

Minutes of The Dean Heritage Centre AGM. Thursday 27th October 2016.

Present:

| Name | Organisation (if any) |
|--------------------|-----------------------|
| Neil Parkhouse | Chair Trustees |
| Mary Dutson | Trustee |
| David Hawes | Trustee |
| Helly Barker | Trustee |
| Emma Smith | Centre Manager |
| Alison Leatherdale | DHC Volunteer |
| Pete Ralph | DHC Member |
| Ian Standing | DHC Friend |
| Merill Eiley | Local Resident |
| Janet Hall | DHC Friend |
| Nic Wood | Local Resident |
| Clayton Ryder | DHC Staff |
| Martin Phelps | DHC Staff |
| K Worgan | Local Resident |
| M Giles | Local Resident |
| Olivia Davis | Cafe |
| Donna Nutill | Cafe |

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|-----------------|--------------------------|
| Kay Bird | Cafe |
| Amy Peates | Cafe |
| Serena Nutill | Cafe |
| Mike Hussey | Cafe |
| Steph Hussey | Cafe |
| Alan Bird | Cafe |
| Michael Stave | Local Resident |
| Pauline Stowe | Local Resident |
| Jane Heylings | DHC Volunteer |
| Nicky Packer | DHC Friends Treasurer |
| Jenny Barnett | DHC Friend and Volunteer |
| Wallace Barnett | Local Resident |
| Kirk Cole | NDAR |
| Nicola Wynn | DHC Staff |
| Joanne Clarke | DHC Staff |
| Iris Wright | DHC Staff |
| Lou Hall | DHC Staff |
| 1 other | DHC Friend |
| Jane Tresise | DHC Friend |
| Michael Amey | Local Resident |

Apologies:

John Belcher,

Sid Phelps

Graeme Schrouder

Financial report.

The financial Report from Widins Accountants was presented. There were no comments received.

Chair's report.

See attached.

Centre Manager's report.

See attached.

Collections Officer's report.

See attached.

Education Officer's report.

See attached

Election of Trustees.

Mary Dutson proposed as Chair by Helly Barker. Seconded by Neil Parkhouse. **AGREED**

Helly Barker restanding as trustee. Proposed Mary Dutson. Seconded Neil Parkhouse. **AGREED**

Appointment of Accountants.

Proposal to change Accountants to Hollingdale Pooley by Neil Parkhouse seconded by Helly Barker.
AGREED

AOB:

Café.

Kay Bird: Gathering a petition to try to take legal action over the trustee's decision to give her 12 months notice. The DHC should be taking action to get people through the door. Kay told the meeting that she is getting complaints about the DHC asking visitors to Gift Aid their admission fee and complaints about the museum. Kay would cut the prices. She felt that the DHC was taking over somebody else's goodwill and taking away her business.

Neil Parkhouse: Stated he didn't want the meeting to turn confrontational. Kay has her viewpoint. We were told the minimum notice is 6 months and we have given her 12. The DHC trust would have to close if it had to pay legal fees to challenge Kay.

Kay Bird: interrupted and said the DHC doesn't listen to her. She blamed the decision on an individual.

Neil Parkhouse: The café is on DHC premises and we only lease it to Kay. This is a business decision, not emotional blackmail.

Kay Bird: Feels the situation is ruining her reputation. She had had lots of people saying she needs to fight the decision. Asked how the DHC would get the money to run a café.

Neil Parkhouse: DHC would apply for Grant Funding for this.

Michael Amey: Said that consultant's reports said that the DHC would only make money from the café if they did full meals at a 50-70% mark up. Would cost £30-50K in start up costs. The DHC would also be losing over £16,000 in rent money per year.

Emma Smith: Stated that the rent also includes electricity, water, and sanitary disposal so it is not all profit.

Neil Parkhouse: By the time you take the café's costs off the DHC gets less than half of the rent.

Michael Amey: Made a point that the DHC charges anyone using the car park who is not paying admission to the Centre. Would have liked to have seen a caveat for the café and charges only for people going off site.

Kay Bird: Agreed with Michael Amey and said the DHC is charging her customers too much.

Neil Parkhouse. Takes Kay's point about charging her customers. Asks Kay what she has ever done to promote her café.

Kay Bird: replied "Nothing. I don't need to" She stated that consultants say that visitor numbers are going up and up, but it's not happening.

Neil Parkhouse: If Kay goes down a legal route it will cost her money. Other organisations are going down the route of taking café's in house.

A question was asked from the floor about how the DHC was going to get more visitors in the future.

Emma Smith: DHC can't fill the gap left from the removal of the FODDC grant. DHC markets with Glide, Explore Gloucestershire, and it is a great accolade for the carvers that people came to see the Gruffalo Trail. The DHC is not targeting local advertising at the moment and is employing a fundraiser to help with our fundraising strategy,

Neil Parkhouse: Most other museums are supported financially by their local Councils.

Nic Wood: Has seen how everybody pulls together to keep the DHC open. He really enjoys the café and would like to become a trustee. It is all about communication and what direction the DHC is going.

Neil Parkhouse: It is extremely difficult to have a credible vision when you are just surviving. The DHC has not replaced 2 members of staff and budgets are getting cut because we can't pay the bills. The DHC is struggling to see that far ahead. Clayton and Emma got the new Gruffalo trail going and hopefully that will see us through till Xmas. Each of the trails has been less attractive than the previous one and had less branded merchandise to sell in the shop. Also fighting for a small pool of visitors with DFR and Puzzlewood.

At this point Kay Bird and several other people left the meeting.

Emma Smith: DHC has grant funding for a 5 point project.

1 - Governance. Training for Staff, Trustees and Volunteers. Need a specific skill set for Trustees.

2 – Financial Administration. New software package and brining things in House.

3 – Retail. How to merchandise and other things we can do in the shop.

4 – The Site. Can we use our site better?

5 – Website. The website needs someone who can write HTML code. We need everyone to be able to update the website.

A member of the DHC Friends commented that Foresters had a real vision for what the DHC was for when it was set up. It's their museum, it's their life and it's their future. We should be passionate about getting Foresters passionate about the museum again. The Friends used to have a junior section way back.

Neil Parkhouse: Agreed but we need to pay our way because of market forces.

Nicky Packer: DHC deserves a lot of praise for gaining grant funding and shows professionalism and forward thinking.

Neil Parkhouse – lots of people are working very hard to keep the Museum going.

CLOSE OF MEETING.