



AGM MINUTES

Minutes of the 5th Annual General Meeting of the Charitable Incorporated Organisation (CIO) the Association for Heritage Interpretation held at 09:00hrs on Friday, 13 October 2023.

Item 1 Welcome and apologies

Beth Môrafon welcomed everyone to the 5th Annual General Meeting of the CIO which was also the 48th for the Association for Heritage Interpretation. She declared the meeting open and quorate.

The Chair asked the Committee members present to introduce themselves: Eric Langham (Vice Chair), Michael Glen (Treasurer) and Lyn Redknap (minutes secretary).

Also present were Astrid Krumins, Ruth Coulthard, Amelia Evans, Gav Glencorse, Jackie Lee, Damon Mahoney, Geraldine Mathieson, and Chris Walker.

Apologies were received from:

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| 1. Philip Ryland | 4. Bill Bevan |
| 2. Bob Jones | 5. Ruth Taylor |
| 3. Lisa Keys | 6. Sara Draycott |

A proxy vote was received from Bob Jones appointing Beth Môrafon to vote on his behalf.

Item 2 Minutes of 4th CIO AGM (47th AGM for AHI).

The minutes of the last AGM's were approved by the AHI trustees at our committee meeting on 23 November 2022. Copies of the minutes were circulated to members via an e-Bulletin issued on 2nd October 2023. A copy was also uploaded onto the AHI website.

The Chair asked for questions from the floor and as there were no questions, she asked everyone to vote on the resolution:

THAT the minutes of the 4th AGM of the Charitable Incorporated organisation (CIO) (1180025) be received.

The resolution was carried unanimously.

Item 3 Trustees Report

Beth Môrafon noted that a copy of the Trustees' Report was available on the AHI website.

Beth highlighted that there has been considerable activity and achievements during 2022/23, a flavour of which are covered in the annual report.

Highlights include:

- AHI's first face to face conference in October 2022, in Wales
- Diversity membership scheme
- Shaping of values and forward plan for 2025 for 50th anniversary celebrations
- Consultation and advocacy including -
 - a. Representation on the Heritage Alliance SPAG (Spatial Planning Advocacy Group)
 - b. Supporting the Global Alliance for Heritage Interpretation to develop a framework.
- Funding and training on Heritage Trade Up with School for Social Entrepreneurs
- A programme of well attended webinars and a Heritage Interpretation course was held online.
- Commission of new Best Practice Guides; Heritage Interpretation in the Public Realm issued in Sept 2022 (Design for Interpretation was updated in May 2023 and I think commissioned an AV guide, Interpretation of Earth heritage and Interpreting Historic Gardens)
- Two well received journals.
- Engaging People Awards

Also, to keep members informed, since the end of the year 22/23 we have been engaged with arranging AHI's conference in Lincoln, processing and judging for the 2023 round of the Engaging People Awards and continuing to update our Best Practice Guidelines. We will speak more about this after the formal part of the AGM

when we outline our current work, where there will be another chance to ask questions.

The Chair asked for questions from the floor and as there were no questions, she asked everyone to vote on the resolution:

THAT the Trustees' report for the year ended 31 March 2023 be received.

Those in favour [36 votes], with no votes against. The resolution was carried unanimously.

Item 4 Annual Accounts for AHI for the Year ending 31 March 2023

The Chair noted that a copy of the financial statements for the year ending 31 March 2022 had been uploaded onto the AHI website. The AHI Trustees formally approved the accounts by majority on 29 September 2023. Beth Môrafon then handed over to AHI's Treasurer, Michael Glen

Michael Glen noted that, unless those present agreed otherwise, he is obliged to read out the important, if lengthy, independent examiner's – what used to be called the accountant's – financial review [on pages 10 to 25 of the accounts]. Essentially, the examiner's report states that the accounts are “clean” and have not been qualified in any way – this is a good thing! There were no objections, and the report was taken as read.

The headlines are that:

1. As you will see on page 13, AHI finished the year with a total of funds carried forward of **£67,345**. This means AHI suffered a shortfall of **-£15,736** in the last financial year (2022/2023). This shortfall was anticipated and results from maintaining our current level of activity against falling income, largely attributed to keeping conference costs reasonable, but not generating the level of surplus we have relied on in the past.
2. You will notice on page 14 there is a significant increase in the figure recorded under Creditors: amounts falling due within one year -£17823. This figure was £2,536 in 2021/22. This increase is due to a change in the way membership subscription has been recorded. In previous years, the corporate membership subscription was £94 and the Supplier Directory fee of £69 was accounted for

separately. With effect from 1 April 2022, the corporate category was divided into three sub-categories – Institutional, Commercial and Community - and the Supplier Directory fee was incorporated within the membership subscription.

