

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

Date: Thursday 11th April 2019

Time: 10.00am

Venue: Weston 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 – Deputy Town Clerk, Molly Maher – Development Officer, Matthew Hardy – Museum Visitor Services Manager, Liz Niven /Sherry Coles – Learning and Events Officers, Steve Matthews – SJ Surveyors, Tom Mayberry & Amal Khreisheh – South west Heritage Trust, 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 20th February 2019 (attached)

4. South West Heritage Trust update reports

4.1 To receive an update from Amal Khreisheh (attached)

5. Museum Operation/Business plan and Activity Plan reports

5.1 Update from the Learning and Events Officer (attached)

5.2 Museum operations from the Visitor Services Manager (attached)

5.3 Community Engagement report (attached)

5.4 Retail, Marketing & External Bookings (attached)

5.5 Café Report (attached)

5.6 Volunteer Engagement Report from the Volunteer Coordinator (attached)

6. Museum Grant Development

6.1 To receive a verbal report from the Development Officer

6.2 Grants for the Arts – Potential Artist Sculpture design proposals (to follow)

7. Renewal of Agreement for SWHT Curatorial Services

To receive a verbal report

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

10. Heritage Action Zone update

To receive the report of the Heritage Action Zone Officer (to follow)

A handwritten signature in blue ink, appearing to read 'M Nicholson', with a horizontal line underneath.

Malcolm Nicholson
Town Clerk
4th April 2019

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 20th FEBRUARY 2019**

Meeting Commenced: 10.04 am

Meeting Concluded: 11:55 am

PRESENT: Councillors Peter Crew (Vice-Chairman), Robert Cleland, Catherine Gibbons, Jan Holloway, Malcolm Nicholson (Town Clerk), Sarah Pearse (Deputy Town Clerk and RFO), Matt Hardy (Visitor Services Manager), Molly Maher (Development Officer), Amal Khreisheh and Josh Tickner (South West Heritage Trust), Heather Morrissey (Friends Group) and Rosemary Dowie (Civic Society).

	Prior to the commencement of the meeting, it was with regret that the Vice-Chairman informed of the late passing of Weston Museum's Café Supervisor, Susan. The meeting joined together for a minutes silence in remembrance of Sue and thoughts for her family.
321	Apologies for absence and notification of substitutes In the absence of the Chairman, the Vice Chairman, Councillor Peter Crew took his place as Chairman of the meeting. Apologies were received from Councillor John Crockford-Hawley, Cara MacMahon and Tom Mayberry. Apologies from Peter Johnson had been received prior to the meeting.
322	Declarations of interest There were no declarations of interest received.
323	To approve the accuracy of the Minutes of the last meeting held on 6th December 2018 The minutes of the meeting had been previously circulated with the agenda. PROPOSED BY: Councillor Peter Crew SECONDED BY: Councillor Jan Holloway RESOLVED: That the minutes be approved and signed by the Chairman
324	Members to receive HLF project reports on: - South West Heritage Trust (SWHT) progress A report from Amal Khreisheh had been previously circulated with the agenda. 324.1 Alfred Leete It was noted that the Alfred Leete exhibition closed on the 13 th January 2019. A manual visitor count was carried out which concluded that 2,907 people had visited the exhibition. It was explained that this number was low as a result of the exhibition needing invigilation which often resulted in the doors being closed. In total 72 responses had been collected via visitor surveys. A report of these responses was to be compiled by an evaluation consultant.

324.2 Growing up in Somerset Exhibition

There was a new exhibition in the Temporary Exhibition Gallery entitled 'From Spinning Tops to Space Hoppers: Growing Up in Somerset' which explored childhood in Somerset during the 19th and 20th Century. A children's party theme opening event took place on the 25th January 2019.

324.3 Future Temporary Exhibitions

It was noted that the next exhibition to take place in the Temporary Exhibition Gallery was entitled 'Microsculpture: The Insect Portraits of Levon Biss' which would include a collection of images from Oxford University Museum of Natural History which would comprise of large-scale photographic portraits of insects.

An exhibition surrounding the life of Doris Hatt was due to take place in Autumn 2019. This exhibition would include a number of loaned items and as a result would require invigilation much like the Alfred Leete exhibition. Given, however, the negative affect that the need for invigilators had on the visitor numbers to the exhibition, it was suggested that a different exhibition could take its place. The potential replacement exhibition surrounded the life of Matilda Temply in Somerset entitled 'My Somerset'. It was explained that this exhibition would not need invigilation.

