

## **COMMUNITY SERVICES COMMITTEE**

This Committee monitors the operation of Town Council leisure services and amenities, ensuring a high standard of provision. It considers their further development and the development of other facilities. The Committee is responsible for the Council's Community Programme.

**Membership: 12 Quorum: 5**

### **Terms of Reference**

1. To manage and monitor the activities undertaken within the Council's Community Events Programme.
  2. To manage the provision of allotments.
  3. To act as consultee in relation to leisure facilities provided by others.
  4. To consider the provision of markets within the Parish.
  5. To award grants or assistance to local organisations and bodies up to £1,000.
  6. To deal with the oversight of the café at the YMCA and youth services.
  7. To make recommendations regarding street naming within the Parish.
  8. To deal with all matters affecting all street furniture.
  9. To deal with the management of the Weston-super-Mare Museum.
  10. To deal with the management of the Blakehay Theatre.
  11. To manage the provision of Cemeteries within the Parish.
  12. To oversee Weston-in-Bloom and floral provision in the town.
  13. To monitor CCTV provision and crime and disorder in the town.
  14. To manage the provision of public toilets
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**WESTON-SUPER-MARE TOWN COUNCIL  
WESTON IN BLOOM WORKING PARTY  
HELD ON TUESDAY 26<sup>th</sup> MARCH 2019  
AT GROVE HOUSE**

**Meeting commenced:** 11.00 am

**Meeting concluded:** 11.56 pm

**PRESENT/IN ATTENDANCE:** Councillor Roger Bailey (Chairman), Councillor Jos Holder, Councillor Roz Willis, Zoe Scott (Community and Grounds Administrator) Jim Sellars, Sandra Sellars, Jenny Gosden, Bev Tucker, Roger Brown, Kareen Williams.

1.	<p><b>Apologies for Absence and Notification of Substitutes</b> Apologies were received from Cllr Armstrong and Pauline Priestman.</p> <p>John Chapman introduced himself as the chairman of Weston Horticultural Society. In previous years Weston in Bloom had donated £500 towards the Flower Show which was greatly received. This year the show will be taking place in the Winter Gardens. It's an event for all the family to attend and will be running in August 2019. John asked if Weston in Bloom would again donate £500 towards the show.</p> <p>John Chapman left the meeting at 11.10am.</p>
2.	<p><b>Declarations of Interest</b> There were none received.</p>
3.	<p><b>To agree the accuracy of the minutes of the previous meeting held on the 22nd January 2018</b> There was a spelling mistake on Item 10. Know should read known.</p> <p><b>PROPOSED:</b> Jenny Gosden <b>SECONDED:</b> Cllr Holder</p> <p><b>RESOLVED:</b> That the minutes be approved and signed by the Chairman.</p>
3a.	<p><b>Review of actions from minutes of the previous meeting:</b></p> <p>The sign as you enter Weston from the M5 had been cleaned.</p> <p>The chairman had contacted Perfecta Windows about the overgrown roundabout.</p>
4.	<p><b>Monthly Finance Report:</b></p> <p>The remaining balance was £133</p>
4a.	<p><b>Quote from Roger Brown for sustainable planting of the train:</b></p> <p>The quote came to £317.95 however there was a query as to whether the bark chips could be supplied free of charge. The train would be planted in the</p>

