

**National Galleries of Scotland  
Board of Trustees**

Minute of the meeting of the Board of Trustees held in the Boardroom,  
Scottish National Gallery of Modern Art Two, Belford Road, Edinburgh on  
Monday 4 June 2018 at 1315 hrs.

**Present:** Benny Higgins, Chairman                      Nicky Wilson  
                  Alistair Dodds                                      Lesley Knox  
                  Catherine Muirden                                  Willie Watt  
                  Tricia Bey    Tari Lang

**In Attendance:** Sir John Leighton, Director-General  
                          Chris Breward                                      Jo Coomber  
                          Jacqueline Ridge    Nicola Catterall  
  
                          Siobhan McConnachie, Head of Education (item 5 only)

**Apologies:** Nick Pearce  
                          Edward Green

**Secretariat:** Elaine Anderson

**Action**

***Open Business***

**1        Declarations of Interest**

There were no declarations of interest.

**2        Chairman's Business**

All matters were covered on the agenda. It was noted that the advert for the vacant Trustee positions went out the previous week with a closing date of 29 June 2018.

**3        Minutes**

**3.1     Minute of the Meeting of 26 March 2018**

The minute of the meeting of 26 March 2018 was approved as a correct record.

**4        Matters Arising**

There were no matters arising.

## 5 **Education Update**

Siobhan McConnachie presented an update on Education and how it is aligning with the audience development framework. The presentation focused on outreach audiences to be targeted going forward. Building on the existing families programme, Ms McConnachie outlined the different activities which families can take part in.

The team was keen to build on the Monarch of the Glen tour and sharing parts of the collection directly with schools off-site. Ms McConnachie also detailed activities for people with access needs as well as the consideration being given to using art as a tool to improve health & wellbeing

The Trustees commended the department for their excellent work and queried the possibility of getting greater media coverage to promote it.

Colleagues noted the partnership work with smaller charities to promote the NGS brand and reach hard-to-reach groups. Schools with disadvantaged children are also resource-strapped therefore NGS needs to go out to them and build the relationship. Colleagues discussed sponsorship opportunities either through large employers seconding staff or sponsoring activities.

Colleagues discussed how far teachers travel to visit the Galleries. Ms McConnachie noted that teachers come from all over Scotland, but not in large numbers. The team was trying to deliver more digitally and also offer teacher support by going out to areas outwith Edinburgh.

The Director-General commented that the emerging Culture Strategy touched on many of the areas mentioned in the presentation. There was a need to ensure alignment with wider strategy.

Ms McConnachie was thanked for her presentation and left the meeting.

## **Open Business**

### 9 **Reports**

#### 9.1 **Collection**

Professor Breward outlined the report and recent acquisitions, including works by high profile female

artists.

## 9.2 Public Engagement

### 9.2.1 Quarterly Report

The report was noted. Ms Coomber explained the new approach to publicising the summer programme, focusing on one campaign featuring all exhibitions. This tied in with the one collection, one brand approach.

Some work had been done with SVS colleagues about what the visitor experience should be.

The Artists at Work exhibition was proving popular, showcasing colleague's talents and stimulating positive responses from both colleagues and the public.

Ms Coomber explained that the Trading Company had exceeded targets for the previous year. The new Modern One shop was proving very successful; the number of customers and average spend had both increased significantly.

On staffing, a new role of CRM & Ticketing Manager was being advertised and the new Head of Marketing & Communications had started in post that week.

In response to a concern about social media communications, Ms Coomber assured colleagues that the social media strategy was a priority for the department. It was suggested that team members presented to the Board in November.

JC

### 9.2.2 Audience Framework Development: Update on Progress

Ms Coomber updated colleagues on progress on the Audience Framework development. Ultimately the plan was to create a leaflet for staff identifying audiences and how we might reach them.

A major audience report had been commissioned for the SNG which would help to inform the SNG project and would also have wider benefits for the other sites.

Ms Coomber also outlined some of the ideas being progressed from the Trustee strategy session in March.

**9.3 Public Programme**

**9.3.1 Quarterly Report**

Report noted. It was suggested that the Board needed to consider how the evaluation/lessons learned data is used from shows such as A New Era, which fell short of its targets.

The Raqib Shaw exhibition was commended, but it was considered that better signage was required to assist visitors in finding it on the top floor.

**9.3.2 Visitor Figures: March-April 2018**

The visitor figure reports were noted.

**10 Compliance & Risk**

**10.1 Data Protection: GDPR Compliance**

Ms Anderson offered an update on progress with compliance with the new Data Protection regulation, which had come into force on 25 May 2018.

**11 Corporate Strategy**

**11.1 Performance Measures: Quarter 4/Year-end Report 2017-18**

The report was noted. Colleagues noted that the KPIs were out of synch with the new strategy, but this would align in due course. The Chairman sought a proposal to evolve the KPIs and align with Board strategy discussions.

EA

**12 Any Other Business**

**12.1 Trustee Drinks Evening**

The Chairman invited trustees to a drinks evening on Tuesday 21 August 6.30-8pm at the SNG. To be confirmed by email.

**13 Date of Next Meeting**

The next meeting of the Board of Trustees will be held on Monday 10 September 2018 at 1315hrs in the Boardroom, Modern Two.