

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

Date: Thursday 16th August 2018 **Time:** 10.00am

Venue: Museum

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

Committee Members: Councillors Peter Crew, John Crockford-Hawley, Robert Cleland, James Davis, Jan Holloway and Catherine Gibbons, Non-voting co-opted members: Malcolm Nicholson – Town Clerk, Sarah Pearse – RFO, Matthew Hardy – Acting Museum VSM, Katherine Bell – Learning and Events Officer, Steve Matthews – SJ Surveyors, Tom Mayberry & Amal Khreishch – Somerset County Council, Cara MacMahon – North Somerset Council, Peter Johnson – Volunteer Archivist, Heather Morrissey – Chairperson of the Friends of the Museum.

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

1. **Apologies for Absence**
2. **Declarations of Interest**
3. **To agree the accuracy of the minutes of the 21st June 2018** (attached)
4. **Members to receive HLF project reports on:-**
 - 4.1 SWHT progress (to follow)
5. **Renewal of Agreement for SWHT Curatorial Services**
To receive a verbal report from the Town Clerk
6. **Business Plan and Activity Plan development as approved**
 - 6.1 Volunteer engagement including Wikipedia work undertaken (attached)
 - 6.2 Update from the Learning and Events Officer (attached)
 - 6.3 Museum operations from the Visitor Services Manager (attached)
 - 6.4 Community Engagement report (attached)
 - 6.5 Retail, Marketing & External Bookings (attached)
 - 6.6 Café Report (verbal report)
7. **Museum fundraising/grant status**
 - 7.1 ACE Resilience funding – (verbal report)
 - 7.2 Sharing Heritage Application (verbal report)
8. **Grants for the Arts Project**
 - 8.1 Installation update (verbal report)
9. **The Blue Plaque Scheme**
 - 9.1 Update on the Blue Plaques (verbal report)
10. **World War Memorial**
To receive the report of the Development Officer (attached)

11. Heritage Action Zone update

10.1 Heritage Action Zone (verbal update from Cara McMahon)

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

13. Accreditation update

16.1 Update on progress (verbal report)



Malcolm Nicholson
Town Clerk
9th August 2018

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

**WESTON-SUPER-MARE TOWN COUNCIL
NOTES OF THE MUSEUM AND HERITAGE
SUB-COMMITTEE MEETING
HELD AT GROVE HOUSE ON 21st JUNE 2018**

Meeting Commenced: 10.00am

Meeting Concluded: 11.59am

PRESENT: Councillors John Crockford-Hawley, Catherine Gibbons, Jan Holloway, James Davis, Malcolm Nicholson (Town Clerk), Sarah Pearse (Deputy Town Clerk and RFO), Matt Hardy (Visitor Services Manager), Lisa Clemons (Volunteer Coordinator), Molly Maher (Development Officer), Amal Khreishah – SWHT, Jonathan Rose (Volunteer); Cat Lodge (Archaeologist) and Cara MacMahon (Heritage Action Zone Officer, both of North Somerset Council); Heather Morrissey (Friends Group) and Mary Flower (Artist).

27	<p>Election of Chairman The Town Clerk invited the sub-committee to elect a chairman.</p> <p>PROPOSED BY: Councillor Clive Webb SECONDED BY: Councillor Jan Holloway</p> <p>RESOLVED: That Councillor John Crockford-Hawley be elected Chairman</p>
28	<p>Apologies for absence and notification of substitutes Apologies were received from Councillor Peter Crew (substituted by Councillor Clive Webb), Councillor Robert Cleland, Tom Mayberry and Steve Townsend</p>
29	<p>Election of Vice Chairman</p> <p>PROPOSED BY: Councillor Clive Webb SECONDED BY: Councillor John Crockford-Hawley</p> <p>RESOLVED: That Councillor Peter Crew be elected Chairman</p>
30	<p>Declarations of interest There were no declarations of interest received.</p>
31	<p>Minutes of the last meeting The minutes of the meeting held on the 12th April had been previously circulated with the agenda.</p> <p>PROPOSED BY: Councillor John Crockford-Hawley SECONDED BY: Councillor Clive Webb</p> <p>RESOLVED: That the minutes be approved and signed by the Chairman</p>
32	<p>ACE Grants for the Arts Project The Chairman brought this item forward on the agenda.</p> <p>Artist Mary Flower gave a presentation about her proposal to create an artwork using the strong feature of the cobbles used in the wooden floor. Old cobbles are available and she proposed a sculpture on a fixed but moveable trolley opposite the Community Gallery.</p>

