

Minutes of the British Museum Friends Advisory Council Meeting

12 February 2018

Present

Professor Clive Gamble, Chairman (CG)
Pamela Cross (PC)
Sally Dore (SD)
Clarissa Farr (CF)
Claudia Gorman (CG)
Peter Hoffer (PH)
Kyle Jordan (KJ)
Paul Maclean (PM)
Jean McMeakin (JM)
Danielle Parker (DP)
Vicky Reeves (VR)

Apologies

Susie Balch
Fleur Meijs
David Scott

In attendance

Sian Hoggett, Head of Membership (SH)
Donal Aherne, Membership Services Manager (DA)
Claire Byfield, Membership Events Manager (CB)
Caroline Usher, Director of Development (CU)
Hannah Boulton, Head of Press and Marketing (HB)
Ella Lewis-Collins, Senior Marketing Manager (ELC)

1. Minutes of the last meeting and apologies

Minutes of the last meeting were agreed to be true and accurate

2. Presentation on marketing for exhibitions

ELC and HB gave a presentation explaining how the Museum approaches marketing for exhibitions, with particular reference to the choice of titles and lead images.

3. Report from the Chair of the Friends Council (CG)

CG updated the Council on pertinent business across the Museum. CG notified Council that CF will become Chair of the Friends Advisory Council when CG leaves the Board of Trustees in the summer. CG also notified Council that Fleur Meijs is stepping down from Council, and expressed how grateful the Museum has been for her years of support.

4. Report from the Head of Membership (SH)

Membership pricing

SH updated the Council that subscription prices will not increase in 2018-19.

Members Survey – overview of initial results

SH shared top level findings on future exhibition appeal and departmental interest levels. A full presentation was promised for the next meeting

Members' Events (CB)

CB delivered a presentation on how the Membership event programme has evolved in recent years, shared plans for 2018 and sought feedback on how to improve Members' evenings.

Update on changes to data protection and Membership

SH summarised how the Membership team are responding to changing legislation, and explained Council will be asked to review documents in coming months.

Update on Membership staffing during SH leave

SH shared with the Council that Dawn Varley (DV) will act as Interim Head of Membership while SH is on leave, and DV will chair the next meeting.

5. AOB

No other business was discussed.