

42nd Annual General Meeting: 4 October 2017

To be held at the Eden Court Theatre, Eden Court,
Bishops Road, Inverness, IV3 5SA at 17.00hrs.



AGENDA

1 Apologies for absence

2 Minutes of the 2016 AGM held at Hilton Belfast, Belfast.
The following resolution will be put to the meeting:

THAT the minutes of the 2016 AGM be received

3 Trustees' report

The following resolution will be put to the meeting:

THAT the Trustees' report for 2016-17 be received

4 Annual accounts

The following resolution will be put to the meeting:

THAT the annual accounts for 2016-17 be received

5 Appointment of auditors

The following resolution proposed by the Executive Committee will be put to the meeting:

THAT Bruce Burford ACA be re-appointed as AHI's accountants and the Committee allowed to determine their remuneration.

6 Charitable Incorporated Organisation (CIO)

The following resolutions proposed by the Executive Committee will be put to the meeting:

- a) **THAT** the trustees of the Association should proceed with an application to the Charity Commission to create a Charitable Incorporated Organisation (CIO) in the name of the Association.
- b) **THAT** should the creation of that CIO be successful, after settling the debts and liabilities of the Association the remaining assets should be transferred to that CIO at a date to be agreed between the trustees of the Association and the trustees of the CIO.
- c) **THAT** following the transfer of the remaining assets, the Association should be dissolved with effect from a date to be determined by the Association's trustees.

7 Announce retirement and election of trustees

8 Closing remarks

NOTES: The Trustees agreed the minutes of the 2016 AGM at their meeting on 16 November 2016. The trustees have discussed the annual report and accounts by email, and will formally approve them at their meeting on 3 October 2017. A copy of the annual reports/accounts is included within the conference delegate pack.

Immediately following the AGM Bill Bevan, will present AHI's achievements since April 2017 and plans for the future, which will be followed by a discussion chaired by Bill Bevan.

AGM MINUTES

Minutes of the 41st Annual General Meeting of the Association for Heritage Interpretation held at 09.00 on Friday, 7 October 2016 at the Hilton Belfast, Belfast, Northern Ireland.

Committee members present: Bill Bevan (chair), Ruth Coulthard, Barbara Hamilton, Sheena Irving, Suzanna Jones, Lisa Keys, Kate Lindley, Jim Mitchell and Clare Sulston.

In attendance: Lyn Redknap (minutes secretary).

Item 1 Welcome and apologies

Bill Bevan extended a warm welcome to everyone present. He noted that the Conference Delegate packs contained copies all and explained that there would be a short presentation and discussion session after the AGM giving members an opportunity to talk about matters more informally.

Apologies were received from Rob Shelley, Laura Sole, Philip Ryland, Andrew Jenkinson, Lars Wohlers, Laura Waters, Lorraine Heyes, Bob Jones and Jackie Lee.

Those seated at the central table briefly introduce themselves:

Bill Bevan – Chair

Barbara Hamilton – Trustee - Marketing & eNews

Lyn Redknap – AHI Administrator

Jim Mitchell – Vice Chair

Sheena Irving – Co-opted-Trustee – Social Media & Marketing

Clare Sulston – Trustee – Events – stepping down

Ruth Coulthard – Trustee – Conference Director

Lisa Keys – Trustee – Professional Development – stepping down after 5 years

Suzanna Jones – Co-opted Trustee – website

Item 2 Minutes of the 2015 AGM

The minutes of the 40th Annual General Meeting held on 23 October 2016 at the Hilton Newbury Centre, Newbury which had been circulated were accepted unanimously as a true record.

Item 3 Trustees' report

Bill Bevan presented the Trustees' report which contained short reports from each of the sub-groups and had been previously circulated to members. Bill explained that he would go into more detail after the AGM. He thanked the committee and the sub-groups for all their hard work. Bill highlighted the success of the awards, the InHerit project, the Conference and the AHI training programme. He also acknowledged the huge amount of hard work involved.

Since there were no questions, the Trustees' report for 2015-16 was accepted unanimously.

Item 4 Treasurer's report and presentation of annual accounts

Lisa Keys, speaking on behalf of Rob Shelley, Treasurer, presented the accountant's report and the accounts for 2015-16 which had been circulated.

Total unrestricted funds stood at £80,384 and restricted funds are running at a small deficit at (£316). As a result, the association remains in a strong position.

The extraordinary voluntary effort of the Trustees and other members of the association was also recognised.

The Chair asked for questions from the floor. As there were no questions the annual accounts for year ending 31 March 2015 were accepted unanimously.

Item 5 Appointment of Accountants

It was proposed that Bruce Burford ACA be re-appointed as AHI's accountants and the committee be allowed to determine their remuneration.

This proposal was carried unanimously.

Item 6 Announce Retirement and Election of officers

Bill Bevan announced that one third of the Trustees were standing down as per the constitution. Lisa Keys and Clare Sulston have retired and not sought re-election, and Bill Bevan, Rob Shelley and Jim Mitchell retired and sought re-election. Nomination forms had been received from Katherine Skellon and Kev Theaker.

Lisa Keys, secretary, announced that since the number of nominations did not exceed the number of places, Bill Bevan had been re-elected as Chair, Rob Shelley as Treasurer and Jim Mitchell as Vice Chair. Katherine Skellon and Kev Theaker were also elected as trustees.

Item 9 Closing remarks

Bill Bevan thanked the retiring trustees Lisa Keys and Clare Sulston and extended a warm thank-you to the rest of the committee. He welcomed new Trustees Katherine Skellon and Kev Theaker. Bill also thanked volunteers Ann Tweedie and Lyndsey Clark for their work on eNews. Eric Langham and Elizabeth Newbery for their work on the journal.

