

**WESTON-SUPER-MARE TOWN COUNCIL
MUSEUM AND HERITAGE SUB-COMMITTEE
AGENDA**

Date: Thursday 30TH May 2019

Time: 10.00am

Venue: Museum

Members of the Museum and Heritage Sub Committee are hereby summoned to this meeting and reminded that they have a duty to state a Declaration of Interest prior to the appropriate agenda item and to consider the Crime and Disorder Act s.17 when reaching a decision. Members who wish to comment on matters within their ward may attend and address the Committee.

Committee Members: Councillors Peter Crew, John Crockford-Hawley, Catherine Gibbons, Jan Holloway, Daniel Marcos-Ashworth and Peter Mcaleer; Non-voting co-opted members: Malcolm Nicholson – Town Clerk, Sarah Pearse – Deputy Town Clerk, Molly Maher – Development Officer, Matthew Hardy – Museum Visitor Services Manager, Sherry Coles – Learning and Events Officer, Steve Matthews – SJ Surveyors, Tom Mayberry & Amal Khreisheh – South west Heritage Trust, Cara MacMahon – North Somerset Council, Peter Johnson – Volunteer Archivist, Heather Morrisey – Chairperson of the Friends of the Museum

Note: Quorum of the Committee shall be 3 of its members.

1. Election of Chairman

2. Apologies for Absence

3. Election of Vice Chairman

4. Declarations of Interest

5. To agree the accuracy of the minutes of the 11TH April 2019 (attached)

6. To note the Sub Committee Terms of Reference (attached)

7. South West Heritage Trust update reports

6.1 To receive an update from Amal Khreisheh (to follow)

7. Museum Operation/Business plan and Activity Plan reports

7.1 Update from the Learning and Events Officer (attached)

7.2 Museum operations from the Visitor Services Manager (attached)

7.3 Community Engagement report (attached)

7.4 Retail, Marketing & External Bookings (attached)

7.5 Café Report (attached)

7.6 Volunteer Engagement Report from the Volunteer Coordinator (attached)

7.7 Marketing Update to receive the report of the Communications Officer (to follow)

8. Museum Grant Development

8.1 To receive a verbal report from the Development Officer

8.2 Grants for the Arts – Potential Artist Sculpture design proposals (to follow)

MHSC AGENDA 300519

8.3 HLF grant – Way finding signage – to receive the report of the Deputy Town Clerk (attached)

9. To receive a verbal report from the Friends of Weston Museum

10. Heritage Action Zone update

To receive the report of the Heritage Action Zone Officer (attached)

A handwritten signature in black ink, appearing to read 'Malcolm Nicholson', with a horizontal line underneath the name.

Malcolm Nicholson
Town Clerk
23rd May 2019

Weston-super-Mare Town
Council
Grove House, Grove Park
Weston-super-Mare
BS23 2QJ

**WESTON-SUPER-MARE TOWN COUNCIL
NOTES OF THE MUSEUM AND HERITAGE
SUB-COMMITTEE MEETING
HELD AT GROVE HOUSE ON 11th April 2019**

Meeting Commenced: 10.05am

Meeting Concluded: 11:34am

PRESENT: Councillors John Crockford-Hawley (Chairman), Peter Crew (Vice-Chairman), Catherine Gibbons, Malcolm Nicholson (Town Clerk), Sarah Pearse (Deputy Town Clerk and RFO), Matt Hardy (Visitor Services Manager), Molly Maher (Development Officer), Amal Khreisheh – South West Heritage Trust, Heather Morrissey (Friends Group) and Peter Johnson (Volunteer Archivist).

400	Apologies for absence and notification of substitutes Apologies were received from Councillors Jan Holloway, James Davis and Cara MacMahon.
401	Declarations of interest There were no declarations of interest received.
402	To approve the accuracy of the Minutes of the last meeting held on 20th February 2019 The minutes of the meeting had been previously circulated with the agenda. PROPOSED BY: Councillor John Crockford-Hawley SECONDED BY: Councillor Peter Crew RESOLVED: That the minutes be approved and signed by the Chairman
403	Members to receive HLF project reports on: - South West Heritage Trust (SWHT) progress It was agreed that this item be deferred until later in the meeting to accommodate the presence of the SWHT member.
404	Museum Operations/Business Plan and Activity Plan Reports 404.1 Update from the Learning and Events Officer(s) The report of the Learning and Events Officer(s) had previously been circulated with the agenda. A member asked how serious it would be if teachers were not prompt in returning required information for school bookings. It was explained that it could be difficult to organise school sessions if the information was not returned promptly. RESOLVED: - That the report be noted.

404.2 Museum operations from the Visitor Services Manager

The report of the Visitor Services Manager had previously been circulated with the agenda.

The chairman apologised for not attending the recent Jazz event and asked if there would be repeat events. It was advised that there would be Jazz events in May and November, and that members would be informed of the specific dates at a later date.

In answer to a question it was clarified that a monthly 'what's on' email about events in the Museum was circulated to everyone, including councillors, as well as listed on the website and social media.