	<p>Debate ensued. The proposal was welcomed and it was felt that technical matters could be left for discussion outside the meeting. Listed building consent was not required and the artist was invited to go ahead and submit a detailed proposal. It was envisaged that the sculpture would be in place by November this year to allow for final designs to be approved and for manufacture.</p>
<p>33</p>	<p>Worlebury Hill Fort A report by the Archaeologist, had been previously circulated with the agenda.</p> <p>The Archaeologist gave a presentation about the hillfort project. The report circulated was a brief précis of a much longer survey report. She had been approached by the Friends of the Hillfort group in 2016 expressing their concern about ongoing damage to the hillfort. As a result North Somerset Council has put in a bid working with community groups and the Town Council for Heritage Lottery funding for a project to restore and protect it.</p> <p>The hillfort is a designated ancient monument and on the list of heritage at risk. Historic England rates it among the top ten hillforts in England as it is multivallate and mostly in stone. The main risk is from falling trees and tree roots. The next step is to produce a management plan. This will need to include some clearance of trees but this could be controversial.</p> <p>Debate ensued. There were two research projects on the hillfort which can be accessed via the South West Heritage Trust. Felling could be problematic because it could itself cause further damage to the hillfort and there may be concern about biodiversity. However it was felt that felling was necessary to protect the hillfort and North Somerset Council needed to be bolder in justifying such action.</p> <p>There needed to be public education about the hillfort and ideas included a report in North Somerset Life, speaking to community groups such as eg. the Women's Institute and working with schools. It was confirmed that the Museum could help be mounting a display on the hillfort project.</p> <p>The Town Clerk advised that there was opportunity to use the Museum as a information point for the project. The Deputy Town Clerk and VSM confirmed that this would be perfect for the display boards funded by the Sharing Heritage Project that could be placed in the Courtyard – this would help with the awareness of the project to the public which the chairman felt was lacking.</p> <p>Overall the project was welcomed as good news.</p> <p>RESOLVED:- That the NSC Archeologist liaise with the VSM to get a information point and project update into the museum as soon as possible using the Sharing Heritage funded display boards.</p>
<p>34</p>	<p>HLF update - South West Heritage Trust Progress Report The report of Amal Khreishch was circulated.</p> <p>Amal Khreishch informed members that the Trust had recruited a new Exhibitions and Programme Officer, Sarah Cox, who would be assisting with temporary exhibitions in future. The accreditation application had been given to the panel on 28th June and a positive outcome was expected on 12th July. The Punch and Judy exhibition was now</p>

	<p>open and as previously reported, the next one would be on Alfred Leete.</p> <p>It was noted that there were, generally, enough invigilators for the Punch and Judy exhibition and that the blue plaque for Alfred Leete was being unveiled tomorrow.</p> <p>The Clevedon Torque had at last been approved for loan for three years from the British Museum.</p> <p>RESOLVED:- That the report be noted.</p>
35	<p>Business Plan and Activity Plan Development</p> <p>Volunteer Engagement The report of the Volunteer Coordinator had previously been circulated with the agenda.</p> <p>Jonathan Rose (Volunteer) advised that he had re-written the Museum's Wikipedia page which was currently outdated and very short. He was adding a lot more information as well as updating the page. Wikipedia is much used for 'web scraping' for other websites. Many people use it in preference to proprietary website when deciding where to go for a day out. It was important to keep the page updated to keep it high in Google rankings. While Wikipedia guidelines require information to be factual and accurate having a good page on the Museum would still be a useful subtle promotional tool within those guidelines.</p> <p>The Chairman thanked Jonathan for his excellent work and enthusiasm.</p> <p>RESOLVED:- That the committee were happy for the updates to be undertaken in line with the reports provided.</p> <p>Learning and Events The report of the Learning and Events Coordinator had been previously circulated with the agenda.</p> <p>The Visitor Services Manager advised that the Museum was over its projections for school visits. New tea and talks events were starting, run by volunteers. This had been promoted on social media but he would also circulate councillors by email. The Rusty Club had paid a visit to the Banwell Bone Caves which had been very successful. Other events were noted including a networking event for teachers in September and a 'Lego and Beer' event.</p> <p>The sub-committee were excited to hear how much was going on.</p> <p>RESOLVED:- That the report be noted.</p> <p>Museum Operations The report of the Visitor Services Manager had been previously circulated with the agenda.</p> <p>The Acting Visitor Services Manager advised that visitor numbers since opening had reached 30,000 in less than a year since opening, this was well above the target in the Business Plan. A new Café Assistant, Triliria Newbury, had been appointed to assist in Clara's Café.</p>

