

**WESTON-SUPER-MARE TOWN COUNCIL
NOTES OF THE
HERITAGE ARTS AND CULTURE COMMITTEE
HELD AT WESTON MUSEUM
ON 29th JUNE 2023**

Meeting Commenced: 10:03 am

Meeting Concluded: 11:48 am

PRESENT: Councillors John Crockford-Hawley (Chair), Peter Crew, Catherine Gibbons, Helen Thornton, Charlie Williams, Roger Bailey and Jemma Coles; Sarah Pearse (Deputy Town Clerk), Fay Powell (Assistant Town Clerk - Operational Services), Molly Maher (Development Officer), Sally Heath (Theatre Manager), Jasmine Ryle (Marketing & Events Coordinator), Becky Walsh (Communications and Marketing Officer), Graham Meikle (Volunteer Supervisor) Bethan Murray (South West Heritage Trust), Cara MacMahon (High Street Heritage Action Zone Officer - North Somerset Council), Julia Stuckey (North Somerset Council Place Manager), Mike Solomon (North Somerset Councillor), Tom Newman (Culture Weston) and Heather Morrissey (Friends of the Museum).

45	<p>Election of a Chair</p> <p>Nominations for the position of Chair were invited.</p> <p>PROPOSED BY: Councillor Peter Crew SECONDED BY: Councillor Jemma Coles</p> <p>That Councillor John Crockford-Hawley be elected Chair.</p> <p>A second nomination was received.</p> <p>PROPOSED BY: Councillor Catherine Gibbons SECONDED BY: Councillor Charlie Williams</p> <p>That Councillor Helen Thornton be elected Chair.</p> <p>A vote was taken 4 votes to 3 and carried, and accordingly it was</p> <p>RESOLVED: That Councillor John Crockford-Hawley be elected Chair of the Heritage Arts and Culture Committee for the year 2023-24.</p>
46	<p>Apologies for absence and notification of substitutes</p> <p>Apologies for absence were received from Councillors Marc Aplin who was substituted by Roger Bailey.</p>
47	<p>Election of a Vice Chair</p> <p>Nominations for the position of Vice Chair were invited.</p> <p>PROPOSED BY: Councillor Roger Bailey</p>

	<p>SECONDED BY: Councillor Catherine Gibbons RESOLVED: That Councillor Peter Crew be elected Vice Chair of the Heritage Arts and Culture Committee for the year 2023-24.</p>
48	<p>Declarations of interest</p> <p>There were no declarations of interest received.</p>
49	<p>To approve the accuracy of the Minutes of the last meeting held on 9th February 2023</p> <p>The minutes of the meeting had been previously circulated with the agenda.</p> <p>PROPOSED BY: Councillor Peter Crew SECONDED BY: Councillor John Crockford-Hawley</p> <p>RESOLVED: That the minutes be approved and signed by the Chairman</p>
50	<p>Budget for 2023/24</p> <p>The budget reports for Weston Museum and the Blakehay Theatre from the start of the new financial year were circulated with the agenda.</p> <p><i>Julia Stuckey entered meeting at 10:06am</i></p> <p>RESOLVED: That the report be noted.</p>
51	<p>Communications and Marketing Report</p> <p>The report of the Communications and Marketing Officer had been previously circulated.</p> <p>The John Lewis plaque would be unveiled shortly, an additional plaque which was separate to the main programme, paid for by John Lewis.</p> <p>It was suggested that a small group meet to discuss how to move forward with a new programme centered around buildings, having already been approached by members of the community. it was felt that this group should meet to discuss parameters of the new programme, priority places and locations and funding for the plaques.</p> <p>It was suggested that in the move to 32 Waterloo Street, the previous home of the Weston Mercury, that a plaque could be explored to remember Jill Dando.</p> <p>The English Heritage design was used for the plaques, with no format designated. It was suggested that national guidance for choosing plaques should be explored for the next round.</p> <p>RESOLVED: That a meeting be set up with the Communications and Marketing Officer, and Councillors John Crockford-Hawley, Catherine Gibbons, Peter Crew and Roger Bailey to discuss the next round of plaques, to be report back at the next meeting.</p>

<p>52</p>	<p>Weston Museum Management Report</p> <p>The Assistant Town Clerk (Operational Services) provided a verbal update.</p> <p>Visitor numbers were high for this time of year compared to previous years. There had been 547 first time visitors in the past few months.</p> <p>Drag Queen Story Time had been held at Weston Museum. This had proven controversial with some members of the community. The Museum received support from the Police to manage the event, and only had positive feedback from those who attended. The Chairman attended the event and echoed this, noting that it was age appropriate. Councillor Catherine Gibbons also attended the museum in her role as Executive Member for Children’s services, families, and lifelong learning.</p> <p>The Myths and Monsters exhibition was now open in the temporary exhibition gallery. During the summer holidays, there would be illustration workshops held to link in with this.</p> <p>The new community gallery exhibition “Humans of Weston” would be opening on the 11th July 2023.</p> <p>An expression of interest had been submitted for the South West Museum Development Travelling Together fund.</p> <p>RESOLVED: That the report be noted.</p>
<p>53</p>	<p>Blakehay Theatre Management Report</p> <p>The report of the Theatre Manager had been previously circulated with the agenda.</p> <p>Bookings for 2024 were being explored, and the Christmas 2023 shows had recently gone on sale with a soft launch.</p> <p>It was noted that the Blakehay was perceived as too expensive. It was explained to members that the pricing schedule was set by council, and tied in with the business model for the theatre. A combination of commercial and community theatre models had been used, making it difficult to compare to other theatres and hireable spaces. It was noted that if members wished to review this model, it would need to be taken to the Expenditure and Governance Working Party.</p> <p>Members were reassured that new bookings were still coming in, with not all local groups deterred. It was also explained that the team were constantly finding new ways to bring in bookings.</p> <p>PROPOSED BY: Councillor John Crockford-Hawley SECONDED BY: Councillor Peter Crew</p> <p>RESOLVED: to recommend to the Expenditure and Governance Working</p>

	<p>Group that they explore the business model for the Blakehay Theatre.</p>
<p>54</p>	<p>WSMTC Grant Development</p> <p>A verbal report was given by the Senior Development Officer</p> <p>The Wild Escape grant funded project had concluded, following a series of outdoor events creating bug hotels. This brought together the learning and events team at Weston Museum and the grounds team with the use of our open spaces.</p> <p>Discussions have restarted regarding phase two of the Weston Museum redevelopment. This would see community consultation restarting, as it had been three years since this had been carried out and aspirations may have changed.</p> <p>RESOLVED: That the verbal report be noted.</p>
<p>55</p>	<p>Community Event Grant applications</p> <p>The total budget for the year 2023/2024 was £60,000, with £20,000 having already been awarded to Weston Wallz, leaving £40,000 remaining.</p> <p>Theatre Orchard</p> <p>Theatre orchard requested funding to support the third year of Glow. Members discussed previous years, noting that it was comparable with events held in Bristol which had a much larger budget.</p> <p>The last festival had 20,000 visitors, but with an additional day added to the programme this year, they were expecting 30,000 visitors. They were working with an internally renown creator Illuminos, which was hoped would attract more people. The ticket process had been reviewed from year 1 to year 2 to make this run smoother. A member asked how they planned to deal with people who had tickets allocated but did not attend. It was explained that they measure the number of non-attenders on day one, and adjust ticketing for subsequent days. Last year they received £22,000 in voluntary ticket donations, all of which is reinvested into their work.</p> <p>PROPOSED BY: Councillor John Crockford-Hawley SECONDED BY: Councillor Helen Thornton</p> <p>A vote was taken and was carried</p> <p>RESOLVED: To award £22,000 to Theatre Orchard from the Community Events Grant 2023/2024 budget.</p> <p>Steeptomers Shanty Band</p> <p>PROPOSED BY: Councillor John Crockford-Hawley SECONDED BY: Councillor Jemma Coles</p>

A vote was taken and was **carried**

RESOLVED: To award £2,000 to Steepholmers Shanty Band from the Community Events Grant 2023/2024 budget.