Amal Khreishah entered the meeting at 10:11am

Debate ensued on the inability to invigilate. The Visitor Services Manager reported that there had been improvements in the numbers of volunteers able to invigilate but that when there were no volunteers available members of staff were called upon to invigilate. Members were concerned that staff from Grove House and Grove Lodge were being called upon to invigilate. It was explained that they were still able to work from a laptop and Wi-Fi.

A member suggested approaching NVQ students from Weston College. It was advised that this was already being explored by the Visitor Services Manager and the Volunteer Coordinator.

RESOLVED: That the report be noted.

404.3 Community Engagement report

The report of the Community Liaison Officer had previously been circulated with the agenda.

Following a talk to the Weston Stroke Club by the Community Liaison Office, a donation of £60 was given to Weston Museum. Weston Museum was now part of the Asda Green Token Scheme.

RESOLVED: - That the report be noted.

404.4 Retail, Marketing & External Bookings

The report of the Visitor Services Supervisor had previously been circulated with the agenda.

It was clarified that the Museum Café would be catering for the two wedding reception bookings.

It was praised that the museum bookings were now at saturation point. This required the team to be more organised and to look at the museum offer. In order to accommodate these events they were linking back to the Town Council Strategy and the original National Lottery Heritage Fund aims for the museum to ensure that the objectives were being met through the bookings. Events such as community engagement and learning were to be favoured over events such as yoga which could be accommodated elsewhere.

	<p>RESOLVED: - That the report be noted.</p> <p>404.5 Café Report The report of the Acting Café Supervisor had previously been circulated with the agenda.</p> <p>It was noted that the consistency and standard in the café was improving. The Acting Café Supervisor was working well with both staff and volunteers as well as engaging with members of the public. He was demonstrating good business sense and was interested in learning more.</p> <p>The Chairman requested that the Acting Café Supervisor be informed that the committee were very pleased with his work.</p> <p>RESOLVED: - That the report be noted.</p> <p>404.6 Volunteer Engagement Report The report of the Volunteer Coordinator had previously been circulated with the agenda.</p> <p>A member asked how often the first floor of the museum had been closed due to lack of invigilation, to which it was clarified that it had never been closed.</p> <p>RESOLVED: - That the report be noted.</p>
405	<p>At this point in the meeting, the South West Heritage Trust (SWHT) report was given</p> <p>A report from Amal Khreisheh was previously circulated with the agenda.</p> <p>Temporary exhibitions It was noted that the South West Heritage Trust were beginning to plan the future temporary exhibition timetable. Given the success of the Historic England book 'Weston-super-Mare: The Town and its Seaside Heritage', the SWHT were considering an exhibition on Weston-super-Mare's built heritage in 2020.</p> <p>Museums in Somerset Harwell Priority Plus Scheme It was noted that the subscription for the Harwell Priority Plus Scheme was now due. There were currently 18 museums' in the group subscription. The price for the year would be £43+VAT for Weston Museum.</p> <p>PROPOSED BY: Councillor John Crockford-Hawley SECONDED BY: Councillor Peter Crew</p> <p>RESOLVED: That the changes to the temporary exhibition programme be noted and the subscription to the Harwell Priority Plus Scheme be approved.</p>
406	<p>Museum Grant Development</p> <p>A verbal report was given by the Development Officer.</p>

406.1 Know Your Place

A meeting had taken place the previous week with members of Weston Museum, Weston-super-Mare Town Council and North Somerset Council to discuss the project logistics. The funding and administration for the project had been transferred to Weston-super-Mare Town Council. The project would be carried out by Weston Museum's Volunteer Coordinator and Community Liaison Officer, and North Somerset Council's Archaeologist and Conservation and Heritage Officer.

Heritage At Risk

A meeting had been arranged with Historic England to discuss the eligibility for funding for the repair of Weston Museum's roof.

Resilient Heritage

Unfortunately, Weston-super-Mare Town Council had been unsuccessful in their application to the National Lottery Heritage Fund's resilient heritage programme due to a substantial amount of more suitable applications being submitted.

RESOLVED: - That the verbal report be noted

406.2 Grants for the Arts

Three design proposals had been previously circulated to members.

It was noted that design number 1 was not on wheels which may have caused an issue with Museum operations. Members noted that design number 2 included a mixture of materials, and was fully costed and on wheels.

Councillor Catherine Gibbons left the meeting at 10:40am

A member queried whether the blocks within the design would be fixed to one another. The placement of the sculpture was discussed, with members suggesting that the first floor balcony could be an acceptable place for it should the sculpture be an appropriate weight.

Councillor Catherine Gibbons reentered the meeting at 10:43am

Members particularly liked design number 3 and felt that the concept was very imaginative. The Deputy Town Clerk noted that a decision needed to be made to ensure that the 31st July deadline was met. The Chairman suggested that the designs be prioritised in order of preference. It was agreed that design number 1 was the least suitable and therefore no longer in consideration. Design number 3 was considered the favourite, with design number 2 in second place.