	<p>Councillors Cleland, Crockford-Hawley and Gibbons were thanked for assisting with invigilating the temporary exhibition.</p> <p>A number of other past and upcoming events were reported.</p> <p>Costanzi Consort had been booked to give a concert on Monday 17th December at 7.30pm. It was noted that this clashed with the Policy and Finance Committee budget setting meeting.</p> <p>RESOLVED:- That the report be noted</p> <p>Community Engagement The report of the Community Liaison Officer had been previously circulated with the agenda.</p> <p>RESOLVED:- That the report be noted</p> <p>Retail, Marketing and External Bookings The report of the Acting Senior Visitor Services Assistant had been previously circulated with the agenda.</p> <p>The Chairman hoped that people would start to use the Museum shop as their first port of call for Christmas shopping.</p> <p>The Visitor Services Manager reported that bookings had been very diverse. A hen party had purchased a lot of stock.</p> <p>The Heritage Action Zone Officer said that as an external hirer she had found staff very helpful and wished to record her thanks. She was pleased to see the evening rate was now higher than the daytime rate for hire.</p> <p>RESOLVED:- That the report be noted</p>
36	<p>Café Report The report of the Café Supervisor had been previously circulated with the agenda.</p> <p>It was noted that the café offer was improving. The café would be subject to a business review at Expenditure and Governance Working Party on 3rd September.</p> <p>The café was being used by a group formed on 'Nextdoor' and a 'knit and natter' group was also being organized to take place in the café.</p> <p>RESOLVED:- That the report be noted</p>
37	<p>Museum Fundraising ACE Resilience funding</p> <p>The Deputy Town Clerk and Responsible Financial Officer reported that the final report had been submitted to the Arts Council.</p> <p>Sharing Heritage</p> <p>The Deputy Town Clerk and Responsible Financial Officer further reported that more</p>

	<p>work was required to demonstrate the use of the grant and what use has been made of it.</p> <p>The Archaeologist reported that North Somerset Council was willing to help with this.</p> <p>RESOLVED:- That the verbal report be noted</p>
38	<p>Grove Park War Memorial</p> <p>The Chairman noted that the work on the World War 1 Memorial had been completed, the statue had been repaired and commented on how much better the memorial looked. It was noted that the sub-contractor had also cleaned the plaques on the World War 2 Memorial free of charge and these now matched the newly cleaned plaques on the World War One memorial.</p>
39	<p>Blue Plaque scheme</p> <p>The Chairman advised that the running order of blue plaques had been rejigged due to an error with the dates on the Dr. Long Fox plaque. He wanted it to be clear that it was his error and not that of the officers.</p> <p>The next plaque would now be for Alfred Leete and was being erected tomorrow (Friday 22nd June) at 10am at Addington House.</p> <p>It was noted that the next two blue plaques to be erected in 2018 would be for Hans Price (School of Art) for which listed building consent was awaited and Emmeline Pethick Lawrence (Trewartha) where contact was still being made with the landowner.</p>
40	<p>Heritage Action Zone Update</p> <p>Heritage Action Zone</p> <p>The Heritage Action Zone Project Officer reported that she is working on a consultation process regarding a combined Weston-super-Mare Conservation Area to replace the patchwork of existing conservation areas. Two consultation meetings had already taken place at the Museum and the next meeting is to take place on 17th July.</p> <p>Once the Conservation Area was in place a management plan and a design guide would be produced to ensure that future development enhanced the area. It would also be possible then to apply for grant aid from Historic England.</p> <p>A photography exhibition was being launched at Tiffany's on the Grand Pier on 23rd June.</p> <p>The sub committee was reminded that the Heritage Open Weekends would take place on the 6th to 9th September and 13th to 16th September. Premises likely to be opened to the public included Grove House, the Museum and the Blakehay Theatre.</p> <p>A meeting had been arranged on 5th July at Emmanuel Church to progress the event further.</p> <p>It was hoped to restore the historic 1866 signal box which was the oldest existing signal box on Britain's railways and possibly the oldest in the world. Contact has been made with the SS Great Britain who were interested in making a link with the Brunel Museum.</p>

	<p>However in order to meet Network Rail a sum of £50,000 had to be raised to cover their costs of £70 per hour for discussions. Incredulity at this was expressed by councillors who suggested an approach to John Penrose MP.</p> <p>RESOLVED:- That the verbal report be noted</p>
41	<p>Friends of Weston Museum Heather Morrissey from the Friends of Weston Museum group reported that 9 meetings had taken place in the last year and future events included a Garden party on 21st July and a Walk to the Hillfort on 28th July. The Friends AGM would be held on 12th September.</p> <p>The Town Clerk confirmed that the Town Council's noticeboards could be used free of charge to promote Friends' events and that only about 7 to (preferably) 10 days' notice was required before a notice could go up.</p> <p>The Friends were looking at sponsorship from Thatchers' Foundation for an apple tree in the Clara's Cottage garden. Other fundraising opportunities included the 'Easy Fundraising' website, Amazon and the Co-op.</p> <p>The sub-committee thanked the Friends for their continuing valuable work and support.</p> <p>RESOLVED:- That the verbal report be noted</p>
42	<p>Accreditation update This item had already been dealt with in the SWHT report.</p>
	<p>There being no further business the meeting concluded at 12.02pm</p> <p>The next meeting will be Thursday 16th August at 10am at the Weston Museum.</p>

Signed.....
 Chairman

Dated.....

