

**WESTON-SUPER-MARE TOWN COUNCIL
NOTES OF THE
HERITAGE ARTS AND CULTURE COMMITTEE
HELD AT WESTON MUSEUM
ON 8th DECEMBER 2022**

Meeting Commenced: 10:04 am

Meeting Concluded: 11:45 am

PRESENT: Councillors John Crockford-Hawley (Chairman), Peter Crew, Peter McAleer and Marc Aplin (substitute) ; Malcolm Nicholson (Town Clerk), Sarah Pearse (Deputy Town Clerk), Fay Powell (Assistant Town Clerk - Operational Services), Molly Maher (Development Officer), Lisa Clemons (Museum Operations Manager), Jasmine Ryle (Marketing & Events Coordinator), Becky Walsh (Communications and Marketing Officer), Mike Solomon (North Somerset Councillor), Cara MacMahon (High Street Heritage Action Zone Officer - North Somerset Council), Tom Newman (Culture Weston) and Heather Morrissey (Friends of the Museum).

213	Apologies for absence and notification of substitutes Apologies for absence were received from Councillors Catherine Gibbons, Jan Holloway, Marcia Pepperall who was substituted by Marc Aplin, and Sally Heath.
214	Declarations of interest There were no declarations of interest received.
215	To approve the accuracy of the Minutes of the last meeting held on 6th October 2022 The minutes of the meeting had been previously circulated with the agenda. PROPOSED BY: Councillor Peter Crew SECONDED BY: Councillor Peter McAleer RESOLVED: That the minutes be approved and signed by the Chairman
216	Budget for 2022/23 The Deputy Town Clerk noted that income was down in some areas, but was not as bad as expected. Insurance costs were affecting the bottom line for both the Museum and the Blakehay. The Café was doing really well with a challenging target. The Council had chosen to go with an ambitious budget for this year and services are doing well considering this. Whilst services are returning to normal, public attitude since Covid-19 has changed, with people altering their habits and activities. Ticket sales in the theatre were not yet back to pre-Covid levels.

There would be challenges on the budget next year that were out of officers' control. Staffing costs, insurance and fuel prices were unavoidable increases, which would make growth difficult. Charges would need to increase by 10% to cover increased costs.

Bethan Murray entered the meeting at 10:12am

RESOLVED: That the report be noted.

217 Communications and Marketing Report

The report of the Communications and Marketing Officer had been previously circulated.

Tom Newman entered the meeting at 10:13am

Officers had not yet received permission to put the John Lewis Blue Plaque on the selected building, but there was another potential option should discussions breakdown.

The Deputy Town Clerk left the meeting at 10:14am

North Somerset Council had commissioned a walking map tour of the Blue Plaques. The Mayor would be carrying out a walking tour when this was released. The chairman asked if he could be contacted for availability.

The Deputy Town Clerk reentered the meeting at 10:16am

It was suggested that the invite list for the opening of new temporary exhibitions should be explored. It was felt members had missed an opportunity with the National Wildlife Photographer of the Year Exhibition, but not inviting more high profile people.

Social media statistics would be made available for members outside of the meeting, as the document was too bulky.

RESOLVED: That the report be noted

218 Weston Museum Management Report

The report of the Museum Operations Manager had been previously circulated.

700 people visit Weston Museum on the 3rd December 2022 to attend the craft fare. Average Saturday takings over the till was £150, this increased to over £1,000 on the 3rd December. It was necessary to introduce a one in one out policy due to fire restrictions, but people were happy to queue and were given complementary tea and coffee.

Ticket sales for the two concerts were going well, with approximately 15 tickets remaining for the Constanzi Choir, and over 75% sold for the other event.

The Learning Team were at capacity, with on average 2 learning days a week,

	<p>both inside the museum and in schools. This included home education sessions. Handling Boxes were booked out until April 2023. It was explained that the learning offer was not always focused on physical value, but it had a big impact on community engagement, and return of visitors. It was suggested that information could be brought back to the group around “social value”.</p> <p>RESOLVED: That the report be noted.</p>
<p>219</p>	<p>Blakehay Theatre Management Report</p> <p>The report of the Theatre Manager had been previously circulated with the agenda.</p> <p>Members felt that the building did not look like it was open, even though there were bookings taking place inside. The doors had to remain closed due to the cold weather, but the team was open to ideas.</p> <p>The following ideas were suggested and debated:</p> <ul style="list-style-type: none"> • Open sign being more noticeable or eye catching. • Better signposting of the activities taking place and the door bell • Christmas lights in the bar being utilised when open • Play music or voice clips when open • A-board outside detailing what was going on in the theatre <p>Members noted that volunteering across the council needed reengaging when a new Volunteer Supervisor was in place.</p> <p>The Blakehay Theatre had been shortlisted for an award.</p> <p>The Blakehay Theatre opening day had been rescheduled for 7th January 10am-4pm.</p> <p>RESOLVED: That the report be noted.</p>
<p>220</p>	<p>WSMTC Grant Development</p> <p>The Senior Development Officer reported that the Museum had been awarded a grant to support the development of a learning programme culminating in an event on Earth Day in Ellenborough Park West. This would be a cross service project, bringing together the learning, development and grounds teams.</p> <p>RESOLVED: That the verbal report be noted.</p>
<p>221</p>	<p>Community Event Grant applications</p> <p>The grant application and summary report had been previously circulated.</p> <p>Real South West CIC had submitted a grant application for costs to support</p>

Pride events, a series of Beautifully Proud Weekends. This would linked in with national pride work and build on the events taking place in Weston. They requested £11,000 in funding to support performer costs. It was noted that they represented a very diverse community, and this would ensure the legacy of Pride 2023 in Weston super Mare.

Councillor Peter McAleer left the meeting at 10:47am

Debate ensued. Members were concerned that, with only £1,000 remaining in the budget, a smaller contribution would not be enough for the events to proceed.

Councillor Peter McAleer reentered the meeting at 10:58am

PROPOSED BY: Councillor Peter Crew

SECONDED BY: Councillor John Crockford Hawley

A vote was taken and was **carried**

RESOLVED: To contact Real South West Community Interest Company and:

1. Inform them that due to budget constraints a grant would not be awarded by the committee at this time.
2. Suggest they work with the Town Council to develop the suggested event programme, and explore other ways the council may be able to support delivery
3. Encourage them to reapply for a Community Events Grant, should the budget provision be made available in the new financial year.