PROPOSED BY: Councillor John Crockford-Hawley

SECONDED BY: Councillor Peter Crew

RESOLVED:

1. That design numbers 2 and 3 be developed further with the artist.

	<p>2. That design number 1 be informed that they had been unsuccessful.</p> <p>3. That the first floor balcony be considered as another potential location for the sculpture, and that developed designs be brought back to members at the next meeting on 30th May 2019.</p>
407	<p>Renewal of Agreement for SWHT Curatorial Services.</p> <p>The Town Clerk reported that the new 5-year agreement with South West Heritage Trust concerning curatorial services had been completed, and would continue up to the end of the agreement with North Somerset Council.</p> <p>Discussion ensued concerning the use of Weston Museum as the place in Weston-super-Mare for local studies and research, with volunteers and staff better versed in local history to accommodate this. It was reiterated that this had been decided against in the original discussions for the business plan. It was noted that a contact list of local historians could be created to signpost members of the public to someone who could answer their enquiry.</p> <p>RESOLVED: That the verbal report be noted.</p>
408	<p>To receive a verbal report from the Friends of Weston Museum</p> <p>In answer to a question it was advised that the replica of the Clevedon Torc had not yet been ordered, as there needed to be consideration as to storage and usage. The Visitor Services Manager would work with Amal Khreisheh in deciding on how to accommodate the replica, and whether it be available for handling purposes or for display only.</p> <p>It was reported that the Torc was not often noticed by members of the public. The sub-committee agreed that the Clevedon Torc required further interpretation.</p> <p>It was suggested that the Museum could engage with local artists and commission interpretation of the Torc in order to publicise it. It was also suggested that pieces could be created for sale in the Museum shop.</p> <p>The Friends were awaiting information on any suitable funding opportunities. The Friends currently had £1,000 which could go towards a small project. The Chairman suggested that this could go towards interpretation for the Clevedon Torc.</p> <p>The apple tree outside Clara's Cottage had buds on it.</p> <p>RESOLVED: - That the verbal report be noted</p>
409	<p>Heritage Action Zone update</p> <p>A report from Cara MacMahon was previously circulated with the agenda.</p> <p>It was reported that the Historic England book was so popular that it had sold</p>

	out at Weston Museum. Further stocks had been ordered. RESOLVED: - That the report be noted
	There being no further business the meeting concluded at 11:34am The next meeting will be 30 th May 2019 at 10am at the Weston Museum.

Signed.....
Chairman

Dated.....

MUSEUM AND HERITAGE SUB COMMITTEE

Purpose: To operate the Museum and deal with heritage related issues under the overall direction of the Community Services Committee.

Membership: Six councillors plus co-opted members **Quorum:** 3

Terms of Reference:

1. To be responsible for all aspects of management and operation of the Weston Museum.
2. To oversee commercial activities at the Museum including retail and catering operations and special and corporate events to secure maximum income.
3. To plan and procure temporary exhibitions.
4. To oversee the Museum accreditation process including making application for, delivery and review of the accreditation.
5. To oversee the operation of the Service Level Agreements with Somerset County Council and North Somerset Council including delivery by those parties and by the Somerset Heritage Trust.
6. To be responsible for all procurement for the museum service within the budget set by the Council.
7. To manage and deliver the Council's Blue Plaque Scheme including the selection of individuals and buildings worthy of commemoration through a blue plaque.
8. To consider and deal with any other heritage related issues in the town.
9. To ensure delivery of all remaining requirements of the HLF approved project for the refurbishment of the Museum including the activity plan and the learning objectives.
10. To plan make and oversee further grant applications for the generation of further income for the Museum improvement project.

Learning and Events Report to the Museum and Heritage sub-committee
Sherry Coles
June 2019

Liz Niven and myself were brought into the role on a job share basis for Learning and Events in September 2018 on maternity cover. Liz channelled her time into events and I focussed on learning provision, although we did support each other when there was a need for example for major events like History Week. Liz has resigned but I will deliver all of the learning commitments accepted before she left.

Learning

Katherine designed and resourced the learning sessions in response to both appeals from teachers to support their history curriculum and to enhance the museum gallery displays. I have looked comparatively at the booking confirmations over the last 18 months. Bookings in the Autumn Terms for both years were very similar. There has been a marked increase in bookings during the Spring 2019 which we believe is due to the active marketing of learning sessions through contact by schools for booking handling boxes.

The greatest demand for learning sessions continues to be for the Victorian Seaside session with more than half of the total for the year being requested through late Spring and Summer. At the time of writing we have 3 schools booked in for the week before half term and 3 every week for the 3 weeks after half term. I suspect we would have more if the learning space was not already booked out for an exhibition running from June 21st – July 3rd for the RNLI.

The topic of Victorian Seaside is typically taught in the infant age range 5-7 years. Consequently, only short sessions generating lower revenue, are suitable to match concentration levels.

This summer there seems to be increasing demand for workshops for older children, 9-11 years as they study some aspect of Victorian life or famous Victorian people. We can increase the time we have the children on site by offering a carousel of activities which leads to increased revenue. However, this does create increased staffing demands particularly for our volunteer team.

Similarly working with Weston College Liz was able to secure new business in the post 16 age range by modifying and increasing the resourcing. It should be possible to maintain this new business and run similar post 16 sessions at the same point in their course next year.