South West Heritage Trust (SWHT) Progress Report
Museum and Heritage Sub-Committee
16.08.2018

Accreditation:

Weston Museum has been awarded full accreditation by Arts Council England. This is fantastic news. The award letter is attached to this email. There are two areas of improvement to work towards and report on at the next return in approximately three years' time:

1.9 Emergency plan: at next return,

- ensuring the security of the information within the plan, consider further developing the salvage lists to include: images to indicate the number of people required to handle each item/set of items, the weight of each item/set of items and details as to the location of emergency kits and receptacles.
- report on plans to test the plan by means of a walk through, scenarios or in the presence of the emergency services on a more regular basis.

2.5 Documentation backlogs: confirm progress towards planned completion of retrospective documentation backlogs in stage two (inventory), stage three (discrepancy checking) and stage four (accession register and security copy, marking and labelling, location and movement control, indexing, object exit, loans in and out) by 31/03/2022; report on progress by next return.

Temporary Exhibitions:

That's The Way To Do It: Punch and Judy Through the Ages

Saturday 26 May 2018 to Sunday 16 September 2018

Project Lead: Amal Khreisheh (Curator of Archaeology)

This exhibition is now open to the public.

***Alfred Leete: The Man Behind the Icon* (loan confidential):**

Saturday 29 September 2018 to Sunday 13 January 2019

Project Lead: Amal Khreisheh (Curator of Archaeology)

Work on this exhibition is now in full-swing. The exhibition will tell the little-known story of the life of Weston man, Alfred Leete, who designed the most iconic image of the First World War showing Lord Kitchener. This major retrospective of Alfred Leete's artwork will explore the legacy of his drawing of Kitchener and its ongoing use as a source of inspiration for graphic designers today.

As part of this exhibition we would like to borrow the original artwork for Alfred Leete's drawing of Lord Kitchener used on the front cover of the London Opinion magazine. Verbal update on loan.

Clevedon Torc (loan confidential):
Verbal update.

Changes to the Agreed Temporary Exhibitions Programme:

2019 Slot 1

Saturday 26 January 2019 to Sunday 5 May 2019

We had provisionally booked a touring exhibition called *Beauty and the Beach* for this slot. This is an exhibition of 1940s, 50s and 60s swimwear created by Southend Museums. Lawrence Bostock (Head of Design, SWHT), Bethan Murray (Curator of Social History and Textiles, SWHT) and Sarah Cox (Exhibitions and Programmes Officer, SWHT) visited the exhibition at Waltham Abbey in June 2018. They felt that the exhibition was not a good fit for Weston Museum.

As an alternative we suggest filling this slot with *From Spinning Tops to Space Hoppers: Growing Up in Somerset*, a family-friendly touring exhibition created by SWHT. The exhibition features games and toys spanning the decades, from classics such as dominoes and marbles to the start of digital gaming including Gameboy and Tamagotchi. Visitors can have fun in the gallery in an activity space with retro video consoles, including the Super Nintendo, as well as enjoying table football and an assortment of classic toys. The exhibition is currently on display at the Museum of Somerset.

2019 Slot 2

Saturday 18 May 2019 to Sunday 15 September 2019

We had planned to fill this slot with an exhibition called *Wild Hares and Hummingbirds: The Natural History of an English Village*. This is a multi-sensory, interactive exhibition for families created by SWHT. The exhibition is based around the natural history of Mark, Somerset about which a book was written by Stephen Moss in 2012. Interpretation and content is built around the needs of family audiences and children visiting the museum during the summer holidays.

The exhibition was due to go on display at the Museum of Somerset in Summer 2018 and then to Weston Museum in Summer 2019. However, because of changes in staffing and the large amount of inhouse technical work required, the decision was taken to postpone the exhibition for a year. The plan is that the exhibition will go on display at Museum of Somerset in Summer 2019. It could then potentially go to Weston Museum in Summer 2020.

We have been looking at a range of potential touring exhibitions as alternatives for this slot but want to await the outcome of the funding renegotiations with Weston-super-Mare Town Council before committing to any particular exhibition. Until the funding renegotiation is complete we will not know how many temporary exhibitions per year to programme at Weston Museum or the amount of funding available.

Funding Applications:

Small Grant Big Improvement:

We have been working with Weston Museum and the Somerset Military Museum Trust on a partnership application to the Small Grant Big Improvement Scheme. The application is being led by Estelle Gilbert (Development Manager, SWHT). As a partnership of three museums (Weston Museum, Museum of Somerset and Somerset Military Museum) we can apply for £7,000 of funding with 25% match funding under the Audiences strand of the grant.

We have been advised to focus the project around evaluation of the temporary exhibitions programmes at the three sites. Funding would be used to purchase footfall counting systems for the three museums as well as employing a consultant who could advise on a methodology for evaluating temporary exhibitions. We would aim to find out what proportion of our visitors are using the temporary exhibition spaces, who they are and what they think about temporary exhibitions, with the longer-term aim of developing our temporary exhibitions programme and widening our audiences.