Together Pussycat

Members felt that this event would be better suited to apply for a small and voluntary grant.

RESOLVED: to ask Together Pussycat CIC to apply for a small and voluntary grant which would be taken to the Community Services Committee.

.1 Weston Wallz Update

Officers noted that the project was going well and communication had been good. It was, however, from the point of view of the venue that the communication was lacking. There had been some backlash over the content of some of the artwork. There are a few restrictions for artist, with the Public Art Guidance which was available on North Somerset Council's website. However, the design was mostly down to artist discretion. It was difficult to dictate a theme as that would count as a commissioned piece.

A member asked how locations were chosen. Some venues were approached, and others put their buildings forward. It was a long-winded process to find suitable buildings, with considerations such as scaffolding access.

The paint used was masonry paint which would get up to 10 years life. The plan was that walls would be recycled over the years in order to keep the scheme fresh.

Culture Weston noted that as a result of funding from Weston Town Council, Upfest had secured an additional £30,000 from Arts Council England.

56 South West Heritage Trust Update Report

A verbal update was given by Bethan Murray.

The A1 Camera Club volunteers had continued their digitisation work at the Somerset Heritage Centre. The focus of activity has been the postcard collection with over 20,900 images being created linked to 8139 objects. The Curator has sent a further batch of photographs and data to be uploaded to Art UK. This online catalogue provided public access to the art collection.

The Town's Council's collection of civic silver had now been installed at Weston Museum by the SWHT Design Team.

A meeting was held with Arts Council England to discuss the possibilities of accessing funding through the 'Unlocking Collections' programme. The funding provides museums with the opportunity to develop projects linked to collections.

	<p>Rachel Bellamy, the Somerset Museum Development Officer, had met with the Museum Manager to discuss the Arts Council England Accreditation return. A working group was to be convened with Bethan Murray and Rachel Bellamy to progress the creation of a Forward Plan for the Museum, which meets the Accreditation standard.</p> <p>Whilst not yet formalised, Bethan detailed the temporary exhibition schedule for 2024, with a photography exhibition in February, a family exhibition in the summer and another photography exhibition in the autumn.</p> <p>Following the conclusion of the Myths and Monsters exhibition, the next exhibition was Doctor Who.</p> <p>RESOLVED: That the report be noted.</p>
<p>57</p>	<p>Friends of Weston Museum Verbal Report</p> <p>Heather Morrissey gave a verbal update.</p> <p>The Friends now had 57 paid members, and often had non-members in attendance at talks. There had been a visit to Woodspring Priory, with 17 members in attendance.</p> <p><i>Councillor Charles Williams left the meeting at 11:27am</i></p> <p>There would be a cream tea at Weston Museum on 19th July.</p> <p>The AGM would take place on the 20th September.</p> <p><i>Councillor Charles Williams reentered the meeting at 11:29am</i></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 offered to circulate the quarterly report to members.</p> <p>There would be an exhibition showcasing work done in partnership with Culture Weston in Unit 12 of the Sovereign Centre.</p> <p>Cara noted that there had been more demand for HSHAZ funding than funds available, with £2.25 million spent to date.</p> <p>£23 Million had been obtained from the Levelling Up Fund which would see works take place at the Tropicana, Birnbeck, Grove Park, Marine Lake, the Town Centre, and a Way finder system around the town. The project would last 19 months.</p> <p>Surveys had taken place on most sites, and NSC were working on a stakeholder communication plan to ensure they work with key partners and local residents. There were set outcomes to deliver, with only a small amount</p>

	<p>of flexibility.</p> <p>RESOLVED: That the report be noted.</p>
58	<p>Culture Weston and Theatre Orchard Update Report</p> <p>Weston Wallz had been completed with 44 works of art in total. A new map would be printed with 10,000 given to the Town Council.</p> <p>Culture Weston would be working with the Town Council on the Literary Festival from 5th-8th October which had been themed “Words on the Edge”.</p> <p>The Whirly Gig Weekend outdoor arts festival would be taking place in the Italian gardens, with the return of the climate carnival.</p> <p>Culture Weston were working with local artists on Promenade from 15th -17th September, focusing on nature and coastal living.</p> <p>The bandstand installation on the Highstreet would remain for 3 years, with the college open to discussions of taking it on at the end of that period. Performances took place on Sunday afternoons.</p> <p>RESOLVED: That the report be noted.</p>
	<p>There being no further business the meeting concluded at 11:48am</p> <p>Signed.....Dated..... Chair of the Heritage Arts and Culture Committee</p>

South West Heritage Trust (SWHT) Report Heritage, Arts and Culture Committee 30.11.2023

Work programme:

Collections

The A1 Camera Club volunteers have continued their work at the Somerset Heritage Centre, working through the postcard collection. The volunteers have now produced over 22,203 images linked to 8561 objects.

The final batch of images for ArtUK have now been published. The online public catalogue provides digital access to the art collection and there are now 670 entries on the site connected to North Somerset Council including works on display at Weston Museum. Work has continued on the location audit and the process of re-organising stored collections at Somerset Heritage Centre.

Work is due to begin to revise the forward plan for the museum as part of the Arts Council England accreditation scheme. A meeting between Lisa Clemons, Bethan Murray, and Rachel Bellamy (Museum Development Officer) took place in November. Rachel will play a key role in supporting the museum with this project. Lisa is setting up a working group which will include representatives from across museum departments including South West Heritage Trust staff.

NPO

The South West Heritage Trust is currently working in partnership with Weston Museum to deliver 'Weston Now' a creative project inspired by Weston's communities, stories, and heritage collections. This is part of the Trust's National Portfolio Organisation (NPO) programme funded by Arts Council England which aims to deliver an ambitious programme of activity in collaboration with local cultural organisations and develop creative opportunities to explore and celebrate cultural heritage.

The NPO Programme Manager and Community Curator initially met with Jane Hill and Lisa Clemons to discuss the project and were met with great enthusiasm and practical help in the form of community contacts and suggestions of local artist facilitators. Community artist Bev G Star was engaged to help deliver the programme of creative activity. Since delivery of the project began in early November, SHWT has worked with Sophie Sanford to arrange hire of room space for community group workshops. We were also invited to attend a meeting at the museum with the Multicultural Friendship Association and have organised a creative workshop in early December.

There have also been public drop-in sessions during November to encourage museum visitors to take part. Most recently, a Saturday drop-in activity focusing on portrait photography attracted lots of interested participants, including Cllr Ciaran Cronnelly, the

Mayor of Weston-super-Mare, during a visit with the Mayoress. In addition, the Trust has been working in Weston venues including the Welcome Centre and their 'Meals Together' project, and artists at Weston Artspace.

The Museum's courtyard space has been booked for a two week display of creative work from the 'Weston Now' project in February 2024. This will include assemblage art made during workshop sessions, sound recordings of participants' stories, and portrait photographs of Weston residents and visitors to the area. The programme has been supported throughout by the front of house team at Weston Museum.

