

# NATIONAL ARMY MUSEUM COUNCIL

## Summary Minutes of the 139th Meeting

Date: 14 April 2011

Location: NAM Chelsea

Present: General Sir Jack Deverell (Chairman), Mrs Judith Anthony, Mr Keith Baldwin, Mr Mihir Bose, Mr Patrick Bradley, The Rt Hon Lord Freeman, Mr Richard Nunneley, Dr William Philpott, Major General Charles Vyvyan and Mrs Deborah Younger.

Colonel Tony Figg and Mr Anthony Rose.

The Director, Assistant Director (Collections), Assistant Director (Museum Services), Assistant Director (Operations), Assistant Director (Human Resources), Commercial Development Manager, Development Fundraising Manager, HEO-Accounts, Head of PR, Marketing & Events (for item 6) and Head of Printed Books (Minutes)

Apologies: HRH The Duke of Kent and Field Marshal Sir John Chapple.

### **1 Register of Members' Interests**

The *Register* was made available before the meeting, in accordance with Charity Commission advice.

### **2 Minutes of the 138th Meeting of Council, held on 27 October 2010**

Council approved the Minutes and the Chairman signed them as a true record.

### **3 Finance**

Museum accounts 2010-11: Members were briefed on the accounts, in particular the carry-over of Grant-in-Aid which was well within the 2% limit.

Members were advised that the Audit & Remuneration Committee would meet in June to consider the accounts. If the Committee were satisfied, Council would be asked to approve these at their next meeting.

### **4 Membership of Council**

Dr Philpott's appointment as a Member of Council had now been ratified by the Army Board.

## **5 Draft NAM Development Trust Minutes**

Council discussed the various initiatives undertaken by the Development Trust. They welcomed the Trust's engagement with new media and thanked the trustees for their financial support of the new fundraising posts and academic bursaries.

## **6 NAM Strategic Plan 2011-2016**

Council agreed to revisit the Strategic Plan at their July meeting, by which time more audience development and fundraising work would have been done.

### **a) Masterplan**

A presentation was given on the purpose and progress of the NAM's masterplanning exercise. Council discussed the scope of the consultants' brief.

### **b) Audience Development Research**

The consultants' analysis of the NAM's audiences would be used to inform future decision making and collections development.

### **c) Fundraising**

A presentation was given on the Museum's strategy to raise funds, first for building redevelopment and then to create a sustainable income for the future.

### **d) Charging**

Council approved the proposal to levy a small charge for the new Kids' Zone which would be launched in July.

## **7 NAM Business Plan 2011-2012**

Council approved the 2011-2012 Business Plan.

## **8 Any other business**

Dr Philpott reported that he had been appointed to a personal chair as Professor of the History of Warfare at King's College London with effect from September 2011.

Council approved the decision taken by NAM Development Trustees to change their rules to allow the re-election of the Chair beyond a second term, in accordance with the Trust Deed of 24 September 1979.