222 South West Heritage Trust Update Report

Bethan Murray provided a verbal update.

A1 Camera Club were continuing their work at the Trust, photographing the collection.

A Peggy Nesbit doll collector visited the trust to view the collection.

The Trust were working with the Museum on emergency training, which would be provided by a conservation specialist. The emergency plan would also be updated.

Discussions were being had with officers on how to mitigate the flood risk in the William Mable Gallery. A salvage plan was in development.

Members asked for an update on the display case for the Civic Insignia which would be rehoused in Weston Museum. The relocation of the insignia had been delayed from December to January to allow for Civic Events to take place in the Mayor's Parlour. This had been agreed by the Town Clerk and Tom Mayberry from the SWHT.

Discussion ensued.

Councillor Marc Aplin left the meeting at 11:16am.

Members asked if the Mace would be featured within the display. Bethan explained that the cases that had been designed, to members' specification, may not allow for easy extraction of items from the case. As the Mace was still regularly used in ceremonies, it was felt operationally it would be better to exclude it from the display. The Chairman felt strongly that the case needed to be accessible to council staff.

Councillor Marc Aplin reentered the meeting at 11:20am.

PROPOSED BY: Councillor John Crockford Hawley

SECONDED BY: Councillor Peter Crew

A vote was taken and was **carried**

RESOLVED: For all Civic Insignia to be relocated to the Museum, with access to the case made available for selected staff members.

Congratulations was given to the Trust on the National Photographer of the Year exhibition.

The Trust was now a National Portfolio Organisation with Arts Council England. This included funding for the next three years, and opened up opportunities for the Trust and the Museum's it represented.

RESOLVED: That the report be noted.

223 Friends of Weston Museum Verbal Report

Heather Morrissey gave a verbal update.

The Friends now had 51 paid members, and often had non members in attendance at talks. The talks were usually well attended, with 35-40 people attending regularly. This had included a talk from Jane Hill on the Museum past and present, and an upcoming talk on Birnbeck Pier. The Friends were currently looking for future speakers, and welcome input from Members.

The Friends had a stand at the Rotary Charity Fair at the Royal Hotel, and at the museum market.

Leaflets had been printed advertising the work of the Friends. It was suggested that a copy of the Ivy Millicent James booklet could be reprinted and sold in the Museum.

The apple tree in the courtyard had died during the heatwave. Fortunately, Thatchers had agreed to bring another one.

Members were informed of the passing of a long serving Friend and Weston Museum volunteer, Vivien Pratt. Members gave thanks on behalf of the museum to Vivian for all her work.

<p>224</p>	<p>North Somerset Council and Heritage Action Zone Report</p> <p>The report of the Heritage Action Zone Officer had been previously circulated with the agenda.</p> <p>Cara noted that the engagement work being carried out by Weston Museum with the schools was excellent, and demonstrated excitement amongst young people.</p> <p>Heritage Open Days would be taking place 8th – 17th September 2023.</p> <p>North Somerset Council had been invited to be part of a film to celebrate Weston, working with Culture Weston. The film was due to launch at the Local Government Association that day. This would be circulated to members.</p> <p>Heritage walks would be launched on the Super Weston website, with an update at the next meeting.</p> <p>RESOLVED: That the report be noted.</p>
<p>225</p>	<p>Culture Weston and Theatre Orchard Update Report</p> <p>The climate Carnival as part of Weston Presents took place on the 2nd October, with 400-500 people in attendance. This marked the culmination of projects taking place throughout the summer. This project was possible through a grant received from Weston-super-Mare Town Council's Community Events Grant budget.</p> <p>The Shrine arts installation was due to launch on the 9th December 1-2pm.</p> <p>The Glow event, taking place 15th-18th February 2023, was in the planning stage. Culture Weston were hopeful for the inclusion of three additional locations which would illuminate the Weston Wallz Murals: Princess Royal Square, The Grand Pier and Premier Inn.</p> <p>Ticket sales were being limited to six per transaction. There was also an option to pay what you decide, encouraging people to consider a donation. Tickets would be launched from 12th December.</p> <p>RESOLVED: That the report be noted.</p>
<p>226</p>	<p>Local History Update</p> <p>There was nothing to report.</p>
	<p>There being no further business the meeting concluded at 11:45am</p> <p>Signed.....Dated..... Chairman of the Heritage Arts and Culture Committee</p>

13:42

Detailed Income & Expenditure by Budget Heading 31/12/2022

Month No: 10

Cost Centre Report

	Actual Current	Actual Year To Date	Current Annual	Variance Annual	Committed Expenditure	Funds Available	% Spent
<u>120 Blakehay Central Costs</u>							
1100 Miscellaneous Income	0	0	39,238	39,238			0.0%
1105 Blakehay Box office income	(4,254)	1,417	4,968	3,551			28.5%
Blakehay Central Costs :- Income	<u>(4,254)</u>	<u>1,417</u>	<u>44,206</u>	<u>42,789</u>			<u>3.2%</u>
4000 Staffing Costs	0	48,998	57,206	8,208		8,208	85.7%
4013 Training	0	788	2,077	1,289		1,289	37.9%
4014 P P E / Health & Safety	0	745	3,000	2,255		2,255	24.8%
4019 Website Costs-TC	0	308	500	193		193	61.5%
4030 Equipment Purchase	1,197	1,172	7,500	6,328		6,328	15.6%
4031 Equipment - Rental	0	860	5,300	4,440		4,440	16.2%
4034 Equipment Repairs	0	1,010	3,500	2,490		2,490	28.9%
4035 Telephone	119	1,028	1,272	245		245	80.8%
4036 Stationery	25	249	500	251		251	49.7%
4043 Ink Cartridges/printing	0	136	200	64		64	68.1%
4044 Insurance	0	9,640	3,055	(6,585)		(6,585)	315.6%
4102 NNDR	0	2,826	3,493	667		667	80.9%
4104 Utilities - Water	65	545	924	379		379	59.0%
4105 Utilities - Heat & Light	2,530	19,288	7,500	(11,788)		(11,788)	257.2%
4107 IT Support & Upgrade	40	2,810	2,004	(806)		(806)	140.2%
4109 Alarm system	0	110	1,000	890		890	11.0%
4110 Cleaning	1,489	15,742	17,801	2,059		2,059	88.4%
4111 Window Cleaning	0	300	300	0		0	100.0%
4114 Refuse Removal	1,103	2,087	2,284	197		197	91.4%
4131 Licenses	243	731	1,191	460		460	61.4%
4136 Credit Card Chgs	24	355	130	(225)		(225)	273.0%
4151 Catering	0	42	0	(42)		(42)	0.0%
6000 Admin Salaries Recharge	0	17,714	14,148	(3,566)		(3,566)	125.2%
6005 Admin Overhead Recharge	0	2,810	3,742	932		932	75.1%
6007 Grove House Recharge	0	487	2,095	1,608		1,608	23.2%
6008 Grove Lodge Recharges	0	434	3,771	3,337		3,337	11.5%
6009 HQ recharges	0	1,287	0	(1,287)		(1,287)	0.0%
6010 Grounds Salaries Recharge	0	4,321	4,788	467		467	90.2%
6015 Grounds Overhead Recharge	0	1,898	1,683	(215)		(215)	112.8%
6030 Operational Staffing Recharge	0	8,452	14,112	5,660		5,660	59.9%
6035 Operational Overhead Recharge	0	875	1,188	313		313	73.7%
Blakehay Central Costs :- Indirect Expenditure	<u>6,833</u>	<u>148,046</u>	<u>166,264</u>	<u>18,218</u>	<u>0</u>	<u>18,218</u>	<u>89.0%</u>
Net Income over Expenditure	<u>(11,087)</u>	<u>(146,629)</u>	<u>(122,058)</u>	<u>24,571</u>			