Exhibition Development:

Work to formalise the exhibition programme for 2024 is ongoing. The draft programme includes the following proposals:

2024 Slot 1	Spring	Banksy's Dismaland by Barry Cawston / Hired in Exhibition (TBC)
2024 Slot 2	Summer	Axel Scheffler: A Life in Illustration
2024 Slot 3	Autumn/Winter	Les Sandys – Weston photographer in mid-20 th Century

Temporary Exhibitions:

Barry Cawston: Are We There Yet (TBC)

2024 Slot 1: 10th February – 13th July

Project Lead: Sarah Cox (Exhibitions and Programme Manager)

An exhibition of photographs taken by Somerset photographer Barry Cawston documenting Banksy's Dismaland, September 2015.

Axel Scheffler: A Life in Illustration

2024 Slot 2: 27th July – 9th November

Project Lead: Sarah Cox (Exhibitions and Programme Manager)

The exhibition brings together the broadest public display of Axel's illustrations in the UK, giving a unique insight into his published work.

Les Sandys, Weston-super-Mare Photographer

Bethan Murray
20.11.2023

2024 Slot 3: 23rd November – 29th March

Project Lead: Bethan Murray (Curator of Social History, Costume and Textiles)

An exhibition of black and white photographs of mid-20th century Weston-super-Mare taken by local photographer Les Sandys.

Recommendation: Members are asked to note the report.

Heritage, Arts and Culture Sub Committee Meeting: 30 November 2023

Heritage Action Zone – written by Cara MacMahon. Heritage Action Zones Project Officer

(Agenda item No. 13) **High Street Heritage Action Zone**

1 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 2023-2 March 2024). Worth a visit! <https://westonmuseum.org/event/community-gallery-exhibition-the-high-street-heritage-action-zone/>
- An exhibition showcasing all the capital and the cultural work associated with the HSHAZ. Date 17 Jan- 11 Feb 2024 <https://superculture.org.uk/c21st-super-shrines/>

1.1 Heritage Open Days 08 Sept to 17 September 2023

The annual festival went well. Thank you in particular to The Blakehay for hosting Heritage Open days this year. The evaluation report for the festival is given as an appendix to this report.

1.2 Various podcasts and a lovely music video

<https://superweston.buzzsprout.com/2180050/13510528-ep-11-opening-the-doors-on-weston-s-heritage-with-cara-macmahon-and-jane-hill>

and

<https://visitbristol.co.uk/bristol650/stories/read/2023/10/how-transport-opened-up-weston-super-mare-to-bristolians-b1640>

and

<https://superculture.org.uk/c21st-super-shrines/#chipchat>

and a wonderful intergenerational music video- commission by Historic England:

<https://historicengland.org.uk/campaigns/high-street-culture/round-here/#Bristol>

2 Restoration work

2.1 Fork n Ale- 18 Walliscote Road

Full external restoration. Works completed.

2.2 4-8 Walliscote Road

Three new shop fronts and 18 new flats. Work is completed apart from some snagging.

2.3 10 Walliscote Road

One restored shop front and 3 flats- work due to commence January 2024

2.4 12 Walliscote Road

One new shop front and 3 flats- work due to commence January 2024

2.5 59-61 Oxford Street

One restored shop front - work due to commence January 2024

2.6 Kendall's Building- High Street/ Regent Street

A block of eleven units. Full external restoration. 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 5 or 6 individual shop units and are currently in dialogue with owners, tenants and funders to enable that to happen.

3 Funding

We have very little Historic England funding left and not enough to deliver all the enhancement work we would like to carry out.

Currently we are in discussion with partners to consider if there is any potential to allocate Levelling Up Funding to the shopfront enhancement scheme.

We have an 'In Principle' agreement – and are awaiting formal confirmation.

If approved my work will continue until September 2024.

If not approved my work finishes March/April 2024.

4 Odeon

Merlin Cinemas have bought The Odeon and will relaunch as The Plaza. We have earmarked £45,000 of LUF funds to support the restoration of the retail units on Walliscote Road and on Alexandra Parade.

Cara MacMahon. Heritage Action Zones Officer. November 2023

APPENDIX

Heritage Open Days Sept 2023 evaluation



Review of Heritage Open Days 2023

Weston-super-Mare

1 Overview

Venues in Weston-super-Mare participated in Heritage Open Days 2023. As with previous years, individual event organisers created and ran their events. The Heritage Action Zone team at North Somerset Council provided support and assistance for promoting the events through the publication of an online Brochure and posters with QR codes for venues. The cost of this promotion was funded by Historic England through the High Street Heritage Action Zone project.

An inventory at the end of the brochure listed the various groups and societies that belong to the North Somerset Heritage Forum, which encouraged individuals with an interest in heritage and archaeology to join a local society.

Weston HODS 2023 brochure www.n-somerset.gov.uk/heritageopendays23

2 Feedback from the Venues

Weston worked with the heritage sector to put on a programme of virtual and non-virtual events through the involvement of previous and new participants.

This section provides an overview of attendance at events and feedback from Venues.

2.1 Central Library Weston-super-Mare. Archive Treasure Trove

139 visitors to the Exhibition.

2.2 Proud Bar. Unwrapping oneself, coming out stories.

This year's event wasn't as well attended as previously planned years. The topic was chosen as a way to explore coming out stories in a creative way. Recently the local community has been subject to a suicide, and this undoubtedly has caused increased sensitivity and anxiety.

The session was attended by 6 individuals.



2.3 Super Culture celebrates creativity- Whirligig

Whirligig attendance - estimate around 15,000.



Based on the audience surveys we've processed so far 37% of attendees were visiting from outside of North Somerset. 50% of attendees visited Weston (or went in to town if they were a resident) specifically to attend Whirligig and 95% did other activities including visiting a restaurant/pub/cafe, shopping and visiting other cultural, heritage and entertainment venues during their visit.



2.4 Weston Heritage Walks

Downloads from June to September

- Historic England Heritage Tour - 19
- Blue plaque Tour - 22
- Hans Price Walk - 5
- Gems of Weston - 8
- Heritage Action Zones – 2
- Weston Wallz - 197

- Heritage podcast downloads: 64

2.5 Ellenborough Park

Due to the nature of access to the park we have no figures for attendance.

2.6 Birnbeck Pier

The 9th Sept Open Day, had 20 people there at any one time. With 100-120 people attending across the day.

The performance of The Old Pier at Birnbeck as part of HODs on the 16th Sept had 80 visitors across the day.



Performance of 'The Old Pier' 16 September.

2.7 Woodspring Priory

Woodspring Priory had **395 visitors** over the weekend, 31 of whom were children, and lots of positive feedback from visitors:

- *Finally being able to visit a place we have wanted to visit for a long time*
- *Yes, learnt a lot about how important the priory was in its heyday and fascinating links to the shoreline and Thomas Becket.*
- *I see the Priory tower from various angles on various walking routes and was really curious to see it closely and learn more about it. The open day was the perfect invitation.*
- *The low key and friendly atmosphere. It was great to explore the site at our own pace.*
- *Very helpful staff and volunteers. We mentioned seeing a trap door and wondered where it went. The member of staff very kindly got a key and showed us where the trap door went - a hidden spiral staircase. Fascinating and very kind of him to spend the time to show us.*
- *Saw it advertised, we're local and have never been inside the building before so curious to learn more about its history and see the refurbishment work that they've done.*
- *I saw Woodspring Priory was one of the events on the Heritage Open Day website and for interest booked this event.*
- *I have walked in this area for over 20 years and have always wanted to see inside it and its grounds. I found out about the open day two days previously via a friend who was organising a group visit on the Saturday by "Meet up" members.*
- *I learnt that the property would be a marvellous place to stay. And I learnt that there are such people as Landmark Trust volunteers! And of course, we learnt about the history of the Priory.*
- *Having the opportunity to see inside a building I have wanted to visit for years. Really lovely staff on site, very welcoming and happy to chat & answer questions. Beautiful building and great to see it being preserved to a high*

standard by Landmark Trust for future generations to visit.