	<p>early summer. The tender needs to be planted with summer bedding and the base left clear for sustainable planting.</p> <p><b>Action:</b> Zoe to source where bark chippings could be purchased or gifted from.</p> <p><b>A vote was taken and carried. It was agreed:</b></p> <p>A budget of £400 would be allocated to the sustainable planting of The Train.</p>
<p>5.</p>	<p><b>Spring Seminar Update:</b></p> <p>The chairman attended the spring seminar on the 28<sup>th</sup> February which he said was very professional. The change in rules and requirements was discussed at the seminar as well as groups documenting and carrying out year round activity. Discussion ensued as to how WIB could achieve this, such as social media posts, blogs and other media related activities.</p> <p><b>Action:</b> Zoe to produce a list of options for promoting and documenting In Bloom. This will be discussed at the volunteer planting meeting on the 2<sup>nd</sup> April.</p> <p>Also discussed at the seminar was the concept of 're-wilding' areas of land. WIB used to look after a Bio Diversity Garden which is a good example of this and an area which could be developed once again.</p> <p>The Lions are looking at establishing a working clock again on Alexandra Parades Floral Clock.</p>
<p>6.</p>	<p><b>Entry 2019 and Route:</b></p> <p>In previous years Weston-in-Bloom has entered the Large Town category, with an electoral figure falling between 19,000-79,999 to qualify. This year for the first time since Weston-in-Bloom has entered the national competition, they fall in the category of 'City' due to the electoral figure sitting 80,000 plus at 84,694.</p> <p>Zoe had spoken to the South West in Bloom secretary who arranges the entries and it appeared this is happening across many towns and cities. Development projects such as new housing and schools are causing an increase in population. South West in Bloom are going to look at potentially re-naming the categories in future years to better reflect the entries received.</p> <p>The time allocation for this year's route is 4hrs, plus an additional 15mins per It's Your Neighbourhood Award shown on route. This would make the total route a maximum of 4hrs 30mins long.</p> <p>The judge from last year, Richard Budge, has also suggested that Worle is put on the main route this year in light of this new news of WIB entering the 'City' category. This allows WIB to showcase the hard work of the volunteers. A draft route was circulated. It was decided to switch the beginning part of the route around and start at the Queensway, working back into town.</p>

	<p><b>A vote was taken and carried.</b></p> <p><b>RECCOMENDED:</b> With the above amendment the route for 2019 was agreed as presented.</p>
7.	<p><b>Any Other Business:</b></p> <p>In response to John Chapman asking WIB to donate £500 to the Flowershow taking place in August 2019, a vote was taken and carried.</p> <p><b>RECCOMENDED:</b> WIB donate £500 to the Weston Horticulture Flower Show out of their 2019/2020 budget.</p> <p>Roger Brown is going to look at re planting the Princess Diana Bed outside Grove House.</p> <p>The Chairman has received no response from the owner of the post office at Meadvale regarding possibly planters.</p>
8.	<p><b>Date of Next Meeting – 16<sup>th</sup> April 2019 at 11.00am</b></p>

There being no further business, the Chairman closed the meeting at: 11.56 pm

Signed:.....

Dated: .....

**WESTON-SUPER-MARE TOWN COUNCIL  
WESTON IN BLOOM WORKING PARTY  
HELD ON TUESDAY 16<sup>th</sup> APRIL 2019  
AT GROVE HOUSE**

**Meeting commenced:** 11.00 am

**Meeting concluded:** 11.31 pm

**PRESENT/IN ATTENDANCE:** Councillor Alan Peak (Vice Chairman), Councillor Jos Holder, Councillor Roz Willis, Zoe Scott (Community and Grounds Administrator) Jenny Gosden, Bev Tucker, Roger Brown, Philip Dingham and Pauline Priestman.

<b>1.</b>	<p><b>Apologies for Absence and Notification of Substitutes</b> Apologies were received from Cllr Armstrong, Cllr Bailey, Kareen Williams, Sandra Sellars and Jim Sellars.</p>
<b>2.</b>	<p><b>Declarations of Interest</b> There were none received.</p>
<b>3.</b>	<p><b>To agree the accuracy of the minutes of the previous meeting held on the 26<sup>th</sup> March 2019</b></p> <p>Under item 1 Greatly should read Gratefully Recommened should read Recommended</p> <p><b>PROPOSED:</b> Cllr Willis <b>SECONDED:</b> Cllr Holder</p> <p><b>RESOLVED:</b> That the minutes be approved and signed by the Chairman.</p>
<b>3a.</b>	<p><b>Review of actions from minutes of the previous meeting:</b></p> <p>Bark chippings were still being sought.</p>
<b>4.</b>	<p><b>Monthly Finance Report:</b></p> <p>The remaining balance after committed expenditure was £3,365.</p>
<b>5.</b>	<p><b>Promotion of Weston in Bloom:</b></p> <p>Discussion ensued on ideas for how In Bloom could be promoted. Some thoughts were:</p> <ul style="list-style-type: none"> <li>• Regular posts on social media such as the Town Council Facebook and Twitter Page</li> <li>• Taking Photos of the work carried out during the year as a way of documenting it</li> <li>• Leaflets and posters in Noticeboards</li> </ul>

