

**WESTON-SUPER-MARE TOWN COUNCIL
NOTES OF THE MUSEUM AND HERITAGE
SUB-COMMITTEE MEETING
HELD AT GROVE HOUSE ON 22nd February 2018**

Meeting Commenced: 10.00am

Meeting Concluded: 11.55am

PRESENT: Councillors John Crockford-Hawley, Peter Crew, Robert Cleland, James Davis, Catherine Gibbons, Jan Holloway, Sarah Pearse (Deputy Town Clerk and RFO), Matt Hardy (Acting Visitor Services Manager- Museum), Katherine Bell (Learning and Events Officer), Tricia Brabham (Communications Officer), Amal Khreishah – SWHT, Peter Johnson (Volunteer), Heather Morrissey (Chair of Friends of Weston Museum), Steve Matthews, Cara MacMahon (Heritage Action Zone Officer, North Somerset Council)

IN ATTENDANCE: Elaine Buss (volunteer)

338	<p>Apologies for absence and notification of substitutes Apologies were received from Tom Mayberry, Elizabeth Neathey, and Malcolm Nicholson</p>
339	<p>Declarations of interest There were no declarations of interest received.</p>
340	<p>Minutes of the last meeting The minutes of the meeting held on the 7th December had been previously circulated with the agenda.</p> <p>PROPOSED BY: Councillor Crew SECONDED BY: Councillor Davis</p> <p>RESOLVED: That the minutes be approved and signed by the Chairman</p>
341	<p>HLF update 341.1 South West Heritage Trust progress report The report of Amal Khreishah had been previously circulated with the agenda.</p> <p>Amal Khreishah informed members that there had been a number of staff changes at the Trust. Bethan Murray was now Curator of Social History and Textiles and Estelle Gilbert was now Development Manager, and would leading the overall strategic development of Somerset Museums Service.</p> <p>Dennis Parsons had retired after 31 years.</p> <p>Temporary Exhibitions The temporary exhibitions ‘The Art of Self Expression’ had been installed and the private viewing had attracted many people who had not been to the museum before.</p> <p>The Punch and Judy and Alfred Leete exhibitions were now being worked on, a meeting has been scheduled with the museum staff and Deputy Town Clerk to enable a marketing and promotion of these exhibitions to begin in readiness for the openings.</p> <p>Members were advised that the strength of the floor was being checked to ensure it would</p>

	<p>take the case needed for the exhibit. Steve Matthews advised that the installation of the exhibit may require the closure of the museum for the day.</p> <p>In his role as Armed Forces Champion, it was agreed that Councillor James Davis would attend meetings with SWHT to discuss the Alfred Leete exhibition.</p> <p>341.2 Access Policy and Statements.</p> <p>The Deputy Town Clerk and Responsible Financial Officer advised that Steve Mathews and Liz Neathy had been produced the Access Policy and Statements that would be used for the accreditation.</p> <p>RESOLVED: That the Access and Policy Statements be reviewed and signed off by the Chairman and Vice Chairman.</p>
342	<p>Business Plan and Activity Plan updates</p> <p>342.1 Volunteer Engagement</p> <p>The report of the Volunteer Coordinator was previously circulated with the agenda.</p> <p>The Acting Visitor Services Manager talked through the report, highlighting the increase in the number of volunteers. There were now a total of 154 volunteers compared to 113 last year.</p> <p>There were eight students booked in for work experience.</p> <p>The Deputy Town Clerk and Responsible Financial Officer advised members that the Volunteer Coordinator would be happy to do a presentation to members on volunteer management if they would like.</p> <p>Members discussed the age range of volunteers and how it was positive to see that the age range of volunteers was going down, but that having volunteers of working age could bring its own difficulties. The Acting Visitor Services Manager advised that they were setting up a scheme for younger volunteers.</p> <p>A member asked if the younger volunteers were doing it as they were not working, and if so did the Museum provide a reference. The Deputy Town Clerk and Responsible Financial Officer advised that they did, they also benefitted from the confidence that they gained from volunteering.</p> <p>RESOLVED:- That the report be received and noted, should any members wish to have a update on the volunteer processes in place at the Museum they would contact the volunteer coordinator directly to arrange this.</p> <p>342.2 Learning and Events</p> <p>The report of the Learning and Events Coordinator had been previously circulated with the agenda.</p> <p>The Acting Visitor Services Manager advised that the handling boxes were increasing in popularity. The Rusty Club had gained a huge amount of attention and was now affiliated with the Young Archaeologist Club. The Learning and Events Coordinator was working on an inset day for teachers. The Chairman requested he be involved in the day.</p> <p>Events were going really well and during half term history week there were 2,014 people through the door. A British Sign Language tour of the museum had been organised and students learning BSL at the college were also attending. The Body Art Festival would</p>

close the Art of Self Expression exhibition over the bank holiday weekend in May.

Other events included a residents weekend, a magic show and visit from paranormal investigators, including a team recording a TV programme for Amazon Prime.