- *I was born in Weston-super-Mare and the Priory has always been quite a mysterious building. It's not open very often, so the open day gave us the rare chance to look around the whole building.*
- *The lovely building. The lady we spoke to about the building and Trust was very informative and interesting to talk to.*

2.8 The Old Thatched Cottage



6 visitors over the four days.

Feedback was very positive from people who came along, they were very interested in the information given.

Feedback from Thatched Cottage “we felt not a lot of people knew about this event, more awareness and publicity, especially for locals going forward would be beneficial.”

2.9 Blakehay Theatre

The Blakehay had 52 visitors to the open day for Backstage tours.



"lots of new people into the building and a lovely day." Sally Heath. Blakehay Manager

2.10 All Saints Church

All Saints Church in Weston-super-Mare was open to the public from 11am to 4pm on Tuesday 12th, Thursday 14th and Saturday 16th September. We appear to have had just one visitor on the Tuesday and one on the Saturday. They were pleased to look around the Church.



2.11 St Johns Church

The Church had 15 visitors and felt that the attendance was disappointing.

3 Heritage Open Days Communications

Activity

- News release – Thursday 24 August
[Weston throws open its doors for the Heritage Open Days festival](#)

Media coverage

- Thursday 31 August
Weston Mercury – hardcopy (page 9)



- Saturday 26 August
Weston Mercury – online

Weston throws open its doors for the Heritage Open Day festival

www.thewestonmercury.co.uk/news/23749048.weston-throws-open-doors-heritage-open-days-festival
- Tuesday 29 August
Somerset Live – online

Hidden heritage gems of Somerset town to be celebrated at festival

www.somersetlive.co.uk/whats-on/hidden-heritage-gems-somerset-town-870389
- Thursday 31 August
Weston Mercury – online

Blakehay Theatre to open its doors for Heritage Open Days

www.thewestonmercury.co.uk/news/23758350.blakehay-theatre-open-doors-heritage-open-days
- Thursday 07 September

Weston Mercury – hardcopy (page 8)

The Blakehay also had a press release published.



- Friday 15 September
Weston Mercury – online

Here's some of the events going on in Weston this weekend

www.thewestonmercury.co.uk/news/23792302.events-going-weston-weekend

Social media analytics – North Somerset Council corporate accounts

- Facebook – five posts (combined analytics)
Reach: 16,425 / Engagements: 85 / Comments: 5 / Shares: 32
- Instagram – one post
Reach: 955 / Likes: 60
- X (formerly Twitter) – four posts
Impressions: 1,334 / Engagements: 50
- Nextdoor – one post
Impressions: 1,037



North Somerset Council @NorthSomersetC · Sep 8
 It's here! The **Heritage Open Days** festival 2023 has started 🎉

Discover Weston-super-Mare's **heritage** for free as sites across the town welcome visitors from today until Sunday 17 September.

Scan the QR code or click here for an events programme 📄 [n-somerset.gov.uk/heritageopendays](https://www.n-somerset.gov.uk/heritageopendays)



North Somerset Council · Published by top users · 8 September

It's here! The **Heritage Open Days** festival 2023 has started 🎉

Discover Weston-super-Mare's heritage for free as sites across the town welcome visitors from today, Friday 8 September, to Sunday 17 September.

Here's a taster of some of the events that you can enjoy, part of England's largest heritage festival, and it's all FREE!

- 📖 Find out more about the history of Bimbeck Pier and island with **The Bimbeck Regeneration Trust**. **Isotomies** (Saturday 9 September) at 2pm, visitors will be treated to a performance by local sea shanty group **The Beach 8 Bays**. **Next Saturday**, 16 September, local artist **Jordan Cottle** will present extracts from his new show 'The Old Pier' at 11am, 1.30pm and 4pm.
- 📖 Delve into the archives and discover North Somerset's creative past. **North Somerset Libraries'** local studies library has a superb collection including books, maps, photographs and postcards. See how the local landscape inspired writers, poets and artists. Find out about local museums and theatre groups. Available every day apart from Sunday, between 10am and 4pm.
- 🏳️‍🌈 **Join Weston-super-Mare's Proud Bar & Community Hub** for 'Unwrapping small' - coming out stories on Thursday 14 September between 7.30pm and 9pm. This will be a program exploration into creative and powerful ways that individuals have come out as LGBTQ+ over the decades.
- 🎉 Celebrate creativity at this year's **Super Culture Whirligig** festival tomorrow and Sunday (Saturday 9 and Sunday 10 September) between 11am and 4pm. International and local performers come together to bring joy, dropping outdoor arts experience in the heart of West-super-Mare. A full line-up can be found on their website at <https://superculture.org.uk/whirligig/heritage23>
- 🏰 Visit **Woodstaple Priory**, West weekend Saturday 16 and Sunday 17 September between 10am and 4pm. The **Landmark Trust** will welcome people to visit this former Augustinian priory founded in 1270 which sits by the Severn Estuary north of Llandudno. Pre-booking is recommended.
- 🏡 Weston walks - from the **Gems of Weston** walk, and following in the footsteps of architect **Mars Proux**, through to the **Weston Walls** street art trail, and virtual tour of **Grove House**. There's something for everyone.
- 🏡 Find out about the history of **The Stables**, Theatre, and Weston's oldest building, **The Old Fitched Cottage**. Access **All Saints Church** and **St John the Baptist Church**.
- 📖 Learn more from a wealth of free online heritage resources.

Scan the QR code below or click on the following link for a programme of all the events happening in and around the town over the next ten days 📄 www.n-somerset.gov.uk/heritageopendays23

📺 Have you caught the latest **SuperWeston** podcast on Weston's heritage yet? If not, click on following link 📄 <https://superweston.net/podcast/>

Showing these events was made possible thanks to financial support from **Historic England** part of Weston's High Street Heritage Action Zone (HSAZ). This project will end in March 2024. Look out for details of legacy celebration events coming soon! More information can be found www.n-somerset.gov.uk/heritageopendays23

#HODs #HeritageOpenDays #CradleCityUnwrapped #SuperWeston #WestonsuperMare

Weston-super-Mare Heritage Open Days 2023
 Friday 8 September to Sunday 17 September

www.n-somerset.gov.uk/heritageopendays23

North Somerset Council @NorthSomersetC · Aug 24

Discover Weston-super-Mare's **heritage** for free at this year's **Heritage Open Days** festival between Friday 8 and Sunday 17 September.

View or download our programme of events 📄 [n-somerset.gov.uk/heritageopendays](https://www.n-somerset.gov.uk/heritageopendays)

#HODs #HeritageOpenDays #CradleCityUnwrapped #SuperWeston

Heritage Open Days and Festivals

Historic England · Follow

North Somerset Council What a great programme! Lots to enjoy.

Love Reply Hide 4 w

North Somerset Council @NorthSomersetC · Aug 29

Replying to @NorthSomersetC

📖 Explore local history when the popular **Heritage Open Days** returns from Friday 8 to Sunday 17 September 📄 heritageopendays.org.uk/news-desk/news...

See the full list of events 📄 heritageopendays.org.uk/visiting/advan...

Heritage Open Days – other communication activities

- [Article in September edition of North Somerset eLife](#) email newsletter (around 100k subscribers) published on Friday 15 September. Third most popular story with 1,272 people recorded as clicking on the link to the article within the email.
- Created online brochure, accessed by short URL (www.n-somerset.gov.uk/heritageopendays23), poster and QR code.
- Created social media assets (Facebook example below).