	<p>Cllr Willis thought perhaps a 'Flower Shop Front' competition would be a good idea and could be timed for judging day. Both Cllr Willis and Cllr Holder offered to organise this.</p> <p>Zoe explained that Visit Weston may be running a floral competition amongst their members also.</p> <p>Bev mentioned a Floral Trail which was running when it was Year of the English Garden and wondered if this was still available.</p>
6.	<p><b>Any Other Business:</b></p> <p>Roger Brown had sourced a quote for planting two trees at the end of Dartmouth Close which came in at around £200. There was a nursery in Kewstoke called Elmlee Nursery which may be able to offer a better quote and is closer then Exeter. Roger will take a look.</p> <p>Bev is going to have to move 19 planters from opposite the Town Hall and is still deciding the location.</p> <p>Some roots have sprouted in the Princess Diana Flowerbed and should begin to take coverage of the area soon.</p>
7.	<p><b>Date of Next Meeting – 28<sup>th</sup> May 2019 at 11.00am</b></p>

There being no further business, the Chairman closed the meeting at: 11.31pm

Signed:.....

Dated: .....

7.2

**WESTON-SUPER-MARE TOWN COUNCIL  
NOTES OF THE MUSEUM AND HERITAGE  
SUB-COMMITTEE MEETING  
HELD AT GROVE HOUSE ON 11<sup>th</sup> 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 Khreishah – South West Heritage Trust, Heather Morrissey (Friends Group) and Peter Johnson (Volunteer Archivist).

<b>400</b>	<b>Apologies for absence and notification of substitutes</b>  Apologies were received from Councillors Jan Holloway, James Davis and Cara MacMahon.
<b>401</b>	<b>Declarations of interest</b>  There were no declarations of interest received.
<b>402</b>	<b>To approve the accuracy of the Minutes of the last meeting held on 20<sup>th</sup> February 2019</b>  The minutes of the meeting had been previously circulated with the agenda.  <b>PROPOSED BY:</b> Councillor John Crockford-Hawley <b>SECONDED BY:</b> Councillor Peter Crew  <b>RESOLVED:</b> That the minutes be approved and signed by the Chairman
<b>403</b>	<b>Members to receive HLF project reports on: - South West Heritage Trust (SWHT) progress</b>  It was agreed that this item be deferred until later in the meeting to accommodate the presence of the SWHT member.
<b>404</b>	<b>Museum Operations/Business Plan and Activity Plan Reports</b>  <b>404.1 Update from the Learning and Events Officer(s)</b> 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.  <b>RESOLVED:</b> - 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><b>RESOLVED:</b> - That the report be noted.</p> <p><b>404.5 Café Report</b> 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><b>RESOLVED:</b> - That the report be noted.</p> <p><b>404.6 Volunteer Engagement Report</b> 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><b>RESOLVED:</b> - 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><b>Temporary exhibitions</b> 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><b>Museums in Somerset Harwell Priority Plus Scheme</b> 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><b>PROPOSED BY:</b> Councillor John Crockford-Hawley <b>SECONDED BY:</b> Councillor Peter Crew</p> <p><b>RESOLVED:</b> That the changes to the temporary exhibition programme be noted and the subscription to the Harwell Priority Plus Scheme be approved.</p>
406	<p><b>Museum Grant Development</b></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 31<sup>st</sup> 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 30<sup>th</sup> May 2019.</p>
407	<p><b>Renewal of Agreement for SWHT Curatorial Services.</b></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><b>RESOLVED:</b> That the verbal report be noted.</p>
408	<p><b>To receive a verbal report from the Friends of Weston Museum</b></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><b>RESOLVED:</b> - That the verbal report be noted</p>
409	<p><b>Heritage Action Zone update</b></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. <b>RESOLVED:</b> - That the report be noted
	There being no further business the meeting concluded at 11:34am The next meeting will be 30 <sup>th</sup> May 2019 at 10am at the Weston Museum.

