

<b>Meeting date</b>	Wednesday 26 September 2018
<b>Agenda item</b>	
<b>Subject</b>	Chair's Report
<b>Author</b>	Tonya Nelson
<b>Report</b>	<p><b>Key 2017-18 Achievements</b></p> <ul style="list-style-type: none"> <li>• Membership targets exceeded by an average of 11% across all categories despite the increase in membership fees</li> <li>• Successful student membership recruitment campaign</li> <li>• British Council grant for travel bursaries increased from £9k to £21.5k</li> <li>• Stakeholder relationships with DCMS and NMDC continue to strengthen</li> <li>• Introduction of international interviews section in ICOM UK weekly news</li> <li>• Working International Conference received very positive reviews</li> </ul> <p><b>Membership</b></p> <p>The Committee decided to increase membership fees this year. The primary reason for the increase was the Euro-GB Pound exchange rate. ICOM membership fees are set in Euro by the central ICOM office in Paris. Due to the historically favourable Euro-GB Pound exchange rate, ICOM UK generated sufficient surplus to cover its overhead costs, including membership administration and website maintenance. An increase in fees was needed to ensure the financial sustainability to ICOM UK. The last time ICOM UK increased its fees was in 2014.</p> <p>The increase has not affected membership numbers overall. In fact, as detailed more fully in the membership report, membership in most categories grew. There was a marked increase in student memberships due to a campaign initiated by Committee member Catherine McDermott to promote ICOM UK membership through university museum studies programmes. There was no growth in institutional memberships. Articulating and enhancing the offer for institutions will be a focus for the Committee next year.</p> <p><b>Stakeholder Engagement</b></p> <p><i>ICOM Directorate</i></p> <p>Communication and collaboration with the ICOM Directorate has been strong this year. Director General Peter Keller spoke at the ICOM luncheon at the 2017 Museums Association conference and the ICOM Directorate and ICOM UK jointly managed the ICOM stall at the conference. ICOM President Suay Aksoy and Peter Keller visited London in July 2018 and met with Committee member Helen Thomas. At the request of the Directorate, I have written a book review and peer reviewed several articles for</p>

*Museums International.* We contributed to the ICOM Directorate's work on developing a new definition for museums by hosting a morning roundtable at the 2018 Working International Conference at the National Museum of Scotland in Edinburgh.

ICOM Executive Director Dana Andrew and I attended the ICOM AGM in Paris this year. The highlights from the annual report were:

- Overall membership is up by 10% (40,860)
- ICOM's membership dues reached €3,382,757 in 2017, representing an increase of 4.15%.
- Red List launch at Met Museum in NYC
- Alexandria, Egypt voted as site of triennial in 2022

*Department for Digital, Culture, Media and Sport*

We have met with the DCMS regularly and had the opportunity to provide advice and feedback on the Museums Review implementation and the potential impact of Brexit on the museums sector. Giles Smith from DCMS spoke at the 2018 Working International Conference and several representatives from DCMS attended. ICOM UK will endeavour to play a role in shaping how DCMS supports and communicates about international opportunities for museums, both large and small. In the future, ICOM will make efforts to build relationships with government bodies in Scotland, Wales and Northern Ireland.

*British Council*

We are pleased that the British Council has decided to increase its travel bursary grant to ICOM UK. In the future we will have discussions with the British Council about how we evaluate the travel bursary scheme to ensure it aligns with British Council objectives. We will also endeavour to develop mechanisms for supporting institutional members in tendering for British Council international projects, such as the development of museum training programmes in Asia and African.

*National Museum Director' Conference*

We have developed a good partnership with NMDC in delivering the annual Working International Conference – we have worked closely the NMDC executive team to develop conference themes, identify speakers and content and plan logistics. NMDC also provided funding support to the conference in 2018.

*Other*

ICOM UK has been approached by a number of other sector stakeholder groups, including the Museums Association, Engage, and Museum Support Alliance seeking potential partnerships and collaborations.