- Worked closely with Visit Weston-super-Mare (tourist information centre run by Weston-super-Mare Town Council) who assisted in promoting the events. Activity included creating briefing note for 'Welcome Hosts' so that they could pass information on to visitors and locals in the town, installing posters in all town council noticeboards highlighting on its website and social media channels.
- Social media posts shared by other council-run accounts including Know Your Place North Somerset and Time Out In North Somerset.

- Posters were displayed on the 10 public notice boards in Weston, distributed to North Somerset libraries and to Heritage Open Day event venues, and displayed in shops units along the High Street, in Weston Museum, and the Blakehay Theatre.

4 Cost/budget

We estimate that the in-kind offer from venues would have been in the region of £1,800 (using Historic England's guide of £20 per hour for skilled volunteers).

The cost of designing the pdf brochure and further promotional assets including the posters with the QR code and social media assets totalled £1,200.

5 Conclusion

We realise that our outcomes are not possible to fully measure:

- More people actively involved in local history and heritage
Yes, the inclusion of new organisers demonstrates this.
- People more aware of the HAZ work
Yes, due to the Podcast by Cara MacMahon and also due to the amount of promotion across local print and social media.
- Benefits to the wider community through raising the profile of Weston and its built heritage.
Yes. The heritage walks in particular offer greter understanding of built heritage.
- Greater interest in local history generally
Hard to measure- unlikely given feedback.
- Build links and a strong legacy for HSHAZ through supporting and working with groups across North Somerset (such as Culture Weston, Civic Society, and North Somerset Arts Week)
Yes, every year that we are engaging with partners across Weston is a strengthening of the legacy for HSHAZ. HODs allows us to develop relationships with new partners that can then be nurtured and strengthened so that NSC has a wider network of strong partnerships and links to the community.

6 Recommendations for future participation

This was our final year for supporting the co-ordination of Heritage Open Days for Weston-super-Mare.

We tried to encourage organisers to be more self-sufficient this year, with mixed

results.

While we are hopeful that organisations will continue with Heritage Open Days in Weston, we cannot currently see any organisation willing to co-ordinate a bespoke Weston brochure. Future promotion may have to rely on the national HODS website.

Detailed Income & Expenditure by Budget Heading 31/05/2023

Month No: 7

Cost Centre Report

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
120 Blakehay Central Costs							
1105 Blakehay Box office income	(4,946)	(3,727)	4,000	7,727			(93.2%)
Blakehay Central Costs :- Income	(4,946)	(3,727)	4,000	7,727			(93.2%)
4000 Staffing Costs	5,246	36,719	68,254	31,535		31,535	53.8%
4013 Training	0	181	1,050	869		869	17.2%
4014 P P E / Health & Safety	0	306	500	194		194	61.2%
4019 Website Costs-TC	0	0	500	500		500	0.0%
4030 Equipment Purchase	65	2,270	5,000	2,730		2,730	45.4%
4031 Equipment - Rental	(170)	141	139	(2)		(2)	101.6%
4034 Equipment Repairs	264	677	2,000	1,323		1,323	33.8%
4035 Telephone	134	964	1,344	380		380	71.7%
4036 Stationery	0	67	500	433		433	13.4%
4043 Ink Cartridges/printing	0	121	350	229		229	34.5%
4044 Insurance	377	9,334	10,363	1,029		1,029	90.1%
4102 NNDR	314	2,202	3,226	1,024		1,024	68.2%
4104 Utilities - Water	16	337	624	287		287	54.0%
4105 Utilities - Heat & Light	1,187	10,458	21,017	10,559		10,559	49.8%
4107 IT Support & Upgrade	226	2,312	3,500	1,189		1,189	66.0%
4109 Alarm system	0	28	641	614		614	4.3%
4110 Cleaning	1,570	11,367	19,766	8,399		8,399	57.5%
4111 Window Cleaning	0	75	308	233		233	24.4%
4114 Refuse Removal	165	1,519	2,029	510		510	74.9%
4131 Licenses	0	319	1,200	881		881	26.6%
4136 Credit Card Chgs	34	268	450	182		182	59.5%
6000 Admin Salaries Recharge	1,588	10,919	12,278	1,359		1,359	88.9%
6005 Admin Overhead Recharge	609	3,209	3,451	242		242	93.0%
6009 HQ recharges	7	1,373	1,981	608		608	69.3%
6010 Grounds Salaries Recharge	554	3,849	4,361	512		512	88.3%
6015 Grounds Overhead Recharge	186	777	1,071	294		294	72.5%
6030 Operational Staffing Recharge	1,334	9,295	10,325	1,030		1,030	90.0%
6035 Operational Overhead Recharge	141	2,295	1,246	(1,049)		(1,049)	184.2%
Blakehay Central Costs :- Indirect Expenditure	13,847	111,381	177,474	66,093	0	66,093	62.8%
Net Income over Expenditure	(18,792)	(115,108)	(173,474)	(58,367)			
121 Blakehay -Auditorium							
1090 Bookings	4,821	15,990	38,089	22,099			42.0%
Blakehay -Auditorium :- Income	4,821	15,990	38,089	22,099			42.0%
4000 Staffing Costs	3,564	22,603	47,725	25,122		25,122	47.4%
4039 Advertising & Marketing	676	1,562	3,500	1,938		1,938	44.6%

Detailed Income & Expenditure by Budget Heading 31/05/2023

Month No: 7

Cost Centre Report

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
4224 Blakehay Performing Rights	0	0	1,000	1,000		1,000	0.0%
Blakehay -Auditorium :- Indirect Expenditure	4,240	24,165	52,225	28,060	0	28,060	46.3%
Net Income over Expenditure	580	(8,175)	(14,136)	(5,961)			
<u>122 Blakehay - Upper Studio</u>							
1014 BH evening classes income	0	175	660	485			26.5%
1090 Bookings	182	4,043	6,621	2,579			61.1%
Blakehay - Upper Studio :- Income	182	4,218	7,281	3,064			57.9%
4141 BH evening classes expenditure	0	125	551	426		426	22.7%
Blakehay - Upper Studio :- Indirect Expenditure	0	125	551	426	0	426	22.7%
Net Income over Expenditure	182	4,093	6,730	2,638			
<u>123 Blakehay Bar</u>							
1015 Internal Bookings (Council)	1,554	1,554	0	(1,554)			0.0%
1193 Blakehay Bar Events Hire	0	125	1,000	875			12.5%
1194 Bar Income	1,119	6,165	15,000	8,835			41.1%
Blakehay Bar :- Income	2,673	7,844	16,000	8,156			49.0%
4000 Staffing Costs	614	10,484	20,967	10,483		10,483	50.0%
4031 Equipment - Rental	236	368	528	160		160	69.7%
4405 Blakehay Bar Expenditure	0	2,755	7,000	4,245		4,245	39.4%
Blakehay Bar :- Indirect Expenditure	850	13,607	28,495	14,888	0	14,888	47.8%
Net Income over Expenditure	1,823	(5,763)	(12,495)	(6,732)			
<u>125 Blakehay -Live Shows</u>							
1106 Blakehay events income	499	5,526	48,000	42,475			11.5%
Blakehay -Live Shows :- Income	499	5,526	48,000	42,475			11.5%
4016 Show costs	0	3,750	24,000	20,250		20,250	15.6%
4039 Advertising & Marketing	183	1,278	3,500	2,222		2,222	36.5%
Blakehay -Live Shows :- Indirect Expenditure	183	5,028	27,500	22,472	0	22,472	18.3%
Net Income over Expenditure	316	498	20,500	20,002			
Grand Totals:- Income	3,228	29,850	113,370	83,520			26.3%
Expenditure	19,120	154,305	286,245	131,940	0	131,940	53.9%
Net Income over Expenditure	(15,892)	(124,455)	(172,875)	(48,420)			
Movement to/(from) Gen Reserve	(15,892)	(124,455)					