Detailed Income & Expenditure by Budget Heading 31/12/2022

Month No: 10

Cost Centre Report

	Actual Current	Actual Year To Date	Current Annual	Variance Annual	Committed Expenditure	Funds Available	% Spent
<u>121 Blakehay -Auditorium</u>							
1013 BH annual membership	0	0	100	100			0.0%
1090 Bookings	621	29,026	11,000	(18,026)			263.9%
Blakehay -Auditorium :- Income	621	29,026	11,100	(17,926)			261.5%
4000 Staffing Costs	0	20,090	39,520	19,430		19,430	50.8%
4039 Advertising & Marketing	0	877	3,650	2,773		2,773	24.0%
4107 IT Support & Upgrade	166	166	0	(166)		(166)	0.0%
4224 Blakehay Performing Rights	0	353	522	169		169	67.6%
Blakehay -Auditorium :- Indirect Expenditure	166	21,486	43,692	22,206	0	22,206	49.2%
Net Income over Expenditure	455	7,540	(32,592)	(40,132)			
<u>122 Blakehay - Upper Studio</u>							
1014 BH evening classes income	125	650	1,050	400			61.9%
1015 Internal Bookings (Council)	0	0	3,660	3,660			0.0%
1090 Bookings	375	5,779	10,125	4,346			57.1%
Blakehay - Upper Studio :- Income	500	6,429	14,835	8,406			43.3%
4141 BH evening classes expenditure	225	663	1,050	388		388	63.1%
Blakehay - Upper Studio :- Indirect Expenditure	225	663	1,050	388	0	388	63.1%
Net Income over Expenditure	275	5,767	13,785	8,018			
<u>123 Blakehay Bar</u>							
1090 Bookings	0	208	0	(208)			0.0%
1193 Blakehay Bar Events Hire	0	0	2,025	2,025			0.0%
1194 Blakehay Bar Income	37	9,228	17,500	8,272			52.7%
Blakehay Bar :- Income	37	9,436	19,525	10,089			48.3%
4000 Staffing Costs	0	14,546	18,604	4,058		4,058	78.2%
4031 Equipment - Rental	44	462	2,432	1,970		1,970	19.0%
4114 Refuse Removal	0	19	0	(19)		(19)	0.0%
4405 Blakehay Bar Expenditure	65	4,098	8,000	3,902		3,902	51.2%
Blakehay Bar :- Indirect Expenditure	109	19,125	29,036	9,911	0	9,911	65.9%
Net Income over Expenditure	(72)	(9,689)	(9,511)	178			
<u>124 Blakehay Box Office</u>							
1100 Miscellaneous Income	90	90	0	(90)			0.0%
Blakehay Box Office :- Income	90	90	0	(90)			
Net Income	90	90	0	(90)			

Detailed Income & Expenditure by Budget Heading 31/12/2022

Month No: 10

Cost Centre Report

	Actual Current	Actual Year To Date	Current Annual	Variance Annual	Committed Expenditure	Funds Available	% Spent
<u>125 Blakehay -Live Shows</u>							
1106 Blakehay events income	53	8,689	48,000	39,311			18.1%
Blakehay -Live Shows :- Income	<u>53</u>	<u>8,689</u>	<u>48,000</u>	<u>39,311</u>			<u>18.1%</u>
4016 Show costs	450	9,342	24,000	14,658		14,658	38.9%
4039 Advertising & Marketing	0	165	7,300	7,135		7,135	2.3%
Blakehay -Live Shows :- Indirect Expenditure	<u>450</u>	<u>9,507</u>	<u>31,300</u>	<u>21,793</u>	<u>0</u>	<u>21,793</u>	<u>30.4%</u>
Net Income over Expenditure	<u>(398)</u>	<u>(818)</u>	<u>16,700</u>	<u>17,518</u>			
Grand Totals:- Income	(2,953)	55,087	137,666	82,579			40.0%
Expenditure	7,783	198,827	271,342	72,515	0	72,515	73.3%
Net Income over Expenditure	<u>(10,737)</u>	<u>(143,740)</u>	<u>(133,676)</u>	<u>10,064</u>			
Movement to/(from) Gen Reserve	<u>(10,737)</u>	<u>(143,740)</u>					

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Detailed Income & Expenditure by Budget Heading 31/12/2022