**Conferences and Events**

The 2018 Working International conference was hosted by the National Museum of Scotland this year with the support of Committee member Jilly Burns. Eighty-eight people were in attendance. Scottish Culture Secretary Fiona Hyslop, Giles Smith from DCMS and Rob Stein from the American Alliance of Museums were among the speakers. The conference rated

highly in terms of organisation, usefulness and relevance. Conference budget targets were met. In feedback, attendees requested that more sessions provide practical advice on working international. In response, this year's conference – which will be held at the British Library on 11 March 2019 -- will feature case study sessions drawn from the ICOM membership. The full line up of speakers and sessions will be announced in due course.

ICOM UK also hosted a fully booked luncheon at the 2017 Museums Association conference in Manchester. Peter Keller gave the keynote address, which provided an overview of ICOM operations and future plans. There will be a luncheon at this year's Museum Association conference in Belfast in which we hope to hear from our colleagues from ICOM Ireland.

ICOM UK was represented at a number conferences and events this year, including the University Museums Group Conference: *Foreign exchange? University museums and international engagement, Istanbul Heritage 2018* and *MuseumNext* London.

In the coming years, the Committee hopes to be able to offer more informal events and networking opportunities for members

#### **Projects and Programmes**

##### **SARAT**

ICOM UK is a partner in a British Council Cultural Protection Fund (CPF) Project called Safeguarding Archaeological Assets in Turkey (SARAT). This project aims to build capacity and raise awareness for safeguarding archaeological assets in Turkey, with a focus on those in south-eastern provinces, Antalya and Istanbul. The project has faced numerous challenges, the most significant of which was the Turkish culture ministry's decision to decline to sign the protocol needed to deliver the project as proposed – live, hands-on teaching sessions in museums. The project has been revised to be delivered online with the support of Koç University. ICOM UK recruited and managed the Curriculum Developer for the project. The course content was completed in July and is currently in the process of being converted into an online delivery format.

##### *National Foundation of Museums Morocco*

The UK ambassador to Morocco approached ICOM UK about providing training and support to the National Foundation of Museums in Morocco, which is undertaking a programme of works to refurbish its museums and build new museums across the country. I visited the National Foundation's Director in April and suggested several different training options and formats (short-courses, exchanges, knowledge exchange partnerships, etc) across a multitude of practice areas. Budget is an issue and we are awaiting further discussion pending a decision about funding availability.

#### **Communications/Marketing**

ICOM UK's main social media platform is Twitter (@UK\_ICOM). Our Twitter followers increased by 21% this year (July 2017-July 2018). Our media outputs have supported membership recruitment, renewals, and promoting ICOM benefits (Christmas campaign, Working Internationally Conference,

	<p>etc.). A regular #ICOMUKQuestion allows followers to engage with a museum-themed issue and has sparked online debate about matters related to restitution, museum policy and ethics.</p> <p>Edmund Connolly led a successful International Museums Day campaign using the strong Twitter base to link to the ICOM UK webspace, promote membership and launch ICOM UK’s Linkedln account.</p> <p>Catherine McDermott piloted a new feature for the ICOM UK weekly news. In order to provide more insight into museum practice outside the UK, Catherine has conducted interviews with ICOM members from around the globe, including Chile, China and South Africa.</p> <p><b>The Year to Come</b></p> <p>We are looking forward to inviting 5 new individuals onto the Committee this year. A key piece of work for the Committee will be to undertake a governance review in order to ensure the organisation’s constitution is up-to-date, fit for purpose and that related processes are in place to ensure we are following charity sector best practice. This will go hand-in-hand with a strategic review of ICOM UK which will consider issues such as long-term financial grow potential, how we better leverage the ICOM network and how we position ourselves vis a vis Museum Association and other museum stakeholder groups. We will also endeavour to develop a strategy to increase institutional memberships.</p>
<p><b>Action</b></p>	<p>I want to thank Dana Andrew for her hard work as Executive Director and the ICOM UK Committee, particularly those whose terms are ending – Fiona Macalister and Nigel Sadler -- for their insights, engagement and contributions.</p>