Events

It is difficult to strike a balance between making sure we can deliver all of the learning provision that is requested and ensuring we are continually finding new ways to attract and engage visitors for events. We have tried to design interesting workshops to run at weekends and over school holidays which will attract but are affordable. One of our greatest challenges to this is having enough support to run

workshops safely. As it is the same group of volunteers we are appealing to for both learning and craft workshops.

Over the Easter break we ran our own special Egg Hunt with historical characters made from fabric eggs. I set up as a craft activity in the learning space where visitors learned to design and make their own Egg-Berts. In addition, we made Easter cards and decorated roman pots to plant cress seeds.

We are looking forward to the next exhibition on Microsculptures in the temporary gallery as the potential for crafts with a bug theme is huge. Over the summer break I expect to run a range of suitable crafts with this in mind.

Members are requested to:

- **Note the report**

Museum and Heritage Sub Committee May 2019
Museum Progress Report
Written by Matt Hardy – Visitor Services Manager

Summary

- From 1st April 2019 to 21nd May 2019, we had 4,968 visitors (3,189 Adults and 1,779 Children). Compared to 4,749 visitors from this time period last year.
- Weston Museum has been nominated for a Weston College Business Award under the category of Disability Confident Employer of the Year. The awards ceremony will take place 20th June.
- We now have more than 3000 followers on Facebook and 2129 followers on Twitter.
- A new rota system is now in place based on a 4-week rotation of set hours. It is currently proving successful and is aiding in the management of staff, however it still reflects that we are running near capacity in regards to evening functions and events.
- The new bookings structure is proving successful and the team have found it to be a useful tool to manage their bookings. We are also trialling a new online ticketing system and visitors will be able to purchase tickets for most of our events online through our website.
- We have parted ways with one of our learning and events team. Management systems are in place to ensure that we can still maximise our learning offer, especially during term times. The team are being supportive to help with other effected areas.
- Katherine has started her scheduled 'keep in touch days' to assist with her planned return to the business in September.
- The new Microsculptures exhibition is proving very popular and we saw a good turnout for the private viewing event. We are also planning to stock the accompanying book and running a series of events to support the exhibition.
- Whilst the number of engagement volunteers is increasing, the invigilation of the Torc is having a negative effect operationally speaking. All staff have had to take time out of their day in order to facilitate the invigilation, this also includes staff from Grove House and Grove Lodge. I do believe that this issue will resolve itself over time, however, if the situation continues we may have to look at a more immediate solution.

Members are requested to:

- **Note the report**

Report to the Museum and Heritage sub-committee – May 2019

Community Engagement

Report written by Jane Hill – Community Liaison Officer – 21st May 2019

Reminiscence

I held a meeting with the volunteer team to check that they are all happy with the reminiscence service and to thank them for their continued support.

Clevedon Court Nursing Home did a lovely Facebook post including a montage of images from our recent visit, which I linked this to the museum Facebook. Their 'sister' home in Weston, has booked us for a visit stating, "We have been told you were fantastic and would love our people to experience this too".

A session was held at Innisfree Residential Home. Sessions are booked at Osborne House in Clevedon and at other homes throughout July.

Community Engagement

Nostalgia café continues to be supported by volunteers Jacqui and Clive. North Somerset Council Communities Connect continue to support this by sending a community worker once a month.

The new display of art work in the café is by local artist Susan Underwood. Susan has previously exhibited at the Old Town Quarry.

I had a meeting with Sally and Jasmine from the Blakehay about coordinating artists for both venues from April 2020 onwards.

I had a meeting with Georgia Shearman from the Milestones Trust. A group of 18 artists will be exhibiting their art work in an exhibition titled 'Bearing Fruit', from 15th – 21st June. Georgia was keen to work with us following the success of her exhibition at the museum last year. The exhibition will showcase the work of local people living with mental health problems.

Community Gallery

The new exhibition is 'The Power of the Rainbow' about Weston-super-Mare Pride/LGBT+. Volunteer Chris Fisher conducted oral history interviews with local members of the community, which feature on the Touch Screen interactive. Both Chris and volunteers Frank Grant and Steven Harrison, helped put the exhibition together. A LGBT+ community evening is being held at the museum on 22nd May.

Volunteer Lynne is making good progress with the oral history transcriptions and this is ongoing.

I arranged for Rachel Ballin, Traveller Advisory Teacher Education Inclusion Service from North Somerset Council, to provide cultural awareness training about the Gypsy and Traveller community, which Lisa has made available to the volunteers. There will be a community exhibition about Gypsies and Travellers in Spring 2020.

I have been approached by David Ray about the possibility of having a community exhibition about the Rotary Club 100th anniversary in July-October 2021.

Sharing Heritage

Lisa and I met with Cat Lodge and Kate Hudson-McAulay from North Somerset Council's historic environment team and some of the museum volunteers to begin the 'Know Your Place' project.

Kate Hudson-McAulay provided a useful training session on Know Your Place, including how to navigate the website, call up maps and how to upload images and text. This was attended by 13 volunteers.

Lisa and I met with Becky Walsh and Molly Maher to discuss a communications strategy for the project.