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

**WESTON-SUPER-MARE TOWN COUNCIL  
NOTES OF THE MUSEUM AND HERITAGE  
SUB-COMMITTEE MEETING  
HELD AT WESTON MUSEUM ON 30<sup>TH</sup> MAY 2019**

**Meeting Commenced:** 10:02 am

**Meeting Concluded:** 11:53 am

**PRESENT:** Councillors Peter Crew, John Crockford-Hawley, Catherine Gibbons, Jan Holloway, Ciaran Cronnelly; Malcolm Nicholson (Town Clerk), Sarah Pearse (Deputy Town Clerk and RFO), Molly Maher (Development Officer), Matt Hardy (Visitor Services Manager), Lisa Clemons (Volunteer Coordinator), Cara MacMahon (North Somerset Council HAZ Officer), Peter Johnson (Volunteer archivist) and Heather Morrissey (Friends Group).

<p><b>9.</b></p>	<p><b>Election of Chairman</b></p> <p>The Town Clerk invited nominations for the position of chairman.</p> <p><b>PROPOSED BY:</b> Councillor Peter Crew <b>SECONDED BY:</b> Councillor Catherine Gibbons</p> <p><b>RESOLVED:</b> That Councillor John Crockford-Hawley be elected Chairman of the Museum and Heritage Sub Committee for the year 2019-20.</p> <p>Councillor John Crockford-Hawley took his place as chairman of the meeting.</p>
<p><b>10.</b></p>	<p><b>Apologies for absence and notification of substitutes</b></p> <p>Apologies for absence were received from Councillor Peter Mcaleer, who was substituted by Councillor Ciaran Cronnelly.</p>
<p><b>11.</b></p>	<p><b>Election of Vice- Chairman</b></p> <p>The chairman invited nominations for the position of vice-chairman.</p> <p><b>PROPOSED BY:</b> Councillor Jan Holloway <b>SECONDED BY:</b> Councillor Ciaran Cronnelly</p> <p><b>RESOLVED:</b> That Councillor Catherine Gibbons be elected vice-chairman of the Museum and Heritage Sub Committee for the year 2019-20.</p> <p><i>Lisa Clemons entered the meeting at 10:03 am</i></p>
<p><b>12.</b></p>	<p><b>Declarations of interest</b></p> <p>There were no declarations of interest received.</p>
<p><b>13.</b></p>	<p><b>To approve the accuracy of the Minutes of the last meeting held on 11<sup>th</sup> April 2019</b></p> <p>The minutes of the meeting had been previously circulated with the agenda.</p>

	<p><b>PROPOSED BY:</b> Councillor Peter Crew <b>SECONDED BY:</b> Councillor Catherine Gibbons</p> <p><b>RESOLVED:</b> That the minutes be approved and signed by the Chairman</p>
14.	<p><b>To note the Sub Committee Terms of Reference</b></p> <p>The Museum and Heritage Sub Committee Terms of Reference were previously circulated with the agenda.</p> <p><b>RESOLVED:</b> - That the Terms of Reference be noted.</p>
15.	<p><b>Members to receive HLF project reports on: - South West Heritage Trust (SWHT) progress</b></p> <p>There was no report circulated with the agenda and there was no attendance by a member of the South West Heritage Trust. With there being no discussion, the Chairman moved onto the next agenda item.</p>
16.	<p><b>Museum Operations/Business Plan and Activity Plan Reports</b></p> <p><b>16.1 Update from the Learning and Events Coordinator(s)</b></p> <p>The report of the Learning and Events Coordinator(s) had previously been circulated with the agenda.</p> <p><b>RESOLVED:</b> - That the report be noted.</p> <p><b>16.2 Museum operations from the Visitor Services Manager</b></p> <p>The report of the Visitor Services Manager had previously been circulated with the agenda.</p> <p>The Visitor Services Manager asked members to consider the implementation of a last admission time to Weston Museum of 4:30pm. It was suggested that closing time procedures had added pressure to staff time with lieu time often incurred.</p> <p><b>PROPOSED BY:</b> Councillor Peter Crew <b>SECONDED BY:</b> Councillor Jan Holloway</p> <p><b>RESOLVED:</b></p> <ol style="list-style-type: none"><li>1. To support the implementation of a last admissions time of 4:30pm from September.</li><li>2. That the report be noted.</li></ol> <p>A member noted that they were concerned that the audio and interactives for some exhibitions had been broken from a number of months. It was clarified that the company who dealt with the interactives had been contacted and the Museum team were awaiting a response. It was queried whether maintenance of the interactives had been contracted when they were purchased, as this</p>