It was noted that the sign on the door of the Alfred Leete Exhibition which encouraged members of the public to ask a member of staff to be allowed entry did not work. The Clevedon Torc also required invigilation which could have a more detrimental effect to Museum operations if not invigilated. The Town Clerk had raised the question with the SWHT as to whether the Town Council should normally avoid exhibitions which need invigilating.

Debate ensued. People may be unwilling to come forward as invigilators through fear of not knowing enough about the objects. It was suggested that this could be dealt with by providing invigilators with a brief. There may also be people willing to invigilate who were unsure of when they were needed.

Weston Museum's Visitor Services Manager stated that the number of engagement volunteers had increased and that by changing the Autumn exhibition to one that would not require invigilation would allow the team time to expand further.

PROPOSED BY: Councillor Peter Crew

SECONDED BY: Councillor Catherine Gibbons

RESOLVED: That the Autumn exhibition in the Temporary Exhibition Gallery in Weston Museum be changed from an exhibition on Doris Hatt to an exhibition entitled 'My Somerset'.

324.4 Clevedon Torc

It was noted that a talk concerning the Clevedon Torc was scheduled for the 31st January 2019, however this event had to be rescheduled. It was envisaged that this would take place instead in late March. A member raised that there was a lack of information available about the Torc.

	<p>324.5 Small Grant Big Improvement It was noted that grant funding had enabled data collection through visitor surveys. This had allowed feedback on the Alfred Leete exhibition and the Growing up in Somerset exhibition. Paper surveys had also been introduced.</p> <p>RESOLVED: - That the report be noted.</p>
325	<p>Museum Operations/Business Plan and Activity Plan Reports</p> <p>325.1 Update from the Learning and Events Coordinator(s) The report of the Learning and Events Coordinator(s) had been previously circulated with the agenda.</p> <p>A member suggested that there could be more organisation to avoid the lack of availability remaining in the events calendar for school visits as it was a shame to turn people away. Another member stated that it was a good sign as it showed that Weston Museum was popular, and as a result, busy. The Visitor Services Manager informed that the handling boxes were being developed as an alternative offer to school visits.</p> <p>RESOLVED: - That the report be noted.</p> <p>325.2 Museum operations from the Visitor Services Manager The report of the Visitor Services Manager had been previously circulated with the agenda.</p> <p>It was noted that the number of visitors to the Museum was good, and that closing on Mondays' had assisted this. The question was posed to members as to whether it should reopen on Mondays'. The Visitor Services Manager stated that the Monday closure had helped operationally. The Town Clerk explained that the Museum of Somerset had been used as the model as they shared a strong reliance on volunteers. It was noted that the Museum of Somerset was closed two days a week without consequence.</p> <p>The Town Clerk suggested maintaining the Monday closure, with the exception of school holidays and bank holidays. This would not reduce staffing costs but better manage staff time and resources. There had been an emphasis on Sunday events as a result of the Monday closure. It was noted that most attractions had a seven-day open period from Spring Bank Holiday until the end of August, with a six-day open period for the rest of the year.</p> <p>It was asked if Monday closure affected school visits. The Visitor Services Manager clarified that schools could be facilitated on Mondays even when closed. Some volunteers were less willing to help during winter months due to bad weather.</p> <p>The Deputy Town Clerk/Responsible Financial Officer advised that costs had not gone down as a result of the Monday closure. It was suggested that whilst there were issues concerning staffing and invigilation which affected the Museum's ability to function operationally, there was a need to decide on the services that should be offered. This should be considered further and taken to the Policy and Finance Committee.</p> <p>A member asked if more people visited the Museum when the weather was bad. The Visitor Service Manager explained that bad weather did not necessarily affect attendance. A review be carried out to find an appropriate way to proceed concerning closure on Mondays'.</p>

PROPOSED BY: Councillor Peter Crew
SECONDED BY: Councillor Catherine Gibbons

RESOLVED: To support Monday closure in principle and officers be asked to produce a detailed proposal for consideration.

325.3 Community Engagement report

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

The Community Liaison Officer led and outreach talk at Weston Golf Club which was well attended and resulted in a £50 donation to Weston Museum. A member stated that Weston-super-Mare Town Council had 85 tourism partners who could be approached concerning donation boxes and advertising in their premises.

RESOLVED: - That the report be noted.

325.4 Retail, Marketing & External Bookings

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

It was acknowledged that there had been an increase in sale or return items for the Museum shop. Tickets had been sold for the Mother's Day craft fair. The Museum shop had stocked books by authors who were to be featured in the Literary Festival. It was suggested that the high number of bookings could have a negative effect on day to day operations. The Visitor Services Manager suggested that the booking offer be reviewed. It was stated that community bookings were valuable to the community, however they did not generate as much income as other types of bookings.