A draft application has been created following discussions with Matthew Hardy (Visitor Services Manager, Weston Museum) and Molly Maher (Development Officer, Weston-super-Mare Town Council). This has been submitted to Rachel Bellamy (Museum Development Officer for Somerset, SWHT) and Rachel Kavanagh (Audience and Insights Officer, South West Museum Development Partnership) for comment. The deadline for final applications is Monday 20 August 2018.

Recommendation:

Members are requested to note the report and, in particular, changes to the temporary exhibitions programme.



Mr Matthew Hardy
Weston Museum
Burlington Street
Weston-super-Mare
North Somerset
BS23 1PR

12 July 2018

Weston Museum
Accredited No. 818

Dear Matthew,

Following a review of the Accredited status of your museum which was considered by an Accreditation panel appointed by Arts Council England on 28 June 2018, I am pleased to inform you that the panel agreed to award the status of:

Full Accreditation

Congratulations on achieving Full Accreditation. The Accreditation return was strong across the board and a pleasure to assess and panel were pleased to note your high quality forward plan. Thank you very much for being so friendly and responsive throughout the assessment process. It is also clear that you have the support of an excellent museum mentor, and she has added much value and input into the Accreditation submission.

I have enclosed your award certificate, and electronic versions of the Accreditation logo can be obtained by emailing enquiries@artscouncil.org.uk.

Further information regarding Accreditation and how it can support your work can be found on the Arts Council's website: <http://www.artscouncil.org.uk/accreditation>.

An award of full Accreditation is valid for approximately three years, at which point the museum will be invited to provide a return to demonstrate continuing compliance with the Accreditation Standard.

Accredited museums should also keep the Arts Council informed during the lifetime of the award of any changes likely to impact on the museum's Accreditation status, such as a governance change, a major capital re-development, a significant workforce review or a

Arts Council England, The Foundry, 82 Granville Street, Birmingham, B1 2LH
www.artscouncil.org.uk Phone: 44 (0) 845 300 6200 Fax: 44 (0)20 7973 6590
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Registered charity no 1036733



proposal to sell items from the museum's collection.

The panel agreed the following areas for improvement. Responses to, or resolution of these areas for improvement should be reported to the Arts Council at your next Accreditation return, or earlier if noted otherwise, through the Accreditation contact email: accreditation@artscouncil.org.uk.

Areas for improvement

1.9 Emergency plan: at next return,

- ensuring the security of the information within the plan, consider further developing the salvage lists to include: images to indicate the number of people required to handle each item/set of items, the weight of each item/set of items and details as to the location of emergency kits and receptacles.
- report on plans to test the plan by means of a walk through, scenarios or in the presence of the emergency services on a more regular basis.

2.5 Documentation backlogs: confirm progress towards planned completion of retrospective documentation backlogs in stage two (inventory), stage three (discrepancy checking) and stage four (accession register and security copy, marking and labelling, location and movement control, indexing, object exit, loans in and out) by 31/03/2022; report on progress by next return.

Should you have any queries regarding the content of this letter or the award of Full Accreditation, please do not hesitate to contact me. Should you have queries regarding any areas for improvement noted above, your local Museum Development team can provide support and guidance.

Congratulations once again on the achievement of Full Accreditation for Weston Museum.

Yours sincerely

A handwritten signature in blue ink that reads "S. Anait".

Shabeena Anait

Accreditation Assessor

shabeena.anait@artscouncil.org.uk

0191 255 8514

cc.

Amal Khreishah, *Museum Mentor*

South Western Federation of Museums & Art Galleries, *Museums Development Officers*

Rachel Bellamy, *Museum Development Officer*

Samuel Rowlands, *Relationship Manager, Museums (Arts Council England)*

6.1 Report to the Museum and Heritage Sub Committee 16th August 20118

Volunteer engagement Report

Report written by Lisa Clemons – Volunteer Coordinator

Volunteer Recruitment

We have lost 5 volunteers since my last report, 3 have moved out of the area and 2 have no time to volunteer at the moment. We have, however, welcomed 7 new volunteers to the team and they had their inductions on the 18th.

Work Experience

Our work experience students (8 in total) have all said how much they enjoyed the variety of tasks during their time at the museum, this has been echoed by the school's who all have sent letters of thanks.

Young Volunteers

Our D of E volunteers are getting stuck in and seem to be enjoying their couple of hours each week. Despite the restrictions on what they can and can't do, the whole process seems to be working very well for both the museum and the students involved.

Volunteer Engagement

I would like to highlight the progress of the members of our events team. Just after Christmas when we had our team plan meetings it was decided that the events team would come up with some ideas to get more use out of the courtyard/learning space at weekends. Mini events that are simple to facilitate and would appeal to all kinds of people seemed to be the obvious choice, these have become known as 'event-lets' and are organised and put on entirely by volunteers with no staff input.

