

FRIENDS OF THE WILSON

Members' Introduction to the Memorandum of Understanding (MOU) with the Cheltenham Trust

Background

Members who attended our AGM this year would have heard about the MOU we recently signed with the Cheltenham Trust. The MOU is all about a partnership with the Trust that supports closer collaboration with the Wilson. It will make it easier for the Friends to work with the Wilson to make their unique collections more accessible to an increasingly broad public in a way that communicates, educates, and inspires.

The MOU has been signed for an initial 3 years with the option to renew for a further 2 years. This gives both the Friends and the Wilson the ability to plan long term and develop more ambitious projects together. To this end the Friends will give the Wilson a grant of £10,000 each year specifically for programming. The partnership is led by the Chairman of the Friends and Chairman and CEO of the Cheltenham Trust as well as the Wilson's Head of Culture.

Some of the activities planned under the MOU include aligning programmes such as talks, trips and exhibitions and working together to apply for funding for major projects. The Friends will also be nominating a Trustee to sit on the Wilson's Arts and Exhibitions Committee to help shape future programming. We also plan to work more closely on communications and participation in events that promote the Wilson such as Culture Fairs.

So what mutual benefits are in the MOU?

The Friends will receive a range of benefits from the Wilson in recognition of the considerable support provided in the past and for future plans. Rooms in the Wilson will be made available for Friends meetings and events and there will be a Curator-led talk each year. Curator-led tours will be programmed specifically for Friends as well as the joint hosting of an Annual Reception for New Friends.

Members will receive invitations to exhibition openings in the Wilson and if paid-for exhibitions become a feature of the Wilson's programme, Friends will receive discounts on tickets.

Members will also receive a 15% discount in the Wilson Café.

In recognition of the close partnership, the senior staff of the Wilson will be given Honorary Membership of the Friends. All staff will have free entry to Friends talks and priority booking for trips. The hope is that our shared passion for heritage and the Wilson will be strengthened through shared experiences.

If you have any questions about your membership do get in touch with membership@friendsofthewilson.org.uk