The Deputy Town Clerk/Responsible Financial Officer informed that whilst retail in the Museum was going in the right direction with the highest revenue against the budget, the figures were still significantly lower than the budgeted amount.

A member asked if shop items could be sold on the internet. It was advised that the work required to support this would be a full time project and as a result, the cost of administrating it may not be worth the money made. Some overseas visitors may be reluctant to buy souvenirs due to carrying them as luggage and that items could be posted if requested. The Museum could stock some items that were more easily packaged such as cushion covers and shopping bags.

325.5 Café Report

It was reported that the Café Assistant was now Acting Café Supervisor and that a new Café Assistant had been appointed.

The Acting Café Supervisor was doing very well. The Deputy Town Clerk/Responsible Financial Officer supported this and informed that she was working with the Acting Café Supervisor for one hour a week for support moving forward.

It was stated that accessibility to the Museum was important for business.

RESOLVED: - That the verbal report be noted.

	<p>325.6 Volunteer Engagement Report The report of the Volunteer Coordinator had previously been circulated with the agenda.</p> <p>It was stated that the increase in volunteer hours was substantial. As a result of this, volunteer roles were being focused.</p> <p>RESOLVED: - That the report be noted.</p>
326	<p>Museum Grant Development</p> <p>A verbal report was given by the Development Officer.</p> <p>326.1 Buy a Block Scheme It was stated that 75 blocks had been engraved, with over one hundred orders placed in total. A display case for the blocks was being built. It was suggested that this would help advertise the blocks and hopefully increase sales.</p> <p>326.2 Know Your Place The joint application with NSC for the funding of the Know Your Place project was successful. This grant would provide £10,000 to allow the training of Museum volunteers and the purchase of equipment to be able to populate the community layer of the Know Your Place North Somerset app.</p> <p>326.3 Heritage at Risk The Development Officer had met with the Heritage Action Zone Officer and the Town Council's appointed Building Surveyor to discuss how a Heritage at Risk grant might assist in the repairing of the Museum roof. The Development Officer asked if members were happy to proceed with an application to Historic England should the grant prove suitable. It was stated that in order to be successful with the grant, Weston-super-Mare Town Council would need to work closely with the Heritage Action Zone Officer as the Museum did not meet the criteria in its own right.</p> <p>PROPOSED BY: Councillor Peter Crew SECONDED BY: Councillor Catherine Gibbons</p> <p>RESOLVED: To proceed with a grant application for Historic England's Heritage at Risk grant scheme if deemed applicable.</p> <p>326.3 Grants for the Arts It was noted that the deadline for the sculpture project had been extended until 31st July. The Development Officer informed that they were still looking for a suitable artist.</p> <p>326.4 Resilient Heritage The application for the Resilient Heritage project, which would fund training for Museum staff from an audience development consultant, was submitted in January. The Development Officer should hear by the end of February as to whether or not the application had been successful.</p> <p>326.5 Museum Refurbishment phase 1 evaluation It was noted that the Development Officer and Deputy Town Clerk/Responsible Financial Officer were currently working on the final evaluation for phase one of the Museum refurbishment, to be completed by June 2019.</p>

	<p>RESOLVED: - That the verbal report be noted.</p>
327	<p>Renewal of Agreement for SWHT Curatorial Services.</p> <p>A report from the Town Clerk was tabled at the meeting.</p> <p>The Town Clerk advised that as a requirement of the HLF funding, Weston Museum must be managed to accreditation standard. The annual fee for the first year of the proposed agreement was £68,092, with inflation to be added in future years. This had been budgeted for in the Town Councils 2019/2020 financial year and approved by full Town Council on 21st January 2019.</p> <p>The cost covered the following services:</p> <ol style="list-style-type: none"> 1. The management of processes for providing long and short term loans from the collection. 2. Curatorial advice and support 3. A nominated specialist advisor for up to 14 hours per week 4. Support in selection and interpretation of displays 5. Advice and support for other matters <p>It was recommended initially that SWHT service be renewed for a further 5 years. However, with further thought the Town Clerk suggested that the possibility be discussed with SWHT for making the period the same length as the service level agreement period with North Somerset Council which would be around 7 years.</p> <p>PROPOSED BY: Councillor Peter Crew SECONDED BY: Councillor Catherine Gibbons</p> <p>RESOLVED: That the Service Level Agreement for Museum curatorial services with South West Heritage Trust be renewed for a further 5 years from 1st April 2019 at the cost of £68,092 in the first year, to be increased by inflation at CPI in future years, and on the terms laid out in the report of the Town Clerk. Also, that the period of 5 years be discussed with SWHT to see if it would be possible to match the length of the agreement with North Somerset Council and if so to do so.</p>
328	<p>To receive a verbal report from the Friends of Weston Museum</p> <p>It was stated that Spring talks had been arranged up until June which would be open to the public. Friends of the Museum volunteers had helped to invigilate the Clevedon Torc, and suggested that the role be renamed to 'steward' to make it sound more appealing. Books had been donated by the Friends to the Museum concerning Alfred Leete which had been selling well. It was noted that they were still awaiting news of any grants that they could apply for on behalf of Weston Museum.</p> <p>It was queried whether the replica of the Clevedon Torc had been purchased following the Chairman's donation to the Friends of the Museum for this purpose. The Visitor Services Manager advised that before ordering the replica there must be a consideration of how it would be stored. A member queried whether a display case could be purchased alongside the replica. A member suggested that the replica be purchased whilst it remained at the current price to be put in storage until a time when it could be securely displayed. Confirmation was required from the Chairman to proceed with the purchase.</p>

