

Board of Trustees

Minutes

Date: 15 September 2016 (231st meeting)
Time: 14.00-16.30
Venue: The Boardroom, V&A Museum South Kensington
Present: Nicholas Coleridge (Chair) Mark Sebba
Elaine Bedell Caroline Silver
Mark Damazer Sir John Sorrell
Professor Margot Finn Edmund de Waal
Nick Hoffman Professor Evelyn Welch
Steve McGuckin Anthony Misquitta (*Secretary to the Board*)

In attendance: Martin Roth, Director, V&A
Emmajane Avery, Director of Learning and Visitor Experience, V&A
David Bickle, Director of Design, Exhibitions & FuturePlan, V&A
Heather Francis, Director of Finance & Resources, V&A
Anna Jackson, Keeper of Asia, V&A
Jane Lawson, Director of Development, V&A
Tim Reeve, Deputy Director & Chief Operating Officer, V&A
Bill Sherman, Director of Research & Collections, V&A
Alex Stitt, Director of Commercial & Digital Development, V&A
Julia Downer, Directorate Office Manager & Governance Officer, V&A, (minutes)
Rhian Harris, Director of Museum of Childhood, V&A, for item 5

Apologies: Robert Glick, Andrew Hochhauser QC, Dame Theresa Sackler, Dr Paul Thompson

1. Welcome and Declarations of Interests

1.1 The Chair (NC) welcomed everyone to the meeting and expressed his sadness at the recent resignation of Martin Roth as Director of the V&A. He also congratulated all involved in the very successful opening of *You Say You Want a Revolution? Records and Rebels 1966-1970*.

1.2 There were no declarations of interests.

2. Minutes of the previous meeting

2.1 The minutes of the previous meeting were approved by the Board.

3. Matters arising

3.1 There were no matters arising.

4. Performance update

- 4.1 Tim Reeve (TR) presented an overview of key V&A activities since the previous meeting. At that time, visitor figures were 13% behind target after the first quarter, but due to various initiatives this has improved to 9% behind target, with around 3.2m visitors expected this year.
- 4.2 TR gave an overview of current exhibitions, with *Engineering the World* performing exceptionally well in terms of visitor numbers, and *You Say You Want a Revolution* being very well received based on its first week, with an associated pop-up shop in Carnaby Street. Looking ahead, the very positive press launch for Pink Floyd's *Their Mortal Remains*, has generated advance sales of around 10,000 tickets so far.
- 4.3 The inaugural London Design Biennale has opened at Somerset House, with the V&A's UK installation, *Forecast*, curated by Barber and Osgerby and Vicky Broackes, in a prominent position in the courtyard. London Design Festival, with the V&A as its headquarters opens on 17 September 2016.
- 4.4 Recent acquisitions include the Tommy Cooper Archive and the world's largest collection of paper peepshows, gifted to the V&A by private collectors Jacqueline and Jonathan Gestetner under the Cultural Gifts Scheme.
- 4.5 The Chair, Director and TR have all separately recently met with the Rt Hon Matt Hancock, Minister of State for Digital and Culture, Department of Culture, Media and Sport, who gave his first keynote speech on the creative industries at the British Film Institute on 9 September.

5. Museum of Childhood

- 5.1 Rhian Harris (RH) joined the meeting for Emmajane Avery's (EA) presentation of the revised plans for the Museum of Childhood.
- 5.2 The presentation highlighted the many positive aspects of the Museum of Childhood (MoC), including the very high visitor numbers and numbers of participants in its learning programme, but also the areas in which the fabric and content need to be developed in line with its mission and target audience of young people and families. In summary, the challenge with the MoC is not the collections or the want of an audience, but the presentation and overall environment, for example, with an exhibition space that lacks the environmental controls needed to receive loans from other institutions.
- 5.3 EA provided an overview of the new concept, which comprises the 4 key elements of 'play', 'institute of creativity', 'cabinet' and a temporary exhibition gallery, with 2 permanent galleries and 2 galleries for changing programmes. In addition, the main floor space is to be rationalised, with the main shop brought forward to the lobby, the reception desk positioned closer to the entrance, and the café kitchen moved to a back of house location, leaving this key space clear for programme and events use.

5.4 The concept plan has the support of the Museum of Childhood Committee, who feel that a transformed museum would be better aligned with the V&A, and the V&A's Senior Management Team.

5.5 The plans were positively received by the V&A Board and will proceed to the next stage, with a detailed brief, programme, cost-plan and business case to be developed.

6. V&A East

6.1 David Bickle (DB) presented the latest design drawings for V&A East.

6.2 Following the July Board meeting, the Chair wrote to LLDC, on behalf of the Trustees, to set out the key issues at that point in the design process. Since then a series of meetings has taken place to review and refine the building in line with the 5 areas identified for further consideration, with a particular focus on the external elevations and the key elevation facing Westfield.

6.3 The Board supported the Chair and SMT in their continuing discussions.

7. Reports from Committees

7.1 Museum of Childhood Committee

The minutes of the meeting held on 6 July 2016 had been circulated previously

7.2 Trustees' Collection Committee

The minutes of the meeting held on 5 September 2016 were circulated at the meeting.

7.3 Trustees' Visitor Experience Committee

The minutes of the meeting held on 6 September 2016 were circulated at the meeting.

7.4 Trustees' Building Strategy Committee

Steve McGuckin (SM) gave an update following the meeting held on 13 September 2016. SM drew the Board's attention to the Exhibition Road Project, and the contingencies which will need to be planned for as this complex project nears completion. MR informed Trustees of the change to the opening exhibition in the new Sainsbury Gallery in 2017.

7.5 Trustees' V&A East Committee

The Committee met on 13 September 2016, the minutes will be circulated at the next Board meeting.

8 Any Other Business

8.1 None.

9. Date of the Next Meeting

9.1 The next meeting will be held on 24 November 2016 at South Kensington.

Julia Downer 16 September 2016

Signed _____
(Nicholas Coleridge, Chairman)