Finally, he thanked the Secretariat team of John Stevenson, Lyn Redknap and also thanked Ruth Coulthard, the conference organiser, for putting together this year's conference.

The meeting was declared closed at 09:18.

NOTE: Immediately following the AGM, Bill Bevan presented AHI achievements since April 2015 and plans for the future, which was followed by a discussion.

Notes of presentation of AHI achievements and general discussion.

Friday, 7 October 2016, chaired by Bill Bevan

Bill Bevan informed the floor that he wasn't going to cover everything just give a flavour of that the committee had been doing and their plans for 2017.

1. AHI Conference 2015 successfully took place in Newbury and included visits to Stonehenge and Wiltshire Museum in Devizes.
2. Discover Heritage Awards
3. Training – the following training courses took place:
 - June 2015 - Interpretive Themes, WWT Wetland Centre, London
 - October 2015 - HLF and Interpretation (pre-conference workshop), Newbury
 - October 2015 - Digital Interpretation (pre-conference workshop), Newbury
 - March 2016 - Creating Award-Winning Interpretation, Battle of Bannockburn Centre
 - April 2016 - Interpretive Planning Foundations, Kenwood House, London
 - July 2016 - Interpretation in Remote Landscapes, Brecon Beacons National Park
4. M&H Show – The Marcomms subgroup managed the enhanced presence
 - 'Ask the Expert' stand
 - Trade stand – thank you to all the members who volunteered to man the stand
 - Presentation 2015 - Jim Mitchell and Clare Sulston presented a talk on 'Hi-tech or low-tech? Choosing the best media to tell your story'
 - Presentation 2016 Sunita Welch – How Was it for You? Monitoring and evaluating heritage interpretation projects
 - Sponsored the Learning Theatre
5. Advocacy and Collaboration:
 - Heritage Alliance (HA) – AHI had become members
 - Heritage Lottery Fund (HLF)
 - Association of Independent Museums (AIM)
6. Communication
 - e-News – Issued monthly in a new format via MailChimp. Open rates consistently between 48 – 52%. Thanks to volunteers Anne Tweedie and Lyndsey Clark
 - AHI Website – Best practice guidelines and other resources available in members section
 - Social Media
 - i. Twitter – 1743 members - (67% growth)
 - ii. Facebook - 1,003 likes – (91% growth)
 - iii. LinkedIn - 2363 members – (24% growth)
7. Journal - David Masters retired from the role of Commissioning Editor of the AHI Journal of Interpretation after 9 years. Eric Langham has taken over the role and along with Philip Ryland, Elizabeth Newbery (Editor) and Neil Morgan (Designer) has used the opportunity to revisit the content and style.

Journals Issued:

- Volume 20, issue 1 – Celebrating 40 years of AHI
- Volume 20, issue 2 – AHI Discover Heritage Awards 2015
- Volume 21, issue 1 – Empathy
- Volume 21, issue 2 – Impossible – due out soon

8. Gruntvig/InHerit – Produced competencies in key areas of Planning, Delivery and Evaluation. Was completed in August 2016. A detailed report will be available on their website <http://www.interpretingheritage.eu>

Project Partners:

- Alden Biesen (coordinator)
- Interpret Europe
- FFZG - University Zagreb
- Pangea
- Małopolski Instytut Kultury
- PLATO
- Association for Heritage Interpretation
- English Heritage
- Swedish Centre for Nature Interpretation

9. Full Membership – Reviewing the process and assessment. Lisa Keys will continue to be involved although no longer a Trustee.

10. What else for 2017?

- Launch new Full Membership
- Progress liaison with HLF and AIM
- Partner GEM in the Learning and Sharing Centre to develop an intermediary interpretation course for museum staff
- Explore enhanced training provision
- Redevelop the membership categories and fee structure
- Redevelop the AHI website

11. AHI Conference 2017 – Joint conference with Interpret Europe – 3 to 6 October 2017 – Eden Court Theatre, Inverness. The title will be *Shaped by nature – exploring meaning in wild landscapes* - celebrate 10 years since *Vital Spark*.

12. Discover Heritage Awards 2017 – to be launched latter in October. Overall sponsorship still available.

Award categories:

- Community Projects – sponsored by Canal & River Trust
- Interpretation for a Target Audience – sponsored by Colour Heroes
- Landscapes, forests, nature reserves, parks and gardens – sponsored by Bright 3D
- Museums and Historic Properties/Sites – sponsored by Minerva Heritage
- Visitor/Interpretation Centres – sponsored by Bett Associates
- European Heritage Project – sponsorship available
- AHI Award for Excellence in Interpretation – sponsored by AHI
- AHI Lifetime Achievement Award – sponsored by AHI

Bill then opened the general discussion up to the floor:

1. Sue Latimer – that a Subject Specialist Network would be a good way of engaging with museums. Bill explained that the committee had looked into the criteria and was of the impression that they would not be able to undertake this as it was collection based. Sue highlighted that John Orna-Ornstein from the Arts Council had indicated that this was not the case – Bill indicated that the committee would revisit this.
2. Dirk Bennett – felt strongly that the European category within the Awards not being open to projects from the UK was sending the wrong political message.

3. A member enquired about the process for the Lifetime Achievement Award – Bill explained that a nomination would need to be proposed and seconded and submitted to the judging panel for consideration.
4. Jo Scott – enquired whether there were any plans to review Fellowship – Bill confirmed that there was a long-term plan to review the criteria.
5. Carolyn Lloyd-Brown – expressed concern that the Conference 2017 title of Wild Landscapes would exclude a lot of good interpretation. Members also indicated that they would be unlikely to be able to get support from their employer to attend the conference with this title. This sparked a very lively debate. Members present felt that the AHI should go back to IE to reconsider the title.

Meeting closed at 10:04.