	<p>The Friends currently had 74 members. A piece from the Friends of the Museum was to be in the next issue of the Museum's volunteer newsletter.</p> <p>RESOLVED: - That the verbal report be noted</p>
329	<p>The Blue Plaque Scheme</p> <p>The report of the Communications Officer had been previously circulated with the agenda.</p> <p>The report indicated that 8 plaques had currently been installed around Weston-super-Mare with half of the cost of the plaques covered by the Civic Society for which the committee was grateful. It was noted that the Worle History Society had also contributed to the plaque for Worle Village School.</p> <p>The Town Clerk informed that the Chairman was still attempting to gain approval for a plaque for Emmeline Pethic-Lawrence which so far had been unsuccessful. Placement of the plaques for Deborah Kerr, Bob Hope and John Hugh Smyth-Pigott was yet to be determined.</p> <p>The Communications Officer had spoken with the events team at North Somerset Council to discuss the placement of the Haile Selassie plaque on the Tropicana building in time for a Reggie event, for which she was awaiting approval. A member queried whether the redevelopment of the Tropicana could affect the placement of the plaque. It was suggested that since the redevelopment would not affect the Visitor Information Centre offices that this might be a good placement for the plaque.</p> <p>A member queried whether a booklet would be produced containing information and the location of all of the plaques when they were completed. It was informed that this was the intention.</p> <p>RESOLVED: - That the report be noted</p>
330	<p>Heritage Action Zone update</p> <p>The report of the Heritage Action Zone Officer had been previously circulated with the agenda.</p> <p>It was reported that as a result of the newly adopted Great Western Conservation Area, more grant opportunities were available in the area, including the repair of the Victorian Walls in Milton Road Cemetery. The new conservation area allowed more control on planning, and would ensure that buildings were sympathetic within the area.</p> <p>Debate ensued concerning the regeneration of Weston town Centre and the affect that the newly adopted Great Western Conservation Area could have on this.</p> <p>It was suggested that the Heritage Action Zone Officer be contacted to request conservation books to be sold in Weston Museum on a sale or return basis.</p> <p>PROPOSED BY: Councillor Peter Crew SECONDED BY: Councillor Catherine Gibbons</p>

	<p>RESOLVED: - To contact the Heritage Action Zone Officer to discuss the possibility of receiving literature for Weston Museum concerning the newly adopted conservation area.</p>
331	<p>Potential Acquisition of Weston Model House</p> <p>A stone model of a house in Cecil Road made from stone from the Quarry by Hans Price was currently on display at the Quarry. It was stated that the Civic Society currently had custody of this item, however they did not have paperwork available to confirm this. This item was previously displayed by the Civic Society in a shop on Wadham Street. At a previous meeting of the Civic Society it was agreed that they would see if this item could be donated to Weston Museum for display in the Museum.</p> <p>Amal Khreisheh from the South West Heritage Trust who were responsible for the Museum collection asked if this item was definitely owned by the Civic Society. The Civic Society did not have the name of the specific person who had ownership. Amal clarified that they needed to be sure of who owned it to discuss the terms of donation and loan, as loaned items needed to be given for a specific purpose, and donated items must be given without any conditions attached. This item could not be placed in the Museum currently as it did not fit in with the story, but it could go into storage at the South West Heritage Trust.</p> <p>Debate ensued. A member suggested that members of the committee, including the Chairman could go to the Quarry and look at the item in question. It was queried if the item could go in the dead space between the main courtyard and Clara's Cottage. It was clarified that this space was a fire exit and as such could not contain artifacts which would cause people to linger. Also the new stand containing the Museum blocks would be going into this space.</p> <p>The Visitor Services Manager requested that all communication regarding the item should go through the committee, as members of Museum staff were unable to provide information concerning the placement of the item and could not designate a place in the Museum for it to be displayed.</p> <p>It was queried if there was any other organisation that would be willing to take the item.</p> <p>Members of the committee and the Chairman would set up a meeting with Amal at the Quarry and rely on advice from Amal on how to proceed.</p> <p>RESOLVED: - That the verbal report be noted</p>
	<p>There being no further business the meeting concluded at 11:55am</p> <p>The next meeting would be 11th April at 10am at the Weston Museum.</p>