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
<u>140 Museum Central Costs</u>							
1034 Grant funding	0	(597)	0	597			0.0%
1100 Miscellaneous Income	506	3,235	5,000	1,765			64.7%
Museum Central Costs :- Income	<u>506</u>	<u>2,638</u>	<u>5,000</u>	<u>2,362</u>			<u>52.8%</u>
4000 Staffing Costs	9,397	60,348	123,542	63,194		63,194	48.8%
4012 Travel & Subsistence Expenses	0	23	50	27		27	45.7%
4013 Training	570	2,467	3,806	1,339		1,339	64.8%
4014 P P E / Health & Safety	(519)	407	500	93		93	81.3%
4019 Website Costs-TC	90	102	350	248		248	29.1%
4030 Equipment Purchase	(73)	448	1,000	552		552	44.8%
4031 Equipment - Rental	152	262	403	141		141	65.0%
4034 Equipment Repairs	23	23	1,000	977		977	2.3%
4035 Telephone	267	1,896	2,950	1,054		1,054	64.3%
4036 Stationery	0	181	500	319		319	36.3%
4039 Advertising & Marketing	220	974	4,000	3,026		3,026	24.3%
4041 Fees, Subs and Conferences	9	240	100	(140)		(140)	240.0%
4044 Insurance	377	9,334	10,363	1,029		1,029	90.1%
4102 NNDR	0	(8,447)	213	8,660		8,660	(3965.8)
4104 Utilities - Water	22	221	257	36		36	85.9%
4105 Utilities - Heat & Light	2,733	8,584	12,953	4,369		4,369	66.3%
4107 IT Support & Upgrade	621	3,940	5,348	1,408		1,408	73.7%
4109 Alarm system	30	313	1,060	747		747	29.5%
4110 Cleaning	2,760	8,806	14,492	5,686		5,686	60.8%
4111 Window Cleaning	0	150	616	466		466	24.4%
4114 Refuse Removal	716	2,610	2,068	(542)		(542)	126.2%
4131 Licenses	0	902	1,907	1,005		1,005	47.3%
4214 Somerset County Council - SLA	0	0	72,260	72,260		72,260	0.0%
6000 Admin Salaries Recharge	1,326	9,115	10,255	1,140		1,140	88.9%
6005 Admin Overhead Recharge	508	2,678	2,877	199		199	93.1%
6009 HQ recharges	7	1,405	2,674	1,269		1,269	52.5%
6010 Grounds Salaries Recharge	917	6,370	7,224	854		854	88.2%
6015 Grounds Overhead Recharge	308	1,289	1,771	482		482	72.8%
6030 Operational Staffing Recharge	2,140	14,912	6,384	(8,528)		(8,528)	233.6%
6035 Operational Overhead Recharge	226	3,681	770	(2,911)		(2,911)	478.1%
Museum Central Costs :- Indirect Expenditure	<u>22,828</u>	<u>133,234</u>	<u>291,693</u>	<u>158,459</u>	<u>0</u>	<u>158,459</u>	<u>45.7%</u>
Net Income over Expenditure	<u>(22,322)</u>	<u>(130,595)</u>	<u>(286,693)</u>	<u>(156,098)</u>			
<u>141 Museum Learning and Events</u>							
1006 Learning Income	1,134	5,849	11,653	5,804			50.2%

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
1008 Museum handling box hire	240	840	2,404	1,564			34.9%
Museum Learning and Events :- Income	1,374	6,689	14,057	7,368			47.6%
4000 Staffing Costs	2,560	19,788	36,849	17,061		17,061	53.7%
4012 Travel & Subsistence Expenses	0	0	100	100		100	0.0%
4020 Learning/Event education equip	68	446	1,200	754		754	37.1%
4030 Equipment Purchase	0	180	2,500	2,320		2,320	7.2%
Museum Learning and Events :- Indirect Expenditure	2,628	20,413	40,649	20,236	0	20,236	50.2%
Net Income over Expenditure	(1,254)	(13,724)	(26,592)	(12,868)			
<u>142 Museum Cafe</u>							
1004 Cafe Sales	5,498	36,822	66,000	29,178			55.8%
1044 VIC Ticket sales	1,044	1,044	0	(1,044)			0.0%
1194 Bar Income	0	978	10,000	9,023			9.8%
1197 Function food income	2,728	8,362	0	(8,362)			0.0%
Museum Cafe :- Income	9,269	47,205	76,000	28,795			62.1%
4000 Staffing Costs	3,492	32,209	46,746	14,537		14,537	68.9%
4014 P P E / Health & Safety	615	665	1,500	835		835	44.4%
4030 Equipment Purchase	85	2,328	2,500	172		172	93.1%
4031 Equipment - Rental	35	1,135	1,980	845		845	57.3%
4110 Cleaning	(1,333)	267	1,000	733		733	26.7%
4114 Refuse Removal	519	581	2,280	1,699		1,699	25.5%
4406 Bar Stock	0	1,326	5,000	3,674		3,674	26.5%
4407 Museum cafe stock	1,901	14,319	16,500	2,181		2,181	86.8%
4511 Function food costs	545	2,847	0	(2,847)		(2,847)	0.0%
Museum Cafe :- Indirect Expenditure	5,859	55,677	77,506	21,829	0	21,829	71.8%
Net Income over Expenditure	3,410	(8,472)	(1,506)	6,966			
<u>143 Museum shop/retail</u>							
1004 Cafe Sales	51	51	0	(51)			0.0%
1005 Museum Shop Sales	2,088	11,609	13,500	1,891			86.0%
1009 Museum sale or return comm	(777)	(2,044)	1,500	3,544			(136.3%)
Museum shop/retail :- Income	1,362	9,615	15,000	5,385			64.1%
4030 Equipment Purchase	0	218	300	82		82	72.7%
4031 Equipment - Rental	13	91	156	65		65	58.3%
4136 Credit Card Chgs	34	268	450	182		182	59.5%
4408 Museum shop stock	619	8,151	8,250	99		99	98.8%
Museum shop/retail :- Indirect Expenditure	665	8,728	9,156	428	0	428	95.3%
Net Income over Expenditure	696	887	5,844	4,957			

Detailed Income & Expenditure by Budget Heading 31/05/2023

Month No: 7

Cost Centre Report

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
<u>145 Museum Function</u>							
1019 Internal Bookings (Council)	0	0	1,500	1,500			0.0%
1103 Other event misc income	0	1,798	6,000	4,202			30.0%
1104 Function Income	3,209	19,111	16,000	(3,111)			119.4%
Museum Function :- Income	<u>3,209</u>	<u>20,909</u>	<u>23,500</u>	<u>2,591</u>			<u>89.0%</u>
4000 Staffing Costs	686	5,322	18,361	13,039		13,039	29.0%
4030 Equipment Purchase	42	1,831	5,000	3,169		3,169	36.6%
4420 Function Expenditure (1104)	(9)	2,890	0	(2,890)		(2,890)	0.0%
Museum Function :- Indirect Expenditure	<u>720</u>	<u>10,043</u>	<u>23,361</u>	<u>13,318</u>	<u>0</u>	<u>13,318</u>	<u>43.0%</u>
Net Income over Expenditure	<u>2,489</u>	<u>10,865</u>	<u>139</u>	<u>(10,726)</u>			
Grand Totals:- Income	15,720	87,056	133,557	46,501			65.2%
Expenditure	32,700	228,095	442,365	214,270	0	214,270	51.6%
Net Income over Expenditure	<u>(16,980)</u>	<u>(141,039)</u>	<u>(308,808)</u>	<u>(167,769)</u>			
Movement to/(from) Gen Reserve	<u>(16,980)</u>	<u>(141,039)</u>					

SOUTH WEST HERITAGE TRUST

Proposal for a Renewed Agreement for the Provision of Heritage Services by the South West Heritage Trust to Weston-super-Mare Town Council

1. Introduction

In 2019 Weston-super-Mare Town Council (the Council) entered into an agreement with the South West Heritage Trust (SWHT) for the provision of heritage services by SWHT. The agreement was for a five-year term ending on 31 March 2024. The annual fee commenced at £68,092 and has risen annually in line with the Consumer Prices Index (CPI) to £78,337 in 2022-23.