The 'Tea & Talk' events are an example of this and are held once a month in the learning space. The speakers are volunteers who put a great deal of time and effort into researching their topics and writing their talks. The last talk was given by John Kirkhope on 'Peculiarities of the Law' and it was both informative and amusing, finished off with a cup of tea/coffee and a fresh slice of Victoria Sponge and those who attended left very happy.

The reason I would like to highlight this to members is simply to raise awareness of the kinds of things our volunteers are doing and the effort they are constantly putting in to supporting the museum. Should members wish to support the 'Tea and Talk' events the next one is on Saturday 18th of August at 11am and is entitled, "The Rights of the Sovereign- An examination of the rights of the sovereign from the ridiculous to the sublime".

6.2 Report to the Museum and Heritage Sub Committee – 16th August 2018

Report written by Katherine Bell – Learning and Event Officer

The museum will be welcoming 2 new team members this month who will be covering Katherine's Maternity Leave as a job share. They will be starting very gradually to provide some handover time, so that they are ready to start delivering learning sessions and events in September, when Katherine will be taking some holiday to reduce her weekly hours then begin her leave. Liz and Sherry will hopefully be able to attend a future committee meeting to introduce themselves soon.

Learning

As teachers start to turn their attention towards the academic year 2018/19, bookings are already coming in for the first terms. But just because it is now the Summer holidays doesn't mean that learning resources are sat quietly. Word has been spreading about the museum's handling box hire service and bookings are being taken over the Summer months too, but this time it is community groups and home educating families that are borrowing the boxes.

Rusty Club had a very enjoyable outing to Worlebury Hill Fort at the start of the month, which was led by the County Archaeologist, Cat Lodge. The club members explored the site learning about the different pits, ramparts and layout, including how the site has suffered from past alterations and is now a focus for conservation.

Events

The first day of Punch and Judy shows has taken place (there are shows every Friday in August) and was very popular with the Courtyard brimming with families enjoying a show by our local Punch and Judy professor, Paul Wheeler. There were also seaside themed sand art activities on offer, so that children could be kept entertained in the breaks between shows too.

Members of the museum team will also be supporting some of the different local libraries this month by linking in with the Summer reading challenge, the theme of which for this year is Mischief Makers. The team will be bringing their own brand of Museum Mischief into some of the libraries by taking along toys and themed objects, as well as promotional materials to spread the word about the museum and its services.

At the end of the month, the museum will be holding a Birthday Party to celebrate its first year of being open since the refurbishment. There will be games, cake, shop and café specials and the chance to explore objects and find out about the work that the museum does. The event will run throughout the day on Sunday 26th August.

September will feature a number of events put on specifically for Heritage Open Days. On the first weekend there will be a Big Dig event, with family friendly palaeontology activities

and a special appearance from 'Titch the T-Rex' in the museum's Courtyard on the Saturday. The second weekend will feature tours of the galleries and some backstage areas, led by volunteers and the chance to have fortunes told by a Victorian style fortune teller in the afternoon on both days.

Below is a list of some of the events scheduled of the next few months at the museum:

August

3rd – Punch and Judy Shows

4th – Rusty Club Outing to Worlebury Hillfort

7th – Museum Mischief at library

8th – Museum Quiz Night

10th – Punch and Judy Shows

14th – Museum Mischief at library

15th – Puppetry Workshops

17th – Punch and Judy Shows

18th – Tea and Talk Event

21st – Museum Mischief at library

24th - Punch and Judy Shows

26th – Museum's First Birthday Party

28th – Museum Mischief at library

29th – Family Dementia Morning

31st - Punch and Judy Shows

September

1st – Rusty Club Meet

8th and 9th – Big Dig for Heritage Open Days

12th - Friends of the Museum Talk

12th – Quiz Night

13th – YMCA Toddler Explorers Group

15th – Tea and Talk

15th and 16th – Tours and fortune teller for Heritage Open Days

October

6th - Rusty Club Meet Up

10th - Monthly Quiz Night

11th - YMCA Toddler Explorers Group

13th - Puppet making workshop

17th - Friends of the Museum Talk

20th - Tea and Talk

27th and 28th - Night In The Museum Experience

30th – 1st - Half Term Crafts

Whole month - Display in the Schools and Community Display Board of 'Peace Project' by local home education families

6.3 Report to the Museum and Heritage Sub Committee

16th August 2018

Museum Progress Report

Report written by Matthew Hardy – Visitor Services Manager

During this report I will be highlighting the key events that have been happening since the last M&H meeting and shedding some light on the future aspirations and plans for the Museum.