10.35am The Learning and Events Coordinator joined the meeting

The Learning and Events Coordinator advised that three local and family history workshops were being held, with the Weston-super-Mare family history society.

A member asked if the Museum could create a handling box to tie in with the Cleaner Coastline campaign looking at plastics that had been washed up on the beach. The marine biologist at the Seaquarium had advised that she was keen to work with the museum on the subject of seaside and pollution.

RESOLVED:- That the report be received and noted, and the Learning and Events Officer would make contact with the Seaquarium to further explore the introduction of specific handling boxes for the Cleaner Coastline campaign.

342.3 – Museum Operations

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

The Acting Visitor Services Manager advised that visitor numbers since opening six months ago were at 17,000, the Business Plan had predicted 13,000 visitor numbers for the year.

The Acting Visitor Services Manager advised that they had run a poll on Facebook for a name for the café, and Clara's Café had been favourite.

RESOLVED:- That the café be named 'Clara's Café'.

The Acting Visitor Services Manager advised that the TV at the front of the building was going to be moved into the courtyard. The possibility of having the TV on a stand that could be moved around for presentations was discussed.

The Acting Visitor Services Manager advised that a banner would be put at the end of the road, to advertise the museum. Repainting of the museum pavement signs was being looked into as was getting pop up banners.

The Deputy Town Clerk and Responsible Financial Officer reported that in 2015, the last year of operation before the museum closed, the museum had 20 bookings. During August 2017 to January 2018 there were 28, and from January going forwards 64.

During 2015 average monthly takings in the shop were £704, compared to £1898 in 2018.

During 2015 average monthly takings in the café were £929, compared to £1909 in 2018.

During 2015 average monthly donations were £187, compared to £871 in 2018.

A member advised that charges for the Museum had been discussed at Policy and Finance committee and Councillors Crockford-Hawley, Gibbons and Crew would meet to discuss the points that had been made.

	<p>RESOLVED:- That the report be received and noted</p> <p>342.4- Community Engagement The report of the Community Engagement Coordinator had been previously circulated with the agenda.</p> <p>The Acting Visitor Services Manager advised that reminiscence events were going well, and volunteers were leading activities more. A meeting had been held with YMCA, Pride and the Carlton Centre. Toddler mornings in collaboration with the YMCSA and Weston College were being organised. The Community Gallery was going well, and the artwork in the café had been well received.</p> <p>The Nostalgia café was not as busy as it could be, but those who had attended received it well and enjoyed the activities. Community Connect attended the volunteer led sessions. It was noted that this was a new venture that would build as word got around that it is occurring.</p> <p>RESOLVED:- That the report be received and noted</p>
<p>343</p>	<p>Museum fundraising/grant application</p> <p>343.1 ACE Resilience funding</p> <p>The Deputy Town Clerk and Responsible Financial Officer advised that improvement was needed to the café’s profit and cost margin. A new café supervisor had been employed who would be given clear targets to achieve, a full review of the café was going to be undertaken in September 2018 by the council’s Expenditure and Governance working party at the mid year point and as such it was recognised that there needs to be close monitoring by the Finance Department up to the point of this review, working with the Café Supervisor and Acting Visitor Services Manager.</p> <p>The Deputy Town Clerk and Responsible Financial Officer thanked Iris for the additional hours and responsibility she had taken on in the café whilst a new supervisor was being recruited.</p> <p>Debate ensued. Members discussed the possibility of the Museum Café providing catering for Town Council events, both those held in the museum and at Grove House, as well as special events held in the museum.</p> <p>The Deputy Town Clerk and Responsible Financial Officer advised that whilst Matt Hardy was filling the Acting Visitor Services Manager role, Robin Pringle was filling the role of Acting Visitor Services Assistant.</p> <p>A review was being carried out on the retail offering in the shop, to identify what does and doesn’t sell, and to identify the appropriate balance between high and low end items. The shop was selling Captain Fawcett items associate with the Body Art Festival. These were high end items, and a few had been sold but more importantly the museum had benefitted from the promotion on social media by Captain Fawcett to their thousands of followers.</p> <p>An audience review had been undertaken and had highlighted areas for the museum staff to work on.</p>