AHI run a rolling membership year. Each subscription runs for 365 days from the date of payment. For example, a membership subscription received on 1 September 2023 runs to 31 August the following year. Therefore, half falls in one financial year and the other half falls in the next financial year and forms part of the deferred income.

3. For clarification, the Restricted Funds entry of £1,487 in the accounts on page 13 refers to training events in Wales that were originally Interpret Wales projects. A contribution of £885 from this fund was used to support five early-career interpreters from Wales to attend the 2022 Conference. On page 20 you will see a reference to Designated Funds which are subsumed within AHI's general funds but relate to the Awards Scheme.
4. Maintaining – and ideally increasing – membership levels continue to be critical to the success of AHI and remains a constant challenge. In the current year, the 2022 conference only provided a small surplus. Our budgeting for the current year anticipates of small loss of about £2,500 which means our reserves are likely to fall a little below the target set in our financial policy of maintaining reserves broadly equal to the average of the last three years' trading levels.
5. We look to 2024/24 to help restore our reserves. AHI have retained previous membership fees instead of increasing them as planned. It is only right to advise members that we will have to revisited the for the 2024/2025 membership year when fees are likely to increase.
6. Michael noted that there was an in-person committee meeting held in Birmingham in March 2023, which was considered essential.
7. The strength of AHI's financial position is largely due to the excellent administrative skills of Lyn Redknap as well as the considerable voluntary efforts of trustees and other AHI members, to whom we owe continuing

gratitude. A lot of belts have been tightened and will have to stay that way for the foreseeable future.

The Chair thanked Micheal and invited questions from the floor on the accounts and the Treasurer's statement.

Lisa Wharton asked if there were any grants AHI could apply for? Beth Môrafon explained that AHI had applied for a Heritage Trade up and had received £1,000 and expect to receive a further £2,250 support next quarter. Beth also explained that the Trustees had started the process of applying for a NHLF grant.

Iona Keen asked how many members AHI have? AHI currently have 365 members but as some were corporate membership it was felt that AHI had a much wider reach.

There were no more questions, so the chair asked to vote on the resolution:

THAT the accounts for year ended 31 March 2023 be received.

Those in favour [36 votes], with no votes against. The resolution was carried unanimously.

Item 5 Appointment of Auditors

The Chair then moved on to the appointment of accountants and their remuneration. She highlighted that as a small charity, AHI does not have to have its accounts "audited" [see Charities Act 2011] but get an "independent examination" instead.

The Chair asked those present to vote on the resolution:

THAT Williams Giles be re-appointed as AHI's accountants and the Committee allowed to determine their remuneration

Those in favour [36 votes], with no votes against. The resolution was carried unanimously.

Item 6 Resolution to elect Honorary Fellow

It is proposed THAT Carolyn Lloyd Brown be elected as an Honorary Fellow in recognition of her services to heritage interpretation and to the Association for Heritage Interpretation.

The Chair asked for questions or objections from the floor and as there were none, she asked everyone to vote on the resolution:

THAT Carolyn Lloyd Brown be elected as an Honorary Fellow.

Those in favour [36 votes], with no votes against. The resolution was carried unanimously.

Those present congratulated Carolyn.

Item 7 Announcements

Introduction to additional Patron

Beth Môrafon reported that [Chris Yeo](#) has kindly agreed to become an additional Patron to AHI. Chris is an expert curator specialising in 20th-century design and craft. He is a guest presenter on Antiques Roadshow. Chris also works as curator of Bristol's Ken Stradling Collection.

Fellowship (FAHI) has been awarded since the last AGM:

The Chair asked those present to show their appreciation to Eric Langham, who was awarded Fellowship in June 2023.

FAHI certificate - it was noted that a FAHI certificate will be awarded to the following:

Jim Mitchell (30 August 2022)

Sunita Welch (8 June 2021)

Carolyn Lloyd Brown (2 October 2019)

David Masters (18 December 2012)

Full Memberships (MAHI) awarded since the last AGM:

The Chair asked those present to congratulate the following people who have become full members of the Association:

Claire Dalton - 10 November 2022

Susan Dymon - 23 March 2023

And to bring us up to date:

Ruth McKew – 12 September 2023

For those of you who are associate members, I need to share that the Full Membership Panel is currently in recess, to review processes, and gain insight from members. Beth Môrafon introduced Sue Latimer who will be leading review. The Panel are set to re-open their application process in the New Year. We encourage new submissions, then, so maybe next year we can congratulate you.