would make the company obligated to maintain the interactives. This was not clear. The Deputy Town Clerk said they would look at the contracts.

### **16.3 Community Engagement report**

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

A National Lottery Heritage Funded sharing heritage project 'Know Your Place North Somerset' was to be launched on the 5<sup>th</sup> June at 10:30 pm during volunteer's week in Weston Museum. 13 volunteers had already been recruited for the project.

**RESOLVED:** That the report be noted.

### **16.4 Retail, Marketing & External Bookings**

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

With regards to the report of the Visitor Services Supervisor a member queried why facilitators of events in the hire space were displeased with the new online booking system. It was clarified that previously, facilitators had been able to handle the profits themselves. There had also been resistance to the new online system as it was considered unsuitable for people who were not comfortable using technology.

It was explained to members that the new online system would allow tickets for events at the Museum to be sold at the Blakehay Theatre and vice versa. The online system was a way of monitoring ticket sales to avoid over allocation of tickets. It was noted that orders can still be made over the phone and in the Museum.

It was queried why there was a need for a late cancellation fee. The reason was that some bookings had been cancelled so late that nothing could be booked in its place. There needed to be a more formal cancellation policy.

Members commended the sale of the Historic England book 'Weston-super-Mare: The Town and its Seaside Heritage', which had sold out.

Given the success of previous Jazz Evenings at the Museum, another one had been planned for November 9<sup>th</sup>. A Labour party meeting was also due to take place at the Museum, and a wine tasting evening on the 31<sup>st</sup> May.

**RESOLVED:** That the report be noted.

### **16.5 Café Report**

The report of the Temporary Café Supervisor had previously been circulated with the agenda.



Clara's Café was £5,000 short of the budgeted income £17,000. This, however, was better than had been projected 6 months into the year and was seen as an improvement. It was noted that the Temporary Café Supervisor had settled into the team and was proactively looking at ways to improve the service including new menus and menu design. New suppliers had been set up to better suit the café's budget provision. The Volunteer Coordinator noted that the turnover of café volunteers had slowed as the café was a calmer environment to work in. It was queried whether food preparation times had improved. The temporary café supervisor had created a proficiency checklist for volunteers to assist them when working in the café and members of the public were warned if there was a wait time. It was suggested that up to 25 minutes is a standard wait time in cafés.

**RESOLVED:** That the report be noted.

### **16.6 Volunteer Engagement Report**

The report of the Volunteer Coordinator had previously been circulated with the agenda.

Thanks was given to members for their support with the upcoming Gala event on the 7<sup>th</sup> June. Eight Town Councillors had accepted an invitation to the Gala. Volunteer Week would be taking place from the 3<sup>rd</sup>-7<sup>th</sup> June.

Weston Museum had been nominated for a Weston College Business Award as a Disability Confident Employer.

The Volunteer Coordinator suggested the change in name of the Weston Museum newsletter to become the Weston-super-Mare Town Council volunteer newsletter. This would incorporate the volunteers in other service areas including Weston in Bloom and the Blakehay Theatre.

**PROPOSED BY:** Councillor John Crockford-Hawley

**SECONDED BY:** Councillor Catherine Gibbons

**RESOLVED:**

1. That the report be noted.
2. That the name of the Weston Museum Volunteer Newsletter be changed to incorporate Weston-super-Mare Town Council as a whole.