Other

I met Cat Lodge about our partnership to run an archaeology showcase day at the museum on Saturday 20th July. This will be part of the national Festival of Archaeology. There will be a local history fair in the courtyard, along with a promotion about 'Know Your Place' and the Rusty Club, object identification, Iron Age spinning and weaving, as well as drop in activities for children. I have promoted the event on the Festival website. Cat will fund the printing of promotional materials from her budget.

Professional Development & Training

I attended training on 'Know Your Place' and also on the Gypsy & Traveller community.

Members are requested to:

Note the report.

Jane Hill
Museum Community Liaison Officer
21.5.2019

Museum and Heritage Sub Committee – May 2019. Retail & External Bookings.
Written by Matthew Holden – Visitor Services Supervisor

Retail

- We have increased the amount of jewellery that we have from a supplier called Mydsomer Jewellery. Over the past year their jewellery has constantly been in the top 5 best sellers.
- Another new jewellery supplier has been sourced and we are currently just awaiting delivery.
- Our new 'pebble portrait' pictures have proven a resounding success. Demand is currently vastly outstripping supply.
- There is a new book in the shop. It is by local author Lauren Smith who recounts what it was like growing up with autism. The illustrations have been done by a museum volunteer, Sam Potter.
- The new Historic England books continues to sell exceedingly well. Yet another order has now been placed.

External Bookings

- A new more 'water tight' room hire contract has been drawn up. Most importantly this allows us to charge for late cancellations and take deposits on large bookings.
- A theatre show called 'MathildaMathilda' has just finished exclusively debuting at the museum. It was a great success with over 70 people attending.
- Every paying event shall now be booked through our website using the same system as the Blakehay Theatre. It is early days but we are seeing an impact upon the smaller craft workshops already. The facilitators are not pleased and visitor wise it has generated quite a few complaints and some negative feedback.
- The exit of one of the Learning and Events Officers has also had an impact upon the success of learning events. Few if any 'learning events' will take place over the next few months, however as we are moving towards to summer we hope it will not remove too much from the offer overall. For example, we not able to offer any formal learning events over the entire nine days of May half term.

Upcoming events

Sat 25th May. Jazz Night

Sun 26th May. Private 60th Birthday Party

28th/29th May. Pirate Days.

Fri 31st May. Wine Tasting Evening.

Sun 2nd June. Soap Making Workshop.

Wed 5th June. Make up workshop.

Thurs 6th June. Labour Party meeting.

Sat 8th June. Recorder Consort.

Sun 9th June. Slime Workshop.

Tues 11th June. Therapeutic Art Workshop.

Members are requested to:

- **Note the report**

M&H Report - May 2019
Clara's Café / Catering.
Harvey Kay – Temporary Catering Supervisor

- Recent activity includes the analysis of the café's current suppliers. With an assessment being made as to whether their prices, product quality and consistency are things which could be improved upon, or be better suited by, other similar businesses.
- An ongoing aspect which is always going to be an area to keep updated is ensuring the due diligence and food hygiene are adhered to at a consistently high level. Relevant training to assist the staff and volunteers is being arranged to maintain this.
- I have begun working on both internal and external signage. The Internal signage will be used to strengthen the brand recognition and create a more enticing and engaging atmosphere once customers are in the building. External signage is used to create brand awareness and to encourage customers to come to the Clara's Café instead of other places in town. One such method which we have considered doing to achieve this is by utilising advertising on bus stops located on central routes to the town centre, thereby offering a reminder each time a potential customer uses the bus stops and ensuring .

I have turned my priority towards encouraging groups who might normally meet in other environments to set their regular meeting place as the Café.

There are a few reasons for this. The first is naturally because it increases likelihood of these groups spending money in the museum (which is part of the agreement to allow these independent meetings in the café).

Second, other potential customers will always feel more at ease in a place which is occupied by multiple people, as it stops them from feeling like they're being observed closely by the staff. This increases the chances of different people stopping and using the café.

Third, these groups hold a good chance to create repeat customers. Once they observe for themselves that there is an excellent café with great customer service in the museum, they will be likely to spread the word to friends and family. These types of opportunities are fantastic as they allow the chance for an organic conversation where an existing customer can communicate with potential customers and let them know about the café while undoing common misconceptions about museum cafes (i.e. that it costs money to get into the museum thus reducing likelihood of a visit to the café)

As it stands, I have arranged for two different groups to begin in June. I am working with Becky Walsh to create a networking event once a month in the café, and I have also independently set up with a community writing group to come in once a month and utilize the space.

- Altogether, I have developed an increasing focus on the engagement of local consumers, as opposed to a reliance on tourism. This should, over time, create a more reliable form of income during regular business hours.

Members are requested to:

- **Note the report**

Museum and Heritage Sub Committee May 2019

Volunteer Engagement Report

Written by Lisa Clemons – Volunteer Coordinator

Volunteer Week 1st – 7th June

Preparations for volunteer week are going very well with a good turnout expected for the awards evening on the Friday. The exhibition boards will be in the courtyard not only displaying the photographic exhibition but also to promote volunteering throughout all sectors of the Town Council. I have met with SH (Blakehay) and ZS (Weston in Bloom) and they will each have a board to promote their respective volunteer opportunities. BW will be writing a press release and promoting it through all Town Council and Museum media channels.