	<p>RESOLVED:-</p> <p>1. That the verbal report be noted with acknowledgement of requirements for a full financial review of the Café performance at the mid year point. Financial Management support be given to the café Supervisor to enable analysis and the full report to be undertaken in September 2018 by the Expenditure and Governance working party.</p> <p>2. That all Town Council catering requirements in the future should in the first instance use the museum café as supplier unless they were not able to do so.</p> <p>343.2 Sharing Heritage</p> <p>The university had undertaken a project as part of the sharing heritage project. The grant for this area runs until September. New display boards for the Courtyard had now been procured as a result of the HLF Sharing Heritage grant funding. The Acting Visitor Service manager would be working with SJ Surveyors to produce optional layout plans to be able to market this resource with the aspiration of having a courtyard display programme in place over the coming year.</p> <p>RESOLVED:- That the verbal report be noted</p>
344	<p>ACE – Grants for the Arts</p> <p>The Deputy Town Clerk and Responsible Financial Officer advised that they had been advised that permission for the sculptural art exhibit in the courtyard would be refused by North Somerset Council, so a decision had been taken to withdraw the plans.</p> <p>The artist had expressed frustration that no clarification of what would be accepted for listed building consent had been given by North Somerset Council.</p> <p>The Arts Council had agreed to extend the period that funding was available for the project and that if no way forward could be found a new artist could be commissioned.</p> <p>A meeting had been arranged with Mary Flowers later today to discuss options with the aim of coming up with an alternative sculpture that did not require Listed building consent (floor mounted). This would be brought back to the committee for approval in due course.</p> <p>RESOLVED:- That the verbal report be noted.</p>
345	<p>Warren Storey Exhibition</p> <p>The Chairman advised that Warren Storey had been Head of the School of Art at Weston College and the museum owned 5 or 6 of his paintings. It was suggested an exhibition of his artwork could be held at the museum.</p> <p>Debate ensued during which members discussed the possibility of holding an exhibition on boards in the courtyard, as the temporary exhibition schedule had been agreed until the end of 2019. The boards could also be used by other groups such as Boom Satsuma and A1 Camera Club to put on exhibitions.</p> <p>Members discussed the possibility of loaning Warren Storey paintings, and the additional work that this would incur, as well as the copyright issues with reproducing images to sell on postcards in the shop.</p> <p>It was recognised by the Deputy Town Clerk and Amal Khreisheh that the problem was not agreeing to hold a exhibition it was the ability to coordinate this in terms of</p>

	<p>borrowing items and the restrictions surrounding doing this, it would require staff resource to be able to achieve this. It was further acknowledged that this additional work was not included within the current exhibition program set by SWHT and would be an addition to works included in the current SLA. Amal agreed she would discuss this with her colleagues at the Trust and advise at the next meeting if this was something they felt they could help with in terms of their workload, or alternatively be able to advise on what needed to happen to enable the Museum to consider hosting such an exhibition.</p> <p>RESOLVED: That the verbal report and outcomes be noted.</p>
346	<p>Grove Park War Memorial</p> <p>The Deputy Town Clerk and Responsible Financial Officer advised that North Somerset Council had given permission for the work to be done. The Memorial Trust had provided some funding, but they were £2500 short of the total. The Civic Society had originally said they would fund half the difference so it was suggested that the Civic Society be contacted again. If the Civic Society did not agree then approved revenue provision in place for 2018 / 2019 should be used.</p> <p>The Worle High Street war memorial had been reviewed, but was considered to be in good condition. A member requested that the gates should be looked at again as they were corroding quite seriously, it was felt that if this one area could be considered before the centenary celebrations it would make a huge difference to the memorial.</p> <p>Steve Matthews advised he would review the report on Worle High Street memorial and assess if repairs could be made to the gates, without listed building consent.</p> <p>The Deputy Town Clerk and Responsible Financial Officer advised that consideration would need to be given to how the repairs would be funded as a grant application could not be submitted for the work. Local groups</p> <p>RECOMMENDED: That the order for the repair work to Grove Park War Memorial be placed as per the terms of the Grant and that the Town Clerk should in the first instance approach the Civic Society to see if they would increase their financial support for the project costs; any shortfall should then be taken from the 2018 / 2019 revenue provision (Strategic Planning – professional fees budget).</p>
347	<p>Blue Plaque scheme</p> <p>The Communications and Committee Officer advised that the Henry Butt blue plaque had been put up and a short ceremony had been held with the Mayor and family members of Henry Butt present. Agreement was verbally in place for the Dr Long Fox plaque. The Roald Dahl blue plaque was due to go up shortly, and agreement had been made with the building owners for the Alfred Leete blue plaque to go up.</p> <p>The owners of Emmeline Pethick Lawrence’s former house had been identified and contact would be made shortly.</p> <p>RESOLVED:- That the verbal report be noted</p>
348	<p>Friends of Weston Museum</p> <p>Heather Morrissey advised that there were now 95 members of the Friends group.</p>

	<p>The December meeting had been a great success and speakers had been booked for the next few months.</p> <p>Two members had attended a meeting at the Rural Life Museum, which had provided a good opportunity to meet people from other museums.</p> <p>RESOLVED:- That the verbal report be noted</p>
<p>349</p>	<p>Accreditation update</p> <p>The plan for accreditation had been previously circulated with the agenda.</p> <p>The plan looked on the following areas:</p> <ul style="list-style-type: none"> • Marketing, Communications and Income Generation • Collections: Care and Development • Workforce Development • Learning Development and Community Engagement • Redevelopment <p>RESOLVED:- That the action plan be approved.</p>
	<p>There being no further business the meeting concluded at 11.55am</p> <p>The next meeting will be Thursday 12th April at 10am at Grove House.</p>

Signed..... Dated.....
 Chairman