Signed.....
Chairman

Dated.....

**South West Heritage Trust (SWHT) Progress Report
Museum and Heritage Sub-Committee
11.04.2019**

Temporary Exhibitions:

Alfred Leete: The Man Behind the Icon:
Saturday 29 September 2018 to Sunday 13 January 2019
Project Lead: Amal Khreisheh (Curator of Archaeology)

Melinda Humphrey (evaluation consultant) has now created an evaluation report which analyses the data collected through the exhibition exit survey. This report is attached for reference.

From Spinning Tops to Space Hoppers: Growing Up in Somerset
(in-house exhibition incorporating loans from many private individuals)
2019 Slot 1: Saturday 26 January 2019 to Sunday 5 May 2019
Project Lead: Sarah Cox (Exhibitions and Programmes Officer)

This family-friendly touring exhibition created by the South West Heritage Trust is now open. 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.

A children's-party-themed private view was held on the afternoon of Friday 25 January 2019 and was attended by around 30 people. Feedback from the workforce at Weston Museum suggests that the exhibition is popular with visitors.

Microsculpture: The Insect Portraits of Levon Biss
(touring exhibition)
2019 Slot 2: Saturday 18 May 2019 to Sunday 15 September 2019
Project Lead: Sarah Cox (Exhibitions and Programmes Officer)

Microsculpture is an exhibition that presents insects as never before. It comprises large-scale photographic portraits of insects from the collections of the Oxford University Museum of Natural History captured by Levon Biss. The clarity and detail in the large-scale prints brings normally unseen beauty to the audience, allowing them to study these stunning creatures in minute detail. The exhibition provides a unique visual experience and celebrates the beauty of the natural world.

Work is continuing on this exhibition.

Matilda Temperley: A View from the Hill

(in-house exhibition)

2019 Slot 3: Saturday 28 September 2019 to Sunday 12 January 2020

Project Lead: Sarah Cox (Exhibitions and Programmes Officer)

An exhibition of new images from the award-winning photographer. In this personal reflection on Somerset today documentary and fashion photographer Matilda Temperley discovers the people and places of her home county. Over the past year she has been exploring the county with her camera. As well as capturing Somerset's wonderful distinctiveness, the project has also documented some of the issues facing rural communities. It includes portraits of the industries synonymous with the area such as elverers, peat-diggers, cheddar cheese makers, cider farmers and withy growers. It also reflects a rapidly changing landscape. Somerset's alternative communities and its unmissable annual celebrations feature too.

Work is continuing on this exhibition.

Temporary Exhibition Programme:

The South West Heritage Trust is in the process of planning temporary exhibition programmes at The Museum of Somerset, Somerset Rural Life Museum and Weston Museum for 2020 onwards. Following the success of the launch of the new Historic England book *Weston-super-Mare: The town and its seaside heritage*, we would like to propose an exhibition on Weston-super-Mare's built heritage in partnership with North Somerset Council for the first slot at Weston Museum in 2020:

Weston-super-Mare's Built Heritage (working title)

(in-house exhibition in partnership with North Somerset Council and Historic England)

2020 Slot 1: Saturday 25 January 2020 to Sunday 10 May 2020

Project Lead: Amal Khreisheh (Curator of Archaeology)

Spotlight Loan:

Clevedon Torc:

The Clevedon Torc, an Iron Age neck-ring made of gold that was found near Clevedon, is now on display as a star object in the centre of the Landscape Gallery. The torc is on loan from the British Museum for an initial period of three years.

The opening event on Thursday 31 January, which included a talk from Julia Farley (Curator of British & European Iron Age Collections at the British Museum), was postponed due to snow. We are currently in the process of rearranging for a date in May.

Funding Applications:

Small Grant Big Improvement:

Getting to Know You: Understanding Our Temporary Exhibition Audiences, our partnership project funded through the Small Grant