I would like to personally thank members for taking the time to respond to the invite for the awards evening, we have four confirmed councillors attending and CM has also confirmed the Mayor's attendance.

Sharing Heritage Project

We have had a fantastic response from volunteers who have signed up to support the sharing heritage project. The launch of the project will take place at the museum during volunteer week on Wednesday June 5th.

JH, MM, and I have also met with BW to promote the launch which will run in conjunction with the other promotion for volunteer week.

Weston College Business awards

I am delighted to report that Weston Bay have nominated us for the business awards in the category of Disability Competent Employer, due mainly to the opportunities and support we give their students as part of our volunteer program. Our vulnerable volunteers can be support heavy from a staff point of view but the benefits to the volunteers and the organisation generally out way this.

Learning Volunteers

I have met with SC to discuss the strains on the learning volunteers for the month of June. It would appear that this is a one off, extremely busy month and that normally there is enough volunteer support. That said I am pleased to add that when I explained the situation to the learning volunteers, many have signed up to help and sent offers of additional support.

Volunteer Newsletter

The volunteer newsletter has been well received again, with articles from the Blakehay Theatre and Weston in Bloom for the first time. The editorial team and I would like to build on this and change the newsletter from Weston Museum Volunteer Newsletter to Weston Town Council Volunteer newsletter.

Members are requested to: Note the report and approve the changes to the newsletter.

Museum and Heritage Sub Committee 30/05/2019

Weston Museum Way Finder Signage Report

Written by Molly Maher, Development Officer and Sarah Pearse, Deputy Town Clerk/RFO

Reports were previously given to the members of the Museum Working Party in 2017 before Weston Museum reopened which raised the issue of Way finder signage (report attached). It was recognised previously that Weston Museum was a difficult location to find and required additional signage to assist members of the public. This became a HLF objective within the Activity Plan.

Whilst additional finger pointer signs were installed, this remains an ongoing issue. More ambitious plans for the museum signage were put on hold in line with the regeneration of Weston-super-Mare Town Centre. As this regeneration is still ongoing, a solution for permanent signage cannot yet be explored.

In order to complete requirements of the activity plan the issue still needs to be as Way finding is an ongoing issue for members of the community. Some signage suggestions have been devised to feature throughout the Town Centre following discussions in initial HLF wind up meetings held with the Deputy Town Clerk and the Visitor Services Manager. Please note, none of this has been approved or even suggested to partners at North Somerset Council, or indeed businesses featured in the pictures, this is merely an exercise to restart debate and give food for thought

They are as follows:

Orchard Meadows



Orchard Street

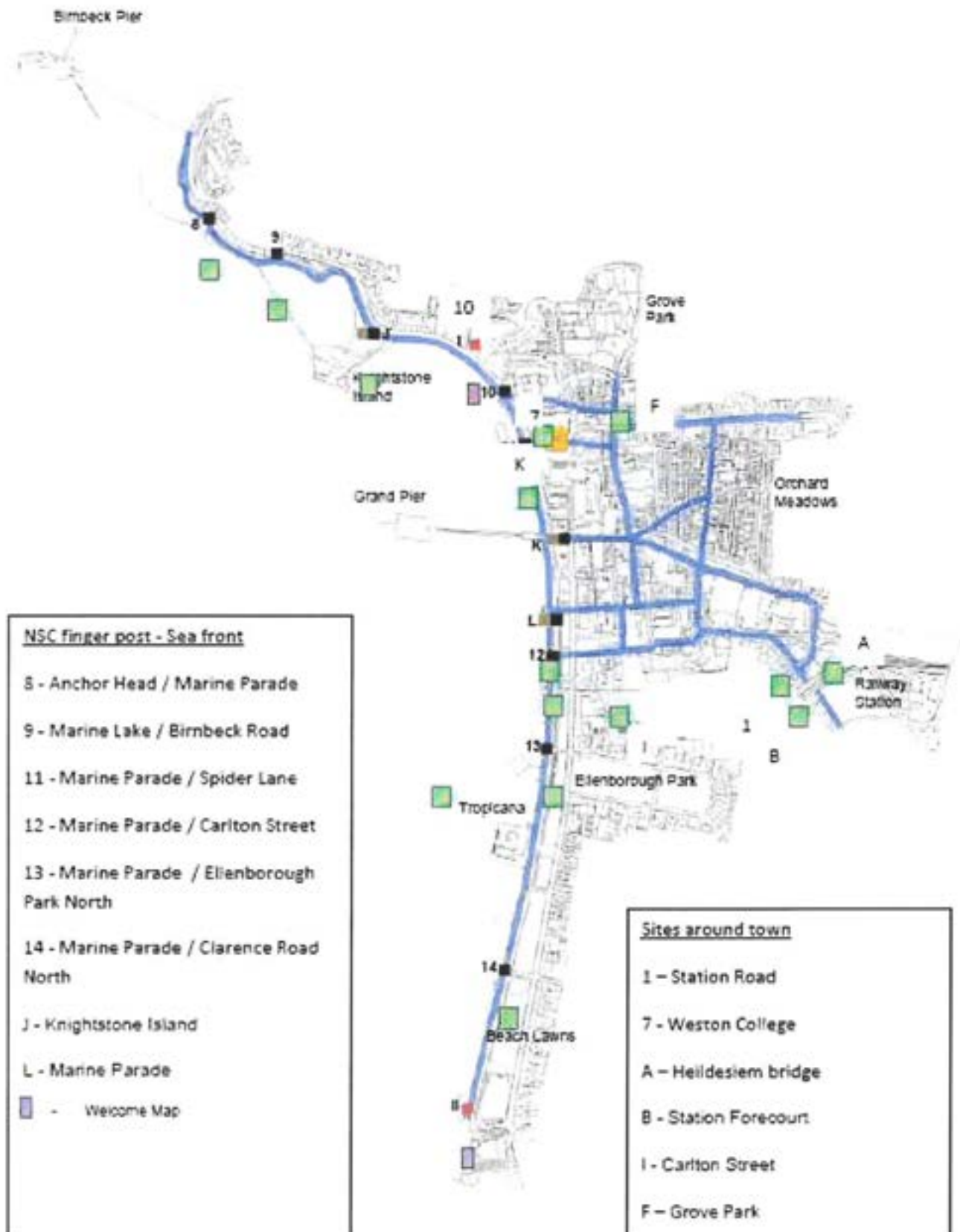


Walliscote Road



Members are requested to:

1. Review the previous suggested locations for signage (map attached)
2. Provide input and ideas to be further explored with relevant partners to enable completion of requirements in HLF Activity Plan



Report to the Museum Working Party 02 02 17

Branding and Signage

Report written by Zoe Clements

1. Signage around the Town Centre

As members are aware, an exercise took place to identify current museum signage locations. Since then, in Mid January, museum volunteers took part in a 'Find the Museum' outing, there were four starting locations with 3 locations to find using only the signage around the town, This included the Museum, Blakehay and VIC. Volunteers were asked to suggest where signage needed to be placed.

There are currently 11 signs located within the town. It is recommended that these should remain, but the finger posts could do with being updated.

Research via volunteers and the signage company have identified the need for a further 21 signs around the town to effectively find the museum (4 of which should be located around the Sovereign Centre as there are none at this central parking location).

All current and suggested locations have now been mapped. (attached)

Members are requested to:-

1. Consider the suggested locations for new signs identified in Yellow and Red on the map and approve locations to enable procurement, design and installation works to be commenced – working with Highways, NSC and signage contractor (to be appointed after procurement process).
2. Approve the recommendation to work with NSC to update the current finger post (subject to approval from NSC on how these can be changed within the current sign structure).



1 Great Weston Heritage Action Zone- update report May 2019

Over FIVE years (Sept 2017- August 2022), the Great Weston Heritage Action Zone (HAZ) aims to boost economic growth and keep Weston-super-Mare on the map as a great place to live and work in.

2 Weston Conservation Area and awareness work

The Great Weston Conservation Area was designated by NSC on 4th December 2018 and was enforced as of 28th January 2019.

The documents are on NSC website at: <http://www.n-somerset.gov.uk/my-services/planning-building-control/planning/planning-advice/heritage/conservation-areas/>

To complement the adoption, we have developed a funded programme of work for 2019/20. Here is a snap shot of work in progress:

- Exhibition about Weston: Tiffany's cafe at the Grand Pier.
- 'Weston-super-Mare: the town and its seaside heritage' book launched
- Guide to 'Living in a Conservation Area' March 2019.
- Planning Officer Guidance- in relation to planning applications.
- Shop Front design guide -development of draft SPD for consultation and adoption. Sept 2019.
- Preparation for Shop Front enhancement scheme. Due to launch August 2019.
- Guide to planting 'living fences'. July 2019
- Heritage Lottery funded project- Know your Place. 'Sharing Heritage' volunteering initiative in partnership with Weston Museum.
- Development of Hans Price trail around Weston. September 2019
- Heritage Open Days in Weston. 13-22 September 2019
- Weston Gnomus- public art/cultural event with Theatre Orchard. 28/29 Sept
- Baseline perception study for Weston. By November 2019
- Sponsor of Chamber of Commerce 'making a difference' award
- Weston Museum: major exhibition- Weston's Built Heritage. January-May 2020
- Awareness raising linked to Partnership Scheme in Conservation Area (PSiCA) launch. August 2019- March 2020

3 Funding from Historic England

In addition to funding for awareness raising (above). We have been offered £369,000 grant from Historic England for 'Partnership Scheme in Conservation Areas' (PSiCA)