Summary

- From 11th June to week ending 5th August 2018, our visitor numbers stand at 5150 (3711 Adults and 1439 Children). Bringing our current overall total (since opening) to 34,392.
- We have seen a slight drop in visitor numbers due to the weather being so good. However, we have been trying to combat this by sending out café offers and promotional materials. Also, now that we have entered our summer programme we are seeing an increase in numbers.
- Social media and TripAdvisor are continuing to be successful. We have now begun a sponsorship campaign with the Breeze Radio and now Weston Museum is the proud sponsor of the breakfast show. We are also continuing with a focused print media campaign, trying to pinpoint the most successful areas to target.
- We have now successfully recruited a new Visitor Services Supervisor. Matthew Holden will be starting with us on 20th August.
- We have now successfully recruited two people on a job share basis to cover Katherine's maternity period. Sherry Coles and Liz Niven will be starting with us 10th August.
- We have hosted a photography exhibition in partnership with the A1 Camera Club.
- We have hosted a very successful community exhibition focusing on the Bourneville Estate in partnership with Boomsatuma.
- Weston Museum was officially given full accreditation status. We were commended on the standard of the work produced and I would like to thank all those involved in the process.
- The new Punch and Judy exhibition continues to be popular, especially with the addition of free Punch and Judy shows throughout August.

Moving forward

- Weston Museum turns 1 year old on 26th August. We will be holding our first ever Birthday Party, showcasing all that we have achieved in the first year of operation.
- I am currently awaiting confirmation from Beverly Tucker, but we should soon be appearing on the planters we have sponsored opposite the Odeon Cinema and on the Boulevard.
- We are also sponsoring the boat located outside the train station in Weston. This will hopefully prove to be an affective tool in directing people to the Museum.

Members are requested to: Note the report on Weston Museum operations.

6.4 Report to the Museum and Heritage sub-committee – 16th August 2018

Community Engagement

Report written by Jane Hill – Community Liaison Officer

Reminiscence

Volunteers attended a 1940's themed garden party at Acer House Care Home with war time and kitchen/home themed handling boxes. Acer House is one of our regular 'customers' and it was really good to be able to send out the volunteers at short notice. Some feedback from the event is here:

"Please pass on massive thanks to your superb volunteers who agreed to be part of our 1940s garden party - they really were superb and the items they brought along were fascinating and very well received. Thank you so much for arranging for the museum volunteers to come! We do hope they enjoyed the afternoon as much as we all did".

On the subject of feedback, I have written a piece for the volunteers' newsletter which includes positive feedback quotes from the care homes and community settings visited in the last 6 months.

I have acquired some new items for the reminiscence boxes, including toys, newspapers and royalty items (from a sort out at home and a few donations).

Work placement students from Broadoak Secondary school have added items to the boxes and started to compile more up-to-date lists of the contents.

I have taken both repeat bookings and new venue bookings for autumn and there are eight sessions in the diary.

Community Engagement

I attended a meeting of the North Somerset Heritage forum, held at the Tithe Barn, Nailsea. This was the 2nd meeting hosted by Cllr Robert Cleland, Heritage Champion and the Historic Environment team. It was useful to find out what was going on in the world of local history and archaeology, for sharing museum news and for networking.

I have attended the Rusty 'Young Archaeologists' Club planning meetings and contributed ideas for sessions including 'Day of the Dead' in October, Roman Saturnalia for December and Roman cookery for next year.

Katherine, Lisa and I have been liaising with the North Somerset libraries staff to organize museum outreach sessions at four libraries (Weston-super-Mare, Worle, Nailsea and Clevedon) during the summer holidays. The sessions are branded as Mischief Makers and tie in with the summer holiday reading challenge. Museum volunteers will visit each museum to create a promotional pop up stand with banner, leaflets and a couple of boxes of handling items on the theme of childhood and toys.

The display of art work in the museum café has been by the Old Town Quarry artists, Maureen Cope and Verity Boulger. One piece of art work was sold to a visitor from Edinburgh. The display was changed on 24th July to art by Helen Nock and Joan Hall, also of the Old Town Quarry. The café art rota is booked until November 2020.

Nostalgia café is continuing with volunteer Jacqui McGregor as the café champion. She is enjoying her role reminiscing with visitors using our range of memory boxes. We have a regular visitor who comes to play scrabble and do adult colouring in.

Susannah Crook from Creative Minds ran two art sessions for older people, as part of the Nostalgia café offer.

Mike Measham a Care Home Activities Organiser, came in to play guitar and sing songs from the musicals.

Sharing Heritage

The current exhibition is on the Alzheimer's Society and will be up until Sunday 23rd September.

A family dementia morning is planned for 29th August in partnership with the Alzheimer's Society and will include museum reminiscence boxes on display in the courtyard, short films by the Alzheimer's Society, a presentation by North Somerset Libraries on their reminiscence offer, Susannah Crook giving a presentation on art as therapy for older people and Mike Measham on music and singing with older people.

We have been approached by the Alzheimer's Research Group about using the courtyard space for a 2nd charity quiz evening. The first one they held shortly after the exhibition opened, raised £60 for Alzheimer's research.