The Council and Somerset County Council (now Somerset Council) have separate agreements with North Somerset Council (NSC) relating to the use and care of NSC's museum collection (the Collection). The responsibilities for the agreement with Somerset Council are undertaken on their behalf by SWHT.

2. Current Specification for the Provision of Services

The heritage services specified within the existing agreement are set out as follows:

SWHT will:

- Manage processes, including transport, for providing long- and short-term loans from the Collection for display at Weston Museum so that it can function effectively as a museum, the Council offering all such co-operation, and taking all such steps, as may reasonably be necessary to ensure the proper care and safety of items from the Collection, or from other collections, while they are on loan.
- Provide curatorial advice and support, including on-site support for at least 25 days per year, to ensure the care of items from the Collection, or from the other collections, to proper professional standards while the items are on display at Weston Museum, the Council undertaking to work co-operatively with the Trust to ensure that such standards are achieved.
- Nominate a specialist advisor for up to 14 hours per week, supported by other staff as appropriate, to provide off-site curatorial advice.
- Provide support to the Council in selecting and interpreting items for display; in consultation with the Council curate and set up at Weston Museum a substantial temporary exhibition at least every four months, using items from the Collection and, as appropriate and possible, items from Somerset County Council's [now Somerset Council's] museum collections or other relevant collections.
- Provide advice and support concerning other matters such as relevant grant opportunities.

3. Evidence of Successful Delivery of Services

During the last five years the Trust has provided a high-quality programme of temporary exhibitions and supported significant curatorial activity at Weston Museum.

3.1 Temporary Exhibition Programme

In response to the stated priority of the Council for high-quality temporary exhibitions SWHT has delivered a wide range of exhibitions. These have appealed to diverse audiences, promoted strong footfall and increased the profile of the Museum. Highlights have included:

- *From Village to Town* (2020) which told the story of Weston-super-Mare's architectural development over the past 250 years. It was facilitated in partnership with North Somerset Council and Historic England.
- *Sentimental Journeys: The Art of Ivy Millicent James* (2021) celebrated the work of the Weston artist Ivy Millicent James (1879-1965), a leading postcard designer and suffragist, and highlighted a key North Somerset collection which was relatively little known.
- *The World of Martin Brown: Horrible Histories and other Dazzling Drawings* (2022) gathered an outstanding range of cartoons and art by Martin Brown, the artist of the *Horrible Histories* series of books.
- 'The Natural History Museum's Wildlife Photographer of the Year' (2023). This exhibition was on loan from the Natural History Museum in London and featured 100 wildlife images of exceptional quality and range.
- *Myths and Monsters* (2023) featured 70 artworks by 17 of the most-celebrated children's book illustrators. The exhibition and associated programme were created by SWHT in collaboration with Events of Wonder.
- *Adventures in Time and Space: 60 Years of Dr Who* (opening 21 October 2023) will showcase the largest collection of original and digital art from and about Dr Who ever shown in one location.

The creation of exhibitions of such breadth and quality has required significant resourcing and curatorial input, including developing partnerships, arranging loans, detailed design work, mounting, framing, and installation. We believe the current agreement has demonstrated exceptional value for money for the Council and has greatly enhanced the profile of Weston Museum as an exhibition venue.

3.2 Curatorial Work

A successful museum requires a constant programme of gallery and collections work to support access and the Museum experience. Over the past few years work has included:

- Successful management of the high-profile loan of the Clevedon Torc, an Iron Age gold neck-ring which was loaned from the British Museum.
- Managing the installation and display to museum standards of Weston Town Council's outstanding collection of civic silver, including the production of specialist display mounts.
- Changing the collections on display in the Museum's high-security showcase.
- Upgrading object labels and repositioning items to improve displays.
- Cleaning display cases and Clara's Cottage.
- Ongoing environmental monitoring, including trouble shooting issues with the monitoring system and ensuring accurate data, which is monitored remotely by the SWHT curator. We responded rapidly and effectively to the curatorial risks and issues arising from flooding in the temporary exhibition gallery.
- Fortnightly visits to undertake gallery checks and to liaise with museum staff.
- Updating collections information on the Weston Museum website.
- Enhancing information on the Art UK site relating art collections displayed at Weston Museum.

3.3 Strategic Development and Accreditation

SWHT has contributed to the strategic development of Weston Museum including through engagement with Arts Council England and initial work and discussion towards future capital investment. Staff have ensured that the site meets the Accreditation Standard and that essential documentation and policies remain up to date.

4. The Future Agreement

SWHT is committed to working in close partnership with the Council to support the operation and development of Weston Museum. A careful review has been undertaken of the value of the contract against the value and breadth of the exhibitions, curatorial work and services that have been delivered. The current agreement has provision for general inflation using the CPI measure. The volatility of cost rises in different sectors, however, means that many costs are now exceeding the value of the current contract. This has been particularly the case in relation to materials used for exhibitions, fuel costs and staffing overheads.

In order to maintain the current levels of service, not least in respect of temporary exhibitions, we propose that the contract value should be increased by £7,800. This would set a new baseline of £85,537 for the starting point of the new agreement. We are confident that this level of funding would enable us to continue providing an impactful, high-quality and engaging programme of temporary exhibitions, together with wide-ranging curatorial and strategic support, so that Weston Museum can continue to thrive.

26-09-23

Heritage, Arts and Culture Committee November 2023

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

Agenda Item No. TBC – Communication and Marketing Report

Museum Update

The Evergreen social media scheduling has been successfully completed, ensuring a strategy for the next five months. Additionally, we are pleased to report that the Marketing Plan and Style Guide have been created and are now awaiting final approval.

Newsletter Distribution Challenges

Unfortunately, we are currently facing challenges with our newsletter distribution through MailChimp. The issue primarily stems from payment method compatibility with MailChimp. MailChimp is the best option for interfacing with the website and ticket source. However, we can only pay monthly by credit card which is in breach of the terms of the card use. Currently we have to keep the newsletter sign-ups to under 500 people which hampers our marketing opportunity with the platform.

Twitter

Recent news reports, regarding Elon Musk's takeover of Twitter, have raised concerns about the platform's compliance with government requirements related to data security and privacy practices. Given these considerations, and the recent twitter storms to hit the museum, the decision was made 25/10/23 to discontinue our presence on the Twitter platform. A review into the use of Twitter across other Town Council departments is underway.

Dr. Who Press Release Success

Our recent press release for Dr. Who has achieved international visibility, being featured on prominent platforms including BBC Online nationally, Radio Times Online, Yahoo Canada, AOL, and Digital Spy. Notably, it was shared by the esteemed Dr. Who himself, David Tennant.

Weston Museum Facebook and Instagram analytics full reports are available upon request. These were compiled for the last cancelled meeting, more recent reports follow after this time period.