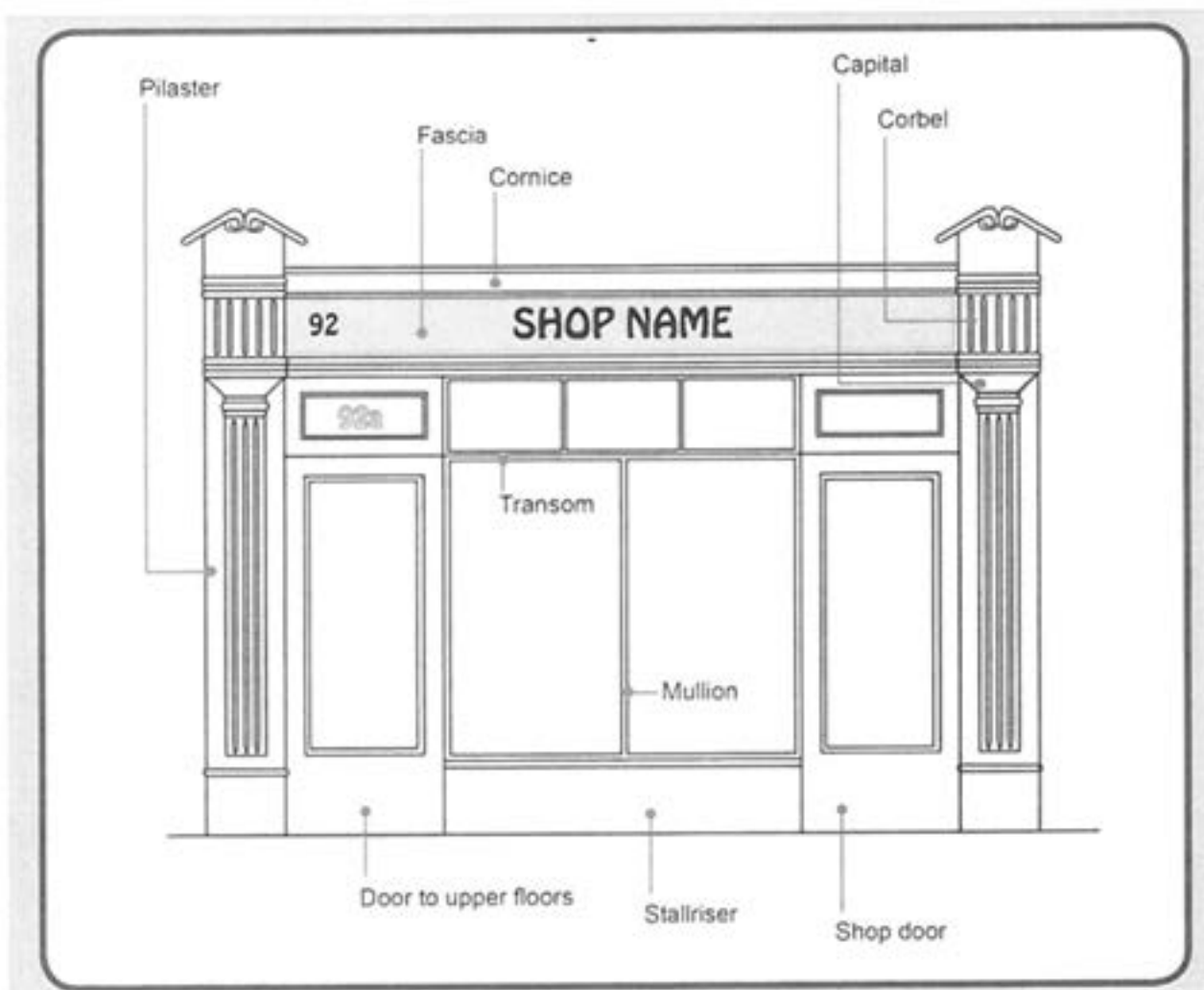
The funding will support development of a grants scheme to part fund between 30 and 40 retail businesses in Weston to enhance their shop fronts and signage.

Work programme:

- Delivery plan agreed by Historic England and funding confirmed: June 2019
- Procurement of a team of expert advisors for shop front enhancement work: June 2019
- Programme of awareness raising for retailers:
 - Workshops on shop window displays, access, good design
 - Artistic intervention: e.g. first floor art in windows
 - Development of 'Team Weston' to encourage local people to be involved in Weston's development
 - Perception study for Weston
- Programme of awareness raising for estate agents/ solicitors/agents:
 - Launch events and circulation of the conservation area documents and Shop front enhancement

4 Shop Front Design Guide

- The shop front design guide will act as a tool to support excellent development as part of the shop enhancement scheme.
- The guide will play a key role as guidance for shop front enhancement grants in Weston and will also be a resource for the whole of North Somerset.
- The guide will also cover guidance on conversion from shops to residential.



Timescale for Shop Front Design Guide adoption

- Feb/April- working group of NSC officers to consider draft
- Put on Forward plan mid April - publish date 2 May
- May- informal consultation with stakeholders on draft
- Draft SPD ready for consultation – June 2019
- June -gain agreement to consult from Executive member
- 6 weeks consultation (eConsult) plus a public meeting. June and July
- NSL editorial about consultation (July/ August edition)
- Revisions/ update during August
- Papers for legal/ finance by 4th Sept
- Papers for full Council by 10 Sept 2019 (revised draft incorporating results of consultation)
- Full Council 24th Sept
- NSL editorial Nov/ Dec issue

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