*The Volunteer Coordinator left the meeting at 10:42 am*

### **16.7 Marketing Update**

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

It was noted that the Communications Officer role had recently changed to reflect the marketing requirements of different service areas within the Town Council, particularly Weston Museum and The Blakehay Theatre.

	<p><i>Heather Morrissey left the meeting at 10:40 am</i></p> <p>A report had been produced to indicate what marketing was currently being undertaken by the Town Council and providing suggestions on how to improve. It was noted that the Communications Officer would now be providing bimonthly progress reports for the Tourism and Leisure Committee including statistics. The changes to the marketing strategy would ensure proactive thinking compared with what had previously been reactive.</p> <p><i>Heather Morrissey reentered the meeting at 10:44 am</i></p> <p>The new marketing plan would be ready by the end of the quarter and then implemented. The Communications Officer had worked previously with the learning and events officers to adjust the learning offer for schools and make it more inviting. The same was now being done with the Café and Operations teams.</p> <p>A member referred to the use of multiple leaflets for events instead of one booklet and said that this could be overuse of materials. Whilst the Blakehay Theatre was able to programme events over 6 months in advance, the same was not true for Weston Museum so one booklet was often difficult to achieve.</p> <p>It was noted that the committee would be updated on the progress of the marketing plan.</p> <p>A member asked whether the name of the learning space could be changed as it was not an appealing name. It was suggested that the Communications Officer could carry out a poll or competition to decide a new name.</p> <p>Members felt that more emphasis needed to be placed on Clara's Café as its own service using separate marketing.</p> <p><b>16.8 Blue Plaques</b></p> <p>A member queried the date for unveiling the Haille Selassie plaque of the 12<sup>th</sup> July 2019. In response it was clarified that it was the date given by North Somerset Council and the unveiling would be later than previously envisaged.</p> <p>It was suggested that the Communications Officer could create a film trail of the blue plaques as further marketing of the scheme.</p> <p><b>RESOLVED:</b> That the report be noted</p>
17.	<p><b>Museum Grant Development</b></p> <p>A verbal report was given by the Development Officer.</p> <p><b>17.1 Know your Place</b></p> <p>As stated previously, the launch of the Know Your Place event was to take place at 10:30 am on 5<sup>th</sup> June 2019. It was noted that this was a good collaboration taking place with North Somerset Council.</p>

### **17.2 Historic England Funding**

The Development Officer had held a meeting with representatives from North Somerset Council and Historic England to discuss the possibility of funding for the Museum roof. The funding was available to grade II listed buildings in conservation areas. However Weston Museum did not qualify as 'at risk' and was instead deemed 'vulnerable' as the building was still in operation therefore Weston Museum was not eligible for funding from Historic England. The representative from Historic England had provided other potential funding streams for the Town Council to pursue.

### **17.3 Buy a Block**

An advertising film had been created for the buy a block scheme to encourage further purchases.

**RESOLVED:** That the verbal report be noted.

### **17.4 Grants for the Arts**

The two developed design proposals for a sculpture in Weston Museum were provided to the committee.

Members considered the first design. The Development Officer and the Deputy Town Clerk/RFO met with the artist(s) to discuss their proposal and alternative placement for the sculpture. It was noted that this design was in keeping with the sub committee's expectations.

Members considered the second design which was found less favorable.

**PROPOSED BY:** Councillor John Crockford-Hawley

**SECONDED BY:** Councillor Peter Crew

**RESOLVED:** That the first design (Bask) be pursued for the Weston Museum Sculpture Project within the budget of £4,000.

### **17.5 National Lottery Heritage Fund (NLHF) Grant - Way Finder Signage**

The report of the Development Officer and the Deputy Town Clerk/RFO had previously been circulated with the agenda.

Previous efforts to complete this budgeted area of the NLHF funding had been slowed by the regeneration of Weston-super-Mare Town Centre. All areas of the NLHF grant needed to be completed by the end of June 2019. Previous consultation on Way Finder Signage had proved there was a need for further work. The committee were asked to help formulate a plan moving forward to take back to the NLHF.

