes; *Others:* Dana Andrew, Alanna Davidson, Felicity Sylvester, Elena Saggars, Maria Ragan; Reyahn King

AB presented a finance report and analysis of the attendee survey from TEG Connects 2023.

Ticket sales were strong (approximately 20% up in 2022), and this was the first year in which we have been able to offer travel and accommodation bursaries for early-career members of the sector.

Roughly 50% of attendees completed the post-event survey. Key points to take away from the results include that 80% attended for networking and 49% for seeking partnerships for exhibitions. Many stand-holders liked combining the display stands in the same room as the presentations, but a few did not. 56% of attendees said the day inspired them. The video presentation of share sessions could have been more successful, with only 33% saying it was good. This is considerably down on the positive reception that live share sessions have received in previous years. There was a strong desire in the Committee to return share sessions to the live format, although in shorter sections, of five or ten at a time.

A discussion took place on a venue for 2024, with sites in the English Midlands or Kent being suggested. A London venue, possibly the V&A, will be the venue for the 2025 40<sup>th</sup> anniversary of TEG's founding.

The TEG Connects working group will meet on 16<sup>th</sup> August to begin planning the 2024 event.

## **11. Risk Register**

KM and RK have reformatted the Risk Register to meet ACE standards.

The significant risks identified are:

- Financial reserves could be too low to see TEG through unexpected expenditures. The budget is being revised to build a reserve.
- Too few people could attend TEG Connects to cover expenditures. Analysis of the 2023 event for future planning will mitigate against this, as will improvements to marketing identified by the upcoming consultancy.
- There is a possible risk to income and reputation through lack of provision of a Professional Development programme. Funding through the Art Fund has helped to secure the programme, and the Professional Development review will identify strong and weak areas to guide future strategy.
- Marketing and Communications need reviewing to maintain our relationship with our members, and this will be subject to a consultancy review.
- Website security requires constant reviewing and monitoring, and SI and Surface Impressions are doing this. The risks can be reduced but will always be an ongoing risk.
- Website content and functionality could fail to meet user needs. Time and money spent on maintenance by Surface Impressions is monitored, as is the site's storage capacity and archives. Improving these is a long term aim which SI is exploring.

Business continuity is covered by several controls, other than long-term illness or resignation by any of the Secretariat. A plan is required for this eventuality. KM will add this aim to the register.

AD raised the issue of sharing and retaining documents. SI is researching the cheapest way to purchase Microsoft 365 for all of the Committee, which will overcome that issue with a shared drive.

## **12. Roles and Responsibilities**

AD said that with IPSO and the growth of TEG in size and ambition, a working group (AD; MS; CM; US; RK; AJD) would put together proposals for how meetings run and that everyone understands their roles within the organisation, inside and outside the meetings.

A short report will be presented at the next meeting.

AD has previously undertaken training in chairing meetings. TEG now has membership of AIM, which can provide training in board membership, as well as free membership of the Charity Finance Group, which RK would like us to sign up for.

TEG can help fund training for Committee members to learn more about the duties of charity governance and how best to carry them out.

## **13. Any Other Business**

KM will be going on maternity leave for 12 months from September, and ABk is on sabbatical until January 2024, so there are opportunities for people to be co-opted onto the board. CM will look into this, and ask if anyone on the Committee can take on the vice-chair role and/or responsibility for the Risk Register.

ED asked how things were developing with the use of 'Illuminate' and 'Impact and Insight' toolkits for ACE reporting. RK said that they were proving awkward as they weren't designed with the work of SSOs in mind. Some SSOs have been told that they are exempt from using Illuminate, but TEG have been told that it is mandatory. RK is exploring this with IW. Impact and Insight might be a better fit to TEG.

#### **14. Date and location of next meeting**

A Doodle Poll will be run online to find the best date for the October 2023 meeting. AJD will distribute the date and Zoom link via e-calendar appointments.

Future meetings will be held on:

Wednesday 31 January 2024

Wednesday 24 April 2024

Wednesday 24 July 2024

Calendar appointments will be sent for these dates as well. All Committee meetings will start at 1pm.