

Hampshire-Solent Museum Development Advisory Panel

Museum of Army Flying, Middle Wallop

8 January 2014

Present:

Katy Ball (KB)

Andrea Bishop (AB)

Helen Eccles (HE)

Paul Griffiths (PG)

Katerina Kremmida (KK)

Emily Leach (EL) (Chair)

Susan Lindsay (SL)

Lucy Marder (LM)

Hilary Marshall (HM)

Corina Westwood (CW)

Guests:

Mary Godwin, ACE (MG)

David Blake, Museum of Army Chaplaincy (DB)

Nick Hewitt, National Museum of the Royal Navy (NH)

Minutes

		ACTION
1	Welcome and Introductions Apologies received from Adam Watson.	
2	Minutes Draft minutes of the meeting held on 3 September 2013 were approved. MDO to upload approved minutes to southeastmuseums.org	LM
3	Arts Council update MG introduced her role as Relationship Manager and background experience as MDO and a Director of independent museums. She explained that she is part of a small team with limited capacity, covers a wide geographic area so cannot give intensive support to every museum and that requests should focus on the areas of her specialist capability. Therefore Museums and Museum Development team are encouraged to contact her for support with governance, funding applications (ACE, HLF), business planning, financial resilience and strategic issues and to attend key strategic networks and events. MG reminded members that other sources of support include the ACE funding team. MG reminded the Panel of the 5 ACE goals and reiterated the importance of ACE funded activities contributing to these, she showed a copy of the refreshed 'green booklet' available from ACE. MG highlighted forthcoming funding announcements: The next round of the Renaissance strategic support fund is to open in October 2014. It is likely to cover bids of £30-300k with an emphasis on Goal 3. To be more widely accessible, reduced thresholds for turnover and visitor numbers will be applied; The	LM

	<p>bidding round for Museum Development 2015-18 is opening in April, MG is national lead on strategy for this; The bidding round for MPM opened 7 January 2014, albeit with a smaller amount of funding available than before.</p> <p>MG was asked how she envisages the alignment between her role and MD provision to ensure a complementary service. She responded that the difference is that she does not contribute operationally to MD on the ground.</p>	
4	<p>Review of 2013 training programme; plans for 2014</p> <p>LM provided an update presentation on the 2013 programme. Panel members and guests then worked in groups around the 3 Accreditation areas to suggest key themes (and the preferred approaches to delivery) for 2014 programme:</p> <p>Organisational health: Staff and trustees (workshop including facilitated dialogue between both); Business/development planning (toolkits as part of training days, supported self-assessment, peer review)</p> <p>Collections: 'What can your collections do for you?'; Proactive collecting; Advocacy for collections. (Share events, study visits, case studies)</p> <p>Audiences: Market intelligence; Audience development and consultation; Digital. (Training, mentoring, cluster working, speed dating to establish peer mentor relationships)</p> <p>LM to take these into account when planning next steps.</p>	LM
5	<p>Catalyst & Cultural Partnerships update</p> <p>KK updated the panel that £310k Catalyst funding has been confirmed for a 3½ year project including 3 years' delivery. HLF start up meeting taking place 10 January 2014. Next steps will be to: Recruit project director and administrator (Support of panel members requested to promote these opportunities to capable individuals in their networks); Recruit Cohort 1 of museums; Establish advisory panel with museum representation; recruit mentors.</p> <p>EL affirmed how positive this is for MD.</p> <p>KK confirmed that in response to demand from museums for help with digital interpretation, the Digital Narratives project will be a 1 year project to provide 3-5 museums with intensive support to engage through storytelling via social media. Also KK is working with Culture24 to develop a cross-cultural event on Digital during 2014-15.</p>	
6	<p>Proposal for 3 February Forum</p> <p>The panel reviewed the draft proposal and raised concern that the event might not be enough of a draw. LM had gained agreement of MA President David Anderson to attend, it was agreed that he should be asked to provide keynote speech, this would enhance content and profile of event. KK suggested</p>	

	additional afternoon workshops on Catalyst and Digital Narratives. The format of an interactive session to engage attendees in shaping MDP bid for 2015-18 around ACE goals was agreed, Panel members to act as table facilitators. LM to: confirm keynote speaker; amend outline and promote event; provide facilitator briefing for Panel.	LM
7	<p>Any other business</p> <p>SEMDP data capture: LM reminded the panel that this had been developed in response to requests for comparative data for benchmarking and advocacy purposes from the sub-region, however completion rates were very low hence the outputs were of limited value in spite of significant investment. Panel request LM send reminder email to all.</p> <p>Dates of future meetings beyond February discussed, including an April date to enable Panel input to bid development. LM to use Doodle to identify dates in April 2014, September/October 2014; January 2015.</p>	LM LM
	The meeting ended at 1pm	
	<p>The next meeting</p> <p>27 February 2014 10 am at New Forest Centre</p>	