It was suggested that markers used previously which were spray painted onto the pavement could be repainted as this was a successful way of leading the community to the Museum. This would require permission from North Somerset Council.

	<p><i>Councillor Catherine Gibbons left the meeting at 11:15 am.</i></p> <p>Cara MacMahon stated that Rachel Lewis, Regeneration Manager at North Somerset Council was happy for these markers to be repainted, noting that there needed to be a higher concentration leading from the sea front and the Italian gardens.</p> <p>Greater understanding needed to be achieved of where the markers could be put as previously they were not allowed to go as far as the Italian gardens. It was suggested that a meeting be set up with North Somerset Council and the Town Council Development Officer to discuss placement.</p> <p>Cara noted that North Somerset Council had budget for the signage to be spent within the next 2 years. She noted some issues with suggestions within the report, including:</p> <ol style="list-style-type: none"><li>1. Gaining permissions from business owners to put signs on their buildings</li><li>2. The Town Centre was now a conservation area, and as the Heritage Action Zone Officer she would not support the designs proposed in the report</li><li>3. Members of the public may get confused having Museum signage on different buildings and think that the Museum was in that building.</li></ol> <p>The Town Clerk stated that the Town Council and Weston Museum could not wait another two years for effective signage, and something needed to be done sooner.</p> <p>The Deputy Town Clerk posed the suggestion that the Silica in the Town Centre, which was currently not in use, could potentially be used as a satellite for Town Centre services including the Visitor Information Centre, Weston Museum and the Blakehay Theatre. It was noted that there was remaining budget for Way Finder Signage which could be used to make the Silica suitable.</p> <p><b>RESOLVED:</b> That a meeting be set up between the Town Council's Development Officer and officers from North Somerset Council to agree locations for Way Finder Signage.</p>
<p>18.</p>	<p><b>To receive a verbal report from the Friends of Weston Museum</b></p> <p>The Friends were still recruiting, with numbers currently at 74 members. There had been a successful talk concerning Clevedon Pier, with another meeting scheduled for the 19<sup>th</sup> June 2019 concerning Birnbeck Pier at 2 pm.</p> <p>The Friends had been allocated a stall at the festival of archeology, and were arranging a walk to Worlebury Hill Fort.</p> <p>Talks were being arranged from Autumn to Christmas. In October 2019 the Friends would be celebrating their 20<sup>th</sup> Anniversary, with a celebration to be held on the 16<sup>th</sup> October.</p> <p>It was asked how the purchase of a replica Torc was going? The Visitor</p>

	<p>Services Manager stated that it would be purchased the following day.</p> <p>Members of the Friends had been invigilating the Clevedon Torc and noticed that people did not pay it much attention and offered to sponsor some further interpretation. It was noted by the Chairman that this would need to be discussed with Amal from the South West Heritage Trust.</p> <p>It was asked when the rearranged "Torc Talk" would be taking place. It was noted that this would also be arranged by Amal.</p> <p><b>RESOLVED:</b> - That the verbal report be noted</p>
19.	<p><b>Heritage Action Zone update</b></p> <p>The report of the Heritage Action Zone (HAZ) Officer had previously been circulated with the agenda.</p> <p>The development of the shop front design guide had begun, which had gone to Executive Members at North Somerset Council that week who were taking it to group to get a decision to start consultation. It was hoped that the consultation period would take place July to August.</p> <p>The Shop Front Enhancement Grant Scheme would help to recruit design consultants.</p> <p>A member queried why design consultants were needed, as they were already aware of the information they would provide. The HAZ Officer explained that this design consultant process would be bespoke to each shop. The work provided by the design consultant would include design, cost, development of a planning application and the procurement of contractors.</p> <p><b>RESOLVED:</b> That the report be noted</p>
	<p>There being no further business the meeting concluded at 11:53 am</p> <p>The next meeting was scheduled for the 25<sup>th</sup> July at 10 am at the Weston Museum.</p>

Signed.....  
Chairman

Dated.....