Month No: 10

Cost Centre Report

	Actual Current	Actual Year To Date	Current Annual	Variance Annual	Committed Expenditure	Funds Available	% Spent
<u>140 Museum Central Costs</u>							
1034 Grant funding	0	3,637	0	(3,637)			0.0%
1100 Miscellaneous Income	375	3,953	5,000	1,047			79.1%
1122 Fundraising	0	10	0	(10)			0.0%
Museum Central Costs :- Income	375	7,601	5,000	(2,601)			152.0%
4000 Staffing Costs	0	83,129	92,287	9,158		9,158	90.1%
4012 Travel & Subsistence Expenses	0	95	0	(95)		(95)	0.0%
4013 Training	0	736	3,262	2,526		2,526	22.6%
4014 P P E / Health & Safety	0	289	500	211		211	57.7%
4019 Website Costs-TC	0	363	600	237		237	60.5%
4030 Equipment Purchase	0	1,245	1,500	255		255	83.0%
4031 Equipment - Rental	22	491	1,616	1,125		1,125	30.4%
4034 Equipment Repairs	0	618	1,000	382		382	61.8%
4035 Telephone	237	2,446	3,042	596		596	80.4%
4036 Stationery	0	588	500	(88)		(88)	117.5%
4039 Advertising & Marketing	554	1,433	6,500	5,067		5,067	22.1%
4041 Fees, Subs and Conferences	0	30	666	636		636	4.5%
4044 Insurance	0	9,667	1,200	(8,467)		(8,467)	805.6%
4102 NNDR	0	49,646	53,248	3,602		3,602	93.2%
4104 Utilities - Water	24	288	750	462		462	38.3%
4105 Utilities - Heat & Light	2,611	11,396	12,000	604		604	95.0%
4107 IT Support & Upgrade	484	4,803	4,509	(294)		(294)	106.5%
4109 Alarm system	240	747	1,500	754		754	49.8%
4110 Cleaning	888	8,968	12,000	3,032		3,032	74.7%
4111 Window Cleaning	50	500	600	100		100	83.3%
4114 Refuse Removal	1,701	4,029	2,373	(1,656)		(1,656)	169.8%
4131 Licenses	243	1,395	1,600	205		205	87.2%
4214 Somerset County Council - SLA	0	0	72,260	72,260		72,260	0.0%
6000 Admin Salaries Recharge	0	14,788	11,808	(2,980)		(2,980)	125.2%
6005 Admin Overhead Recharge	0	2,346	3,123	777		777	75.1%
6007 Grove House Recharge	0	495	999	504		504	49.5%
6008 Grove Lodge Recharges	0	445	1,197	752		752	37.2%
6009 HQ recharges	0	1,314	0	(1,314)		(1,314)	0.0%
6010 Grounds Salaries Recharge	0	7,151	7,920	769		769	90.3%
6015 Grounds Overhead Recharge	0	3,144	2,790	(354)		(354)	112.7%
6030 Operational Staffing Recharge	0	13,560	22,635	9,075		9,075	59.9%
6035 Operational Overhead Recharge	0	1,402	1,908	506		506	73.5%
Museum Central Costs :- Indirect Expenditure	7,053	227,545	325,893	98,348	0	98,348	69.8%
Net Income over Expenditure	(6,679)	(219,944)	(320,893)	(100,949)			

Detailed Income & Expenditure by Budget Heading 31/12/2022

Month No: 10

Cost Centre Report

	Actual Current	Actual Year To Date	Current Annual	Variance Annual	Committed Expenditure	Funds Available	% Spent
141 Museum Learning and Events							
1005 Museum Shop Sales	0	112	0	(112)			0.0%
1006 Learning Income	(60)	6,375	4,500	(1,875)			141.7%
1008 Museum handling box hire	140	1,555	1,800	245			86.4%
1103 Other event misc income	30	1,452	0	(1,452)			0.0%
Museum Learning and Events :- Income	110	9,494	6,300	(3,194)			150.7%
4000 Staffing Costs	0	29,373	30,704	1,331		1,331	95.7%
4012 Travel & Subsistence Expenses	0	65	0	(65)		(65)	0.0%
4020 Learning/Event education equip	35	596	1,000	404		404	59.6%
4058 Learning/Events Museum events	(84)	1,546	1,750	204		204	88.4%
Museum Learning and Events :- Indirect Expenditure	(49)	31,580	33,454	1,874	0	1,874	94.4%
Net Income over Expenditure	159	(22,086)	(27,154)	(5,068)			
142 Museum Cafe							
1004 Cafe Sales	4,022	40,327	62,000	21,673			65.0%
1006 Learning Income	0	300	0	(300)			0.0%
Museum Cafe :- Income	4,022	40,627	62,000	21,373			65.5%
4000 Staffing Costs	0	34,088	39,884	5,796		5,796	85.5%
4014 P P E / Health & Safety	0	502	1,500	998		998	33.5%
4017 Museum cafe equip rental	174	1,950	1,980	30		30	98.5%
4030 Equipment Purchase	180	2,764	2,000	(764)		(764)	138.2%
4031 Equipment - Rental	13	39	0	(39)		(39)	0.0%
4110 Cleaning	0	604	845	241		241	71.4%
4114 Refuse Removal	0	152	2,462	2,310		2,310	6.2%
4406 Bar Stock	0	2,397	2,500	103		103	95.9%
4407 Museum cafe stock	1,590	17,952	15,000	(2,952)		(2,952)	119.7%
Museum Cafe :- Indirect Expenditure	1,958	60,448	66,171	5,723	0	5,723	91.4%
Net Income over Expenditure	2,065	(19,821)	(4,171)	15,650			
143 Museum shop/retail							
1005 Museum Shop Sales	619	10,207	13,500	3,293			75.6%
1009 Museum sale or return comm	0	659	4,000	3,341			16.5%
Museum shop/retail :- Income	619	10,866	17,500	6,634			62.1%
4031 Equipment - Rental	13	130	156	26		26	83.3%
4136 Credit Card Chgs	24	355	110	(245)		(245)	322.7%
4408 Museum shop stock	93	6,904	7,500	596		596	92.1%
Museum shop/retail :- Indirect Expenditure	130	7,389	7,766	377	0	377	95.1%
Net Income over Expenditure	489	3,477	9,734	6,257			

