

AIM Heritage Trustees Newsletter March 2017 – **EXTRACTS**

Governance Profile: Roger Cooke

Good chairmanship and good governance is an on-going process, so AIM sat down with Roger Cooke, chair of the Tullie House Museum board to discover what their governance journey has been like.

.... “But what is really going to make the difference between an average and a high-performing trust board is whether the trustees get involved in mentoring senior staff, fundraising, talking to volunteers, staff and funders and in setting the strategic objectives and priorities of the organisation. That will make the difference between a board that is really helping the organisation to deliver an exciting programme and one board that is just keeping a watching eye on it ticking over.”

Data Protection and Charities: The new General Data Protection Regulation – Be Prepared

Trustees have particular responsibilities for data protection. Recent fines by the regulator at the RSPCA and the British Heart Foundation have highlighted the need to ensure full compliance. And trustees' responsibilities are set to increase later this year, with the anticipated launch of a Fundraising Preference Service, following the establishment of the new Fundraising Regulator. Next year, from May 2018, there will be further new regulations, including changes to the way charities and other organisations have to obtain consent for holding personal data from visitors, donors and others they work with. Bond Dickinson LLP have written an article outlining the changes especially for readers of the Heritage Trustee Newsletter, which can be accessed [HERE](#).

Museum and Heritage Trustee Survey

AIM offers a range of support to boards and trustees, supported by Arts Council England and sponsored by Development Partners. We are planning our programme of support for 2017-2018, including a new series of Trustee Seminars and would like to know what trustees find most helpful and how trustees rate their board's current contribution to their museum.

Please help us shape the new seminar series and other support for trustees by completing the [AIM Trustee Survey](#) which should take a maximum of 15 minutes. We are keen to hear from as many trustees as possible, so please feel free to forward the link to colleagues who may not receive this newsletter.

Prospering Boards for Prospering Museums underway and still accepting applications

There are now 9 museums receiving support through the Hallmarks Prospering Boards programme, working closely with independent consultants to identify and address their challenges and ambitions.

Some of the first museums to sign up to work with AIM through the programme have boards that have already thought carefully about their future, and have recognised that the opportunity of external support could enable them to be more effective in giving strong direction to their museums and ensuring their future prosperity. At the same time, we are helping museum boards that have found themselves in difficulty through circumstances outside their control and really need a helping hand through crisis.

AIM thinks that regular review of governance should be a given, and that whenever museums are planning for the future or seeking to improve, they should be asking 'what part can the board play in this?' and 'Is there something the board could be doing differently or more effectively?'

If your museum or heritage organisation is planning to focus on improving your board in 2017, do consider a Prospering Boards application. Successful applicants will have between 2 and 8 days of free, expert advice that can be used to facilitate away days, carry out consultations or to support the chair and other key trustees. This is a rolling programme that will be accepting applications until funds are used up and we hope to work with 5 or 6 more boards so contact us soon if you are interested. We strongly encourage applicants to get in touch for an informal discussion before making an application, contacting Helen Wilkinson on helenw@aim-museums.co.uk. Full guidance notes and an application form are available by also emailing Helen Wilkinson.

AIM and SHARE MUSEUMS EAST: Trustee Muster – Succession Planning

We had a great response from AIM members attending our joint event with SHARED Enterprise last month in Cambridge and the event will be repeated on 20 April in Luton. Led by Joy Allen of Leading Governance, this workshop is ideal for trustees at museums of all types and sizes and at any stage of the board's development, whether it needs to recruit new trustees or broaden its range of skills. This interactive workshop will provide practical tips for board succession planning, including how to conduct a useful skills audit and recruitment methods in practice. [Click for further information and booking.](#)