An art exhibition by the One in Four Mental Health group called 'The Apple of My Eye' was installed on the new walling system. The exhibition was up for a week. I attended the exhibition opening and did a Radio Bristol interview about the partnership between the museum and the group.

Work is underway on the next exhibition due to open on Saturday 29th September 2018. This will be on the Uphill Village Society. Chris Fisher (volunteer) and I had a very productive meeting with Stewart Castle, Chair of the Uphill Village Society to discuss exhibition themes, photography and items for the display case. The main theme will be Uphill, Then and Now. Chris will collect oral histories from Stewart and other identified individuals including Cllr John Crockford-Hawley.

Chris Fisher and I met Matthew Cuthbertson to discuss the community exhibition for January 2019. This one will be 'The Road to Freedom' exploring the link between the Spanish Civil War and the West Country. The exhibition has been previously shown at the Curzon Cinema, Clevedon and is funded by the Arts Council.

Evidence of past and future exhibitions, including photographs, publicity and feedback has been sent to Molly Maher in order for her to compile the evaluation report for the Sharing Heritage Grant.

Professional Development

I took part in an excellent training session about Autism and a training session on Data Protection.

Members are requested to:

6.5 Report to the Museum and Heritage Sub Committee – 16th August 2018

Retail, Marketing & External Bookings

Report written by Robin Pringle – Acting Senior Visitor Services Assistant

Retail

- Summer is here and we're beginning to see an increase in holiday traffic. Spend-per-head was up to 89p in June, with July following with increased takings.
- Publications are proving to be good sellers, with Local History books being pushed in the Mercury with the Museum as a listed seller. Titles by Cllr Crockford Hawley, Gillian Fernandez Morton and Hayley Buxton are bringing people to the Museum specifically to purchase.
- Throughout July I ran a survey inviting visitors to the Museum and social media followers to feedback on the Gift Shop. Having analysed the results, I can report the following:
 - While 74% of visitors come to the Museum for the collections, 16% are coming specifically for Clara's Café, 6% to visit the Gift Shop and 6% for specific events.
 - The range of items in the gift shop was rated at an average 3/5 – understandable for a smaller retail area, especially for those who remember a larger range previously.
 - The quality and affordability of items in the shop were both rated 4/5 – performing well with some room for improvement.
 - The cleanliness of the shop and friendliness of staff & volunteers were both rated 5/5 – a testament to our fantastic volunteer team!
 - 4/5 reported that they were likely to purchase items from the gift shop.
 - When asked what they would like to see in the gift shop in future, the majority of respondents requested reproductions of the Museum collection, a broader range of educational & pocket money toys for children, and more items about the history of Weston-super-Mare. I have already actioned some of these, with an increase in local history books and children's items, but moving forward it would be good to expand our bespoke items based on reproductions of the collection such as notebooks and postcards etc.

Marketing

- We have seen a 43% increase in Facebook engagement in recent weeks, with nearly 10,000 engagements across various posts. This is due in part to staff contributing more regular content and utilising scheduling tools to deliver consistent and

engaging updates to our followers through a range of visual media posts, surveys & polls, and links to partner events.

- Video content has delivered the most engagement, with the Punch & Judy promotional video and live broadcasts engaging 5x as many followers as average posts.
- Our follower count has seen consistent increase across July from 2194 to 2260 at present.

External Bookings

- External Hire continues to be popular, with a wide range of clients including yoga instructors, film screenings, accessibility training and independent business workshops.
- Temporary exhibitions in the Courtyard and Learning Space have proved successful in recent weeks, with visitors coming in specifically to view these events.

I am preparing operations to ensure a smooth handover to the new Visitor Services Supervisor. I am pleased with what I have been able to achieve in my time at the Museum, and wish the team continued success in the future!

Members are requested to note the report.

10. Report to the Museum and Heritage sub-committee – August 2018

Worle War Memorial

Report written by Molly Maher – Development Officer – August 2018

Work on Worle War Memorial began on the 18th July, with the scaffolding put in place on the 17th July.

The iron gates were removed to be restored off site.

A meeting with John West's Contract Manager on the 3rd August revealed that the repairs to the roof had been carried out the previous weekend, however, the decision was made by the Contract Manager that the scaffolding would remain in place until the gates were reinstalled to act as a security measure.

Through communication with the Worle History Society it was made clear that the lock on the gate for the memorial had been defective for a number of years. Whilst a padlock and chain was being used to maintain security, it was requested that the lock either be repaired or replaced so as to match the aesthetic of the memorial.

A quote was obtained from John West for the replacement of the lock of the amount of £138.00.

At the time of this report no time frame of completion had been provided, however completion is envisaged to be done well in advance of the centenary celebrations.

Members are requested to:

1. Note the report on the works carried out on Worle War Memorial.
2. Consider the repair of the lock for the quoted price of £138.00. Members' direction is required