Detailed Income & Expenditure by Budget Heading 31/12/2022

Month No: 10

Cost Centre Report

	Actual Current	Actual Year To Date	Current Annual	Variance Annual	Committed Expenditure	Funds Available	% Spent
<u>145 Museum Function</u>							
1004 Cafe Sales	0	1,038	0	(1,038)			0.0%
1019 Internal Bookings (Council)	0	1,669	2,040	371			81.8%
1103 Other event misc income	0	2,687	9,000	6,314			29.9%
1104 Function Income	767	12,212	9,000	(3,212)			135.7%
Museum Function :- Income	<u>767</u>	<u>17,605</u>	<u>20,040</u>	<u>2,435</u>			<u>87.8%</u>
4400 Museum Function Expenditure	0	1,946	0	(1,946)		(1,946)	0.0%
Museum Function :- Direct Expenditure	<u>0</u>	<u>1,946</u>	<u>0</u>	<u>(1,946)</u>	<u>0</u>	<u>(1,946)</u>	
4000 Staffing Costs	0	301	15,249	14,948		14,948	2.0%
4030 Equipment Purchase	7	2,642	3,000	358		358	88.1%
4420 Function Expenditure (1104)	1,527	1,627	0	(1,627)		(1,627)	0.0%
Museum Function :- Indirect Expenditure	<u>1,534</u>	<u>4,569</u>	<u>18,249</u>	<u>13,680</u>	<u>0</u>	<u>13,680</u>	<u>25.0%</u>
Net Income over Expenditure	<u>(767)</u>	<u>11,090</u>	<u>1,791</u>	<u>(9,299)</u>			
Grand Totals:- Income	5,893	86,192	110,840	24,648			77.8%
Expenditure	10,626	333,477	451,533	118,056	0	118,056	73.9%
Net Income over Expenditure	<u>(4,733)</u>	<u>(247,284)</u>	<u>(340,693)</u>	<u>(93,409)</u>			
Movement to/(from) Gen Reserve	<u>(4,733)</u>	<u>(247,284)</u>					

Heritage, Arts and Culture Committee Feb 2023

Communication and Marketing Report - written by Becky Walsh, Communications and Marketing Officer

Agenda Item No. 5 – Communication and Marketing Report

BLUE PLAQUE JOHN LEWIS

Waiting for the wording to be approved by John Lewis.

The Mayor is planning a Blue Plaque walk which will be supported via NSC comms.

Museum

Communications officer is working with the Museum Manager to create a high-profile launch for the Quentin Blake exhibition which opens in the WM Gallery on the 4th March (with private viewing the night before). The aim is to raise the profile of the museum.

Members requested to note this report.

Heritage and Arts Committee Meeting: 9th February 2023 **Item 7.**

Blakehay Theatre Management Report written by Sally Heath, Theatre Manager

Overview & News

Since the last HAC report the theatre has been busy and so please see an [update](#) on information reported in the last management report in December 2022.

Community Collaboration

Update from last committee meeting

The theatre 'Open Day' held on Saturday 7th January was a huge success, despite the awful weather. The day was well attended with 50 people passing through the doors including 1 councillor.

We are currently waiting for AP Signs and Print to come and look at our lit-up Theatre sign at the front of the theatre, as currently this is not working fully.

Unfortunately, we were unsuccessful in our nomination for the South West Business Award for Leisure & Tourism this year.

Performances and Programming for 2023/2024

Further to the report to committee in June and December 2022 and in light of the continued increase in Booking enquiries for the theatre, the team have reviewed the current structure of processing these enquiries.

With the new charging structure approved by council for hires from 1st April 2023, the staff have been able to slimdown the current processing time and are currently creating a document to be communicated to hirers by the end of February 2023, with the new charges and structure taking affect from 1st April 2023.

We hope that with these changes and some extra support for the team that this will help to be able to increase the capacity of the theatre sustainably.

Therefore, currently we are taking provisional bookings for hires for the theatre from 1st April 2023 (unless a programmed show) and so we hope that these will all be confirmed and advertised in March 2023.

We will be focussing our programming this year to either collaborate with our local community or to celebrate National days/ local events. The main focus this year will be; June (Pride Month), October (Black History Month) & December (Christmas) as well as filling gaps in our calendar around our booking enquiries.

Community Collaboration

The theatre staff are currently working on several projects with Community partners and sister venues.

We are delighted to announce that to run alongside the Weston Museum exhibition of Quentin Blake, that the theatre has secured a production of *'Mr Magnolia' by Quentin Blake* for the Easter Holidays. Working with the Museum team we will be marketing this together with their exhibition.

We are currently working with the Proud team to deliver some exciting shows and film screenings during **June 2023** to support Pride Month in the town.

WSM TC HAC Cttee Report – Last amended 01/02/2023

A meeting has been held with 'The Stable' to work together to support their project of '**Weston Comedy Village**' taking place in Grove Village venues on Friday 21st April 2023. Plans are in the early stages of writing this report, but we hope to be able to part of this project.

Talks and discussions have been made with the BME Network to collaborate to deliver some programming for '**Black History Month**' in October 2023. We are hopeful that these will be picked up again soon.

National Days

We are currently working on plans to celebrate the following days/ events throughout this calendar year;

Monday 27th March – World Theatre Day

Sunday 2nd April – World Autism Awareness Day

Saturday 29th April – International Dance Day

June 2023 – Pride Month

Saturday 19th August – World Photo Day

Monday 28th August – Makaton International Awareness Day

8th – 17th September – Heritage Open Days

October 2023 – Black History Month

Friday 8th December – Save the Children Christmas Jumper Day

As well as plans for local events;

Friday 10th November – Weston Carnival

Christmas 2023

The theatre manager is currently exploring two shows for the theatre during Christmas 2023. Working with two companies, we are hoping that these may run simultaneously in the weeks leading up to Christmas. An update will be reported as talks progress.

SEN Theatre Project

The theatre manager and development officer are meeting in February 2023 to discuss option to be able to resubmit the grant application for the SEN Theatre project at the Blakehay Theatre. This would be for a project starting in October 2024 for 18 months, delivering monthly opportunities for children and adults with SEN.

Technical Update

The technicians have been busy over the last month, and have been maintaining and cleaning the technical equipment, as well as replacing some equipment at the theatre, that has been kindly donated to the theatre over the past year.

They are currently installing infrastructure and equipment in the theatre bar, so that this space can be used for events.

The TV screens in the Theatre Bar and Foyer have been updated by our casual technician Dan Kirkwood. These are now connected to a computer, and they now update automatically with information, about what is happening at the theatre in the different spaces as well as upcoming shows. The screens are run whenever the theatre is open with updated information (cutting down

WSM TC HAC Cttee Report – Last amended 01/02/2023
on staff time in updating these daily).