Item 8 Election of Officers

It was noted that under AHI's constitution the CIO Executive Committee consists of at least six trustees. There is no *maximum number of trustees which may be appointed to the CIO*.

The Chair handed over AHI's Secretary, Astrid Krumins, to carry out the election process.

Astrid Krumins reported that at this AGM, Beth Môrafon is standing down from the position of Chair but will continue as a Trustee for the remaining year of her three-year appointment. It is expected that Chris Walker will be co-opted onto the Committee for a second term at the next Trustee meeting.

Astrid Krumins noted that the following are standing for re-election with the committee's support:

- Jackie Lee MAHI (proposed by Bill Bevan MAHI) is standing for the position of Chair and a second term on the Committee.
- Eric Langham FAHI (proposed by Beth Môrafon MAHI) is standing for re-election to the position of Vice-Chair and second term on the Committee.

One additional nomination for trustee had been received from:

- Barbara Stella Acan (proposed by Jim Broughton) is standing for a first term as Trustee.

The Secretary asked for questions or objections about these nominations from the floor and as there were none, she asked everyone to vote.

Those in favour *[36]*. Those against *[0]*.

The Secretary then announced that with effect from the end of this meeting, Jackie, Eric and Barbara have been elected for a three-year term. Congratulations to all!

Astrid Krumins then handed back to the outgoing Chair Beth Môrafon to say a few words.

Beth Môrafon said that it was an honour to serve as Chair. She said that she had carefully considered aspects of her career, her personal life and her lived experience as an independent parent in a multi-cultural family to support diversity and inclusion and open up the sector to a wider audience.

Beth thanked the other Trustees, Lyn Redknap, Geraldine Mathieson and the conference team and Jackie Lee and the Awards group for all they had done.

Astrid Krumins than handed over to Jackie Lee the new Chair.

Jackie Lee said she was delighted to accept the post of Chair and thanked Beth Môrafon for all she had done over the past two years.

Item 9 Any Other Business

Ion Keen asked how the Trustees proposed to raise awareness of AHI. She noted that she had worked in the sector for more than 15 years and had recently taken up a position at SS Great Britain where none of her coworkers had heard of AHI.

Jackie responded by saying that AHI needed to do much more promotion. She said that she intended to do all she could to increase membership to 500. She asked all members to assist with this by “getting out and preaching” and highlighting that the membership were a “lovely bunch”, friendly and generous with their information sharing.

Sue Latimer explained that she was a member of the panel assessing Full membership applications. Her conversations with members at the conference had

highlighted that there was a lot of confusion around the individual membership categories. A review of the Full membership application process was being undertaken to try and make the process more open. The process should encourage professional validation. Sue asked those present and AHI members in general to focus their thoughts on what should a MAHI be and deliver their essay in best interpretive practice to the AHI office.

Maureen LaFrenais raised the process of benchmarking. She highlighted that the Museum Association was really good at scouping up every member and queried why people in the sector did not become AHI members.

Steven Richards-Price echoed Maureen's sentiments and felt that organisations like the British Museum and English Heritage should be more aware of the benefits of AHI membership.

Jim Mitchell highlighted that AHI Fellows were mortal and had all been on their own learning journey. He encouraged members continue their own journey to MAHI and then onto Fellowship.

Michael Glen noted that for many years he had questioned the use of the word interpretation. He highlighted that he often received blank faces when discussing interpretation. In recent years there has been a move towards the use of engagement. There was a general discussion around possible alternative names for the association.

Jackie Lee summarised the areas she would be focussing on during her term as AHI Chair:

- Increasing membership
- Association name change
- Full membership
- The need to reflect society as a whole

Item 10 Closing Remarks

Jackie Lee thanked Journal editor Bill Bevan who produced an excellent and engaging edition of the AHI Journal.

She also offered sincere thanks to the conference team of Geraldine Mathieson,

Michael Glen, Astrid Krumins, Damon Mahoney and our administrator Lyn Redknap.

She also thanked **The Creative Core** for sponsoring the conference and **Haley Sharpe Design, ATS Heritage** and **Barker Latham** for their bursary sponsorships which enabled three early career interpreters to attend the conference.

Jackie also thanked her Awards team Ruth Coulthard, Geraldine Mathieson and Jo Scott for their work on the 2023 awards round.

The Chair thanked the members of AHI for attending the meeting and hoped to see them in Glasgow in 2024.

The AGM was declared closed at 09:53hrs.

(The minutes were approved by the AHI Trustees at their meeting held on Monday, 4 December 2023)