Here is a Facebook page report for the Weston Museum covering the period of June 1, 2023 to September 17, 2023:

Audience Insights

Fans: 6,184 (increased 2.2% compared to previous period)

Engagement: 10,548 interactions (increased 26.5%)

Impressions: 733,839 (increased 81.6%)

Brand Awareness: 585 (increased 20.1%)

New Fans: 48 net new fans gained

Heritage, Arts and Culture Committee November 2023

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

Most engagement on Wednesdays and Thursdays from 1-3pm

Average fan is a 35-44 year old female from the United Kingdom

Content Summary

167 posts published (increased 98.8%)

250,548 post reach (38% increase)

8,554 engaged users (3.6% increase)

Top posts: Summer events post (10K reach), 60 year anniversary post (10K reach), New gallery launch (8.6K reach)

Best day to post is Wednesday, best time is 1-3pm

Photos have the highest engagement

Here is a summary of the key information from the Instagram profile report for @westonmuseum from June 1, 2023 to September 17, 2023:

Overview

Gained 123 new followers (7% increase) for a total of 1,558

861 total interactions (66.2% increase), engagement rate of 4%

21,491 impressions (80.4% increase)

Brand awareness score of 94 (-32.9% decrease)

Top Metrics

Best day/time for engagement: Wednesdays at 2 PM

Most engaging post type: Carousels

Most engaging hashtag: #westonsupermare

Audience

Average age: 35-44 years old

Gender: Mostly female

Location: United Kingdom

Content

Heritage, Arts and Culture Committee November 2023

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

103 posts published (145.2% increase)

Top post: "We have an exciting opportunity for you to become" (439 reach)

Stories

10 stories published (233.3% increase)

Top story: 189 reach (July 6)

0 engagements

In summary, the account saw growth in followers, interactions and impressions over the period but a decrease in brand awareness. Engagement was highest middle of the week and carousel posts performed best. The audience skews female from the UK. Over 100 posts were published but stories had no engagement.

Here is a summary of the key information from the Facebook page report for Weston Museum:

- The report covers activity on the Weston Museum Facebook page from **September 18, 2023 to November 15, 2023**.

- In that period, the page gained 35 new fans for a total of 6,273 fans. Engagement increased 32% to 7,109 total interactions. Impressions were up 15% to 395,749.

- The page's audience is primarily 35-44 year old females from the United Kingdom.

- 130 posts were published, generating 176,500 post reach and 5,580 engaged users. Photos had the most posts (101) and best performing content.

- Top posts were about a Dr. Who exhibition in terms of reach and engagement. A post on October 21 about a private viewing event had the highest engagement rate.

- Fridays at 1 PM were the best day and time to publish.

- Compared to competitors, Weston Museum had more fans and interactions than other local museums in the same period. Their engagement rate of 3.5% was higher than competitors.

Heritage, Arts and Culture Committee November 2023

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

Here is a summary of the key information from the Instagram profile report for Weston Museum:

The report covers activity on the Weston Museum Instagram profile from **September 18, 2023 to November 15, 2023**.

In that period, the profile gained 54 new followers for a total of 1,595 followers. Engagement decreased 7% to 664 total interactions. Impressions increased 3% to 16,709.

The audience is primarily 35-44 year old females from the United Kingdom.

84 posts were published, generating 14,352 post reach and 656 post engagements. Images had the most posts (68).

Top posts in terms of reach and engagement were about a private viewing event (reel), the Dr. Who exhibition (image), and a professor's talk (image).

Fridays at 11 AM were the best day and time to publish.

No Instagram Stories were published during the period so there is no Stories data to summarise.

Members requested to note this report

Heritage, Arts and Culture Committee November 2023

Weston Museum Report – written by Lisa Clemons, Museum Operations Manager

Agenda Item No.– Weston Museum Report

Visitor services –Year to date visitor numbers are up on this time last year from 23,434 to 31,102 this has had an impact on both café and shop sales.

Shop – Average spend per head: £1.27 up from £0.82 for the same period last year. There has also been an increase in Blakehay Ticket sales.

Café -Current conversion rate of 65% from footfall up from 52% for the same period last year.

Functions - Since the installation of the function kitchen we have successfully catered in-house for; hot & cold buffets, hot and cold 3 course wedding breakfasts, canapés and cocktail parties and children's parties.

We now have suppliers that can facilitate any food a drink consumed on the premises being supplied by us. With this in mind from Jan 2024 all catering for events and functions will be catered for in-house which will enable us to maximise our function income.

Events – Due to the success of last year's Christmas market we will be opening on Sunday the 3rd of December to facilitate a Christmas Market weekend. This year will also see the pilot of a Christmas Grotto in the function room for three days. Corporate volunteers and staff will design and make the props that can be reused next year. Tickets to all three days have already sold out.

Learning – There are 29 confirmed learning sessions for the first two terms (Sep-Dec) for schools, and home educated children which is an increase of 8 sessions from the same period last year. Handling box hires are down from this period last year from 20 to 13 with teachers citing budgetary constraints as the reason for this.

Community (written by Jane Hill- Heritage and Community Officer) –

Volunteer Chris Fisher and myself put together another community exhibition which focussed on the Heritage Action Zone legacy, in partnership with Cara MacMahon, North Somerset Council. It was launched on Friday 3rd November and opened by the Deputy Mayor.

Uphill Village Society have lent us a display about Uphill at War which has been very well received by visitors.

Two Thursday morning talks were given by Kate Hudson-McAulay and Cat Lodge, from North Somerset Council's Historic Environment Team. Kate's talk was a History of Grove Park and Cat's talk was Recent Archaeological Discoveries in North Somerset.

The late Brian Austin also gave a talk on Tales of Old Weston,

I have been out in the community giving talks; on Victorian Death and Mourning, a History of Milton Road cemetery, a guided tour of Grove Park to Rusty Club, the museum to the Wick St Lawrence friendship group and a talk about Milton Road Cemetery to Weston Family History Society.

William Mabel Gallery –The Dr Who exhibition is incredibly popular with visitors and yet another example of the impact good temporary exhibitions can have on visitor numbers and secondary spend.

Clara's Cottage – The office window has been boarded up for security reasons while the sash window is refurbished off site.

Members are asked to note this report.

Heritage and Arts Committee – 30th November 2023

11. Blakehay Theatre Management Report written by Sally Heath, Theatre Manager

- 11.1 As previously reported, the main focus has been on the theatre Christmas season this year. A marketing campaign has been in place and is currently active and ongoing.
- Currently we are seeing a rise of tickets sales for these two productions of an average of **+ 38%** week on week since 1st September 2023.
- However, the trend since the beginning of November has seen an increase of **+ 54%** each week.
- If this trend continues we are forecasted to hit our forecasted target of 60% capacity.
- 11.2 The theatre has been analysing social media and ticket sales weekly statistics since April 2019 and uses this data to guide and shape the marketing of shows and events for the theatre, however, this has meant pulling data from all of the various platforms.
- As of the 25th September 2023, the theatre started using the Agorapulse marketing system (the same as used for Weston Museum).
- In the period of 25th Sep – Oct 23rd 2023 the theatre has seen an increase of Social Media Engagement, number of fan interactions (reactions, comments, shares, clicks and private messages) with your profile/page for the selected period, compared to previously;
- The total engagement on Facebook is 1,487 interactions representing a variation of **+ 230.4%** compared to Aug 25, 2023 - Sep 24, 2023
- The total engagement on Instagram is 131 interactions representing a variation of **+ 285.3%** compared to Aug 25, 2023 - Sep 24, 2023
- This has seen an Increase in actual tickets bought for performances at the theatre in this time period of 593 representing a variation of **+ 125.5%** compared to Aug 25, 2023 – Sep 24, 2003
- From this data we can see what type of content is engaging patrons and when they are interacting and staff are using this new live data weekly to shape and increase ticket sales and engagement using targeted marketing strategies.

Members are requested to:

Note the report.

Sally Heath

Theatre Manager

22 November 2023