Members are requested to;

1. Note the Managers report



Weston-super-Mare Town Council

Super Weston

Event Grant Funding

Objectives of fund

1. To promote activities that have regard for the benefit of local residents
2. To promote activities which aim to support the creative sector of Weston-super-Mare
3. To encourage further investment in the Heritage Arts and Culture Community
4. To promote activities which demonstrate benefit to the local economy

Proposed outcomes – what success looks like

The success of your project would be understood by using the following three criteria:

1. Number of beneficiaries (participants and audiences) engaging in the activity (grant holders will be required to collect and submit audience evaluation data following the event).
2. Inward investment - value of match funding secured from other sources to enable activity in Weston-super-Mare.
3. Number of paid employment opportunities created for local artists/creatives/freelancers.

Process for Grant Applications

1. Contact us before making an application to discuss if your project is eligible.
2. The Heritage Arts and Culture Committee, at which applications are discussed, will consider grant applications when appropriate.
3. Applications must be submitted at least three weeks before Heritage Arts and Culture Meetings (refer to calendar of meetings).
4. Applications may be made by post or online using the application form.
5. There is no upper or lower figure set for the amount of any grant aid, with £40,000 budget for grants in 2022/2023.

6. The organisation will receive notice of the outcome of their application within one week of the meeting having taken place.
7. The Council reserves the right to request further information before making a decision
8. 90% of the grant will be given at time of award, with 10% retained until we have received confirmation of evaluation of your event/activity.

Eligibility for Grant

1. To be eligible for grant aid the applicant organisation must provide an event/activity which in some way benefits the local community and economy, and meets the objectives and outcome of the fund detailed above.
2. Applications will not be accepted from:
 - a. Individuals
 - b. Bodies which are companies limited by shares or limited liability partnerships – unless able to demonstrate the event/activity will be non-profit making.
 - c. Religious organisations – unless the application clearly demonstrates benefit to the wider community irrespective of religious affiliation
 - d. Political organisations – unless the application clearly demonstrates benefit to the wider community irrespective of political affiliation
3. Applications will not be considered from “upward funders”, i.e. local groups whose fundraising is sent to the central headquarters for redistribution.
4. Applications will not be considered from groups whose purpose is to redistribute funds as grants to or sponsorship of other organisations or individuals.
5. Grants will not be made retrospectively.

Content of Grant Applications

1. The organisation applying must submit a trading account and balance sheet for the last financial year, including existing bank/building society statements.
2. Organisations just starting up must submit basic financial information to the satisfaction of the Town Council.
3. The organisation should give a clear justification of why it needs grant aid, and how it will meet the objectives and outcomes of the fund.
4. Applications must include how local businesses and residents will benefit from the event/activity.
5. An incomplete application will result in delays in the decision making process.

Criteria for Determination of Grant Applications

1. All applications which meet the eligibility and content requirements will be decided by elected members of the Council using their discretion, taking into account the

following criteria:

- a. Is the organisation serving a significant proportion of residents in Weston-super-Mare (which includes Worle and Uphill)?
- b. What benefit does it provide to the town and its inhabitants?
- c. How much resource does the organisation have in total, and how much money is in its balance sheet/bank balance?
- d. Have other sources of funding been secured or are they being sought for the project?
- e. Has the organisation received similar grant funding in recent years?
- f. Is the organisation a new start up?
- g. Is the application for grant to cover salaries or staff costs?

Conditions of grants awarded

1. Successful organisations will be required to submit receipts for any donation received.
2. The organisation must on provide feedback on the outcome of any venture grant aided by the Town Council.
3. In the event of a project/scheme/venture not preceding the donation should be returned to the Town Council for redistribution to other organisations.
4. Recognition of the Town Council 's support must be given on all printed and electronic material produced by the organisation.
5. If requested, the organisation must be able to provide receipts, invoices and other evidence to the Town Council of how the donation was actually spent.

Application Form

Organisation Detail

1. Organisation name

The Stable

2. Contact details

Contact name	Jemma Coles
Job Title	Director
Contact Number	01934315305
Email	jemma@thestableweston.com
Web address (if applicable)	www.thestableweston.com
Social media accounts (if applicable)	@thestableweston @thestablegamesroom
Address	3-6 Wadham Street Weston-super-Mare BS23 1JY

3. Applicant type (tick)

Constituted community organisation	
CIC	X
Registered Charity	
Other (please specify)	

4. Applicant activities – short summary of what your organisation does (up to 150 words)

<p>The Stable is responsible for a number of not for social enterprises that encourage, support and maintain community ideas and initiatives that improve the physical, social and economic infrastructure within Weston-super-Mare and surrounding villages in North Somerset;</p>

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5. Make up of your organisation if applicable

Category	Number
Full time paid staff	2
Part time paid staff	11
Volunteers	9
Management Committee/Board	5
Other _____	

6. Have you received grant funding from Weston-super-Mare Town Council in the past? (delete as appropriate)

	NO
--	----

If yes, detail below:

Amount	Year of award

Event Details

7. Name of event/activity

Weston Comedy Village

8. Start Date:

End Date:

21 st April 2023	21 st April 2023
-----------------------------	-----------------------------

9. Describe the event/activity you want this funding to support (up to 250 words)

Please consider:

- What you want to do
- Who will be involved
- How will it benefit the local population?
- Where it will take place
- How this funding will help you achieve your aims
- How has your event/activity considered the local economy?

--

After the success of the Sea Shanty Festival we have been thinking of activities that will encompass areas of the town that aren't viewed as 'High Street' to stimulate economic performance and draw people from surrounding villages and towns on potentially an annual basis.

We would like to host an annual Comedy Village utilising the businesses and spaces in Grove Village. We will invite all the venues in Grove Village to be involved by hosting a selection of fantastic comedians from across the UK. It would be fantastic if The Blakehay also wanted to be involved.

For the first year we would like to host the event for one night on the 21st April 2023, but would hope to expand this to 2 nights the following year. So far we have 11 comedians signed up to take part,

This would be a great addition to the town, and offer something really fun and a bit different for the local residents.

The event will take place in Grove Village, which will be branded as Westor's Comedy Village.

The funding will enable us to offer expenses to the acts that are taking part and afford some more experienced stand ups to really give the event a boost and help us to cover marketing and promotional costs.

The event will ask for donations towards the towns Food clubs.

The event should provide some of the towns independent businesses with a much needed boost under the current economic climate.

An evening of live gigs and excellent food and drink all in the name of raising money for good causes.

10. In 20-30 words, provide a summary description of the work you are seeking a grant towards.

Weston has demonstrated that it has an appetite for this kind of bigger scale event, things like the Sea Shanty, Carnival, Air Festival, Bike Races, events where organisations work together and offer a larger experience and who doesn't love comedy!

To promote activities which aim to support the creative sector of Weston-super-Mare

A comedy festival will help to highlight Weston and its creativity and talent.

To encourage further investment in the Heritage Arts and Culture Community

The event will strive to celebrate and support the Heritage Arts and Culture around us by creating this fantastic event. By doing our bit, we can ensure that these events help to create an identity and event celebrated for years to come

To promote activities which demonstrate benefit to the local economy

The event aims to give the local economy a much needed boost, a large scale event that shines the spotlight on areas of the town that are not considered to be 'High Street' but still have a fantastic offer.

Number of beneficiaries (participants and audiences) engaging in the activity (grant holders will be required to collect and submit audience evaluation data following the event.

We anticipate around 1000 people benefiting from the event, not including the knock-on affect to businesses, such as those taking part as an act, venue, accommodation, graphic designers etc, and not including Blakehay involvement should they wish to take part. There should also be a legacy affect for the following years event.

Inward investment - value of match funding secured from other sources to enable activity in Weston-super-Mare.

The venues will be asked to make a contribution towards the event to enable them to take part and we are asking them to approach their suppliers to ask them to consider sponsorship packages. Most match funding will be donations in kind.

Number of paid employment opportunities created for local artists/creatives/freelancers.

32

13. If you are working with partners, how will they be involved? (up to 200 words)

We will be working with other venues in Grove Village, who will be hosting the comedians for the night and who will help to promote the event.

14. How have you identified the audience for this project? If applicable how have they been involved in the process and planning of your creative activity? (up to 200 words)

Over the last 12 months we have played host to a number of local comedians, from new comers testing material for the first time to experienced stand ups. The response has always been great and discussions and feed back over the last month whilst we have been planning this years events, had seen an increased demand in more comedy shows being requested.

15. How many people are likely to engage in your project and who are the main target audience?

Number	Target Audience
	e.g. age, location, background etc.

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16. Does the activity seek to specifically engage with any of the protected characteristic groups described in the Equality Act 2010? If so which? Tick all that apply

- age
- disability
- gender reassignment
- marriage and civil partnership
- pregnancy and maternity
- race
- religion or belief
- sex
- sexual orientation
- None of the above

17. Please indicate below the work you plan to produce as part of your event/activity.

Event/activity Results	Estimated
Number of new products or commissions	
Period of employment for creatives (in days)	
Number of performances or exhibition days	
Number of sessions for education, training or participation	

18. How will you measure and evaluate the success of your event/activity? What will success look like? (up to 250 words)

(Please note, if successful with your application, your compulsory evaluation must mirror your answer to this question)

We would expect to reach about 1000 people with the event itself and the research so far suggests that the audience would be 64% female 34% male 2% other with the majority age range being 25-44 years old.

19. Do you see this as being a one off event/activity, or is there an opportunity to develop it further? (tick)

One off event/activity		Opportunity for future events/activities	x
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20. Tell us about your relevant experience which will assist you in delivering the project (up to 200 words)

We run The Stable on Wadham Street and have experience in running lots of different activities and events both in Weston-super-Mare, North Somerset and Somerset.

21. How do you plan to market your event/activity? (up to 200 words)

We plan to use a multi-faceted approach to marketing our event/activity. We will reach out to local media outlets and organisations to help spread the word, as well as utilise social media platforms like Facebook, Twitter, and Instagram to reach a wider audience. Additionally, we will create an email marketing campaign to keep our audience informed of upcoming events/activities. Finally, we plan to utilise word-of-mouth through flyers and other promotional materials. All of these tactics combined should help us reach our desired audience and ensure the success of our event/activity

22. Please indicate how you have considered the following with regards to your event/activity: (up to 500 words)

Factor	Details
Accessibility	The venues that have been chosen are all accessible
Inclusivity	When planning our event, we have tried to ensure it is inclusive and accessible to everyone. We have researched and implemented strategies to make sure all attendees can fully participate, regardless of ability, background or identity. Our event aims to be a safe and welcoming space for all.
Social value – Looking beyond the financial cost/reward and consider how services might improve the economic, social and environmental well-being of an	The Comedy Village will create an annual event that Weston can gain a reputation for hosting, it will help to support and sustain local businesses which will in turn support them as employers. It will provide an opportunity for public-spirited people and organisations to contribute financially to the community, with the expectation of a social dividend, rather than personal financial reward; It will promote access to culture, the creative industries and

area.	arts;
Covid 19 (or any potential imposed government restrictions)	
Climate change – environmental sustainability	Having an event like this in Weston provides opportunities for residents to stay local rather than having to travel to other towns and cities.

Finance

23. What is the total cost of your event/activity?

5200

24. How much of the total project cost are you requesting from Weston-super-Mare Town Council?

1000

25. Income

Income Heading	Amount
Weston-super-Mare Town Council Events Grant request	1000
Other public funding	
Earned Income	2000
Private income	
Support in kind	1200
**Income Total	4200

26. Expenditure

Expenditure Heading	Amount
Staffing costs	1200

Artistic and creative costs	2500
Making your work accessible	
Marketing	1500
Overheads	
Other	
**Expenditure Total	4200

**these two figures must be the same in order for your project to be viable.

Declaration

I declare that the information I have given on this form is accurate to the best of my knowledge and that I am authorised to make this grant application.

Name	Jemma Coles
Organisation	The Stable
Title	Director
Signed	
Date	18/01/2023

GDPR/Privacy

All grant applications received will be considered by the Heritage Arts and Culture Working Group. Final decisions will be made by the Heritage Arts and Culture Committee, a public meeting, for which all documentation, papers and reports are available to the public.

Weston-super-Mare Town Council's full data protection policy can be found here: [Data Protection Policy](#)

Please submit your application to:

development@wsm-tc.gov.uk

for the attention of Sarah Pearse and Molly Maher

Checklist

1. Completed application form
2. Budget
3. Supporting documents
 - a. **Constitution or governing documents.**
 - b. The organisation applying must submit a trading account and balance sheet for the last financial year, including existing bank/building society statements.
 - c. Organisations just starting up must submit basic financial information to the satisfaction of the Town Council.
 - d. The organisation must supply evidence of any application made (whether granted or not) for financial backing from other sources and of the outcome.

Community Event Grant Application Scoring Matrix - Heritage Arts and Culture Committee

Name of Applicant	The Stable		
Amount Requested	£	1,000.00	
Total event cost	£	5,200.00	
Date Received	20/01/2023		
Previously Awarded Funding	No	Yes-	Dates / Amounts

Short Summary of the proposed event

The grant would be used to cover comedian booking fees, marketing and some basic operational costs

Grant Eligibility - Scoring Summary

Scoring has been identified as appropriate in the following areas of the grant application form, the purpose of which is to aid councillors in understanding the application that has been received - it does not give a finite outcome as members will need to consider other (non scored) information along side this, at the bottom of the form.

	CRITERIA		
	YES	Unclear	NO
Is the companies limited by shares or limited liability partnership - unless able to demonstrate the event/activity will be non-profit making.			NO
Religious organisations – unless clear demonstration of benefit to wider community			NO
Political Organisation - unless clear demonstration of benefit to wider community			NO
Individuals seeking Financial funding			NO
Upward Funders' ie local groups who fundraising is sent for central distribution			NO
Group Fundraisers whom distribute funds as grants or sponsorship of other organisations or individuals			NO
Grants will not be made retrospectively			NO
Is the organisation a New Start up - and has NOT provided basic financial information			NO
Is the application for grant to cover salaries or staff costs			NO
Is the organisation a Charity or Non Profit Making Body that benefits the local community	YES		
The organisation has submitted a trading account and balance sheet for the last financial year	YES		
The organisation has submitted bank / building society statements	YES		
The Organisation has detailed how the proposed event meet the objectives and proposed outcomes of the fund	YES		
The organisation has provided clear justification why it needs grant aid	YES		
The application details how local businesses and residents will benefit from the event/activity.	YES		
Organisation has considered: Accessibility, inclusivity, social value, Covid-19 and climate change where applicable	YES		
Application provides indication of the potential audience/participant number.	YES		
Application provides a project timeline	YES		
The organisation has provided evidence of any other financial backing from other sources & the outcome	YES		
Evidence of how the event is serving a significant amount of residents and/or benefiting the town as a whole	YES		

Scoring TOTAL 11 0 9

Additional Information

How much £'s Resource does the organisation have in total (Balance Sheet / Bank Account ?	£31,591.43	bnk statement 2/01/2023
Is the a more appropriate source of funding the organisation should be direct to / Who?	no evidence of other grant applications submitted.	
Would there be a significant adverse effect on the town due to a lack of funds being sourced?	n/a	

What Benefit does it provide to the town, how does it support the HAC community and encourage further investment, and benefit the local economy?

To promote activities that have regard for the benefit of local residents
 Weston has demonstrated that it has an appetite for this kind of bigger scale event, things like the Sea Shanty, Carnival, Air Festival, Bike Races, events where organisations work together and offer a larger experience and who doesn't love comedy!

To promote activities which aim to support the creative sector of Weston-super-Mare
 A comedy festival will help to highlight Weston and it's creativity and talent.

To encourage further investment in the Heritage Arts and Culture Community
 The event will strive to celebrate and support the Heritage Arts and Culture around us by creating this fantastic event. By doing our bit, we can ensure that these events help to create an identity and event celebrated for years to come

To promote activities which demonstrate benefit to the local economy
 The event aims to give the local economy a much needed boost, a large scale event that shines the spotlight on areas of the town that are not considered to be 'High Street' but still have a fantastic offer.

Heritage, Arts and Culture Sub Committee Meeting Item 12.

February 2023

Heritage Action Zone – written by Cara MacMahon. Heritage Action Zones Project Officer
(Agenda item No. TBC) Heritage Action Zone Report

High Street Heritage Action Zone

Engagement work

Our engagement work includes:

- A schools engagement project run by Weston Museum
- Monthly talks organised by Weston-super-Mare Civic Society
- A reminisce project in Care Homes managed by NSC Library team
- Recruiting, training and managing 'Culture and Heritage makers' volunteers managed by Culture Weston
- Development of Heritage walks in Weston- published on Super Weston web site. Link <https://superweston.net/explore/tours>
- Training for Retailers in marketing their shops
- Audit of construction industry Heritage construction skills
- Legacy work for end of the High Street Heritage Action Zone- including working with the Museum on an exhibition (November 2023- February 2024)
- An exhibition (venue to be confirmed) showcasing all the capital project work. Date TBC probably Jan- Feb 2024

Heritage Open Days 08 Sept to 17 September 2023

We hope the Town Council, including The Blakehay and The Museum, will continue to offer events for the festival.

We will be developing a 'light touch' Heritage Open Days (HODS) offer to organisers. We aim to support organisations to be able to deliver HODS after we have finished.

The theme for September 2023 is Creativity Unwrapped.

Details can be found here: [Creativity Unwrapped | Heritage Open Days](#)

Restoration work

Fork n Ale- 18 Walliscote Road

Works completed

Kendall's Building- High Street/ Regent Street

Phase one work completed:

- restoration of all mosaic tiles, windows and external render, repaired and restored.
- railings fitted

We would like to restore the facias on all the individual shop units and are currently in dialogue with owners and tenants to enable that to happen.

4-8 Walliscote Road

3 new shop fronts. Works has commenced on site. Completion due by end of February 2023. Link to Press release:

[Work starts on latest Weston shopfront enhancement project](#)

Other works

We may have a small amount of funding left for shopfront work. It will not be enough to do any major work, so we are drafting a small grants scheme to encourage retailers to apply for a small grant to gain funding for some shopfronts tidy up work. We will launch this scheme later in the year when we know if we have any funding left to deliver it.

Cara MacMahon

Heritage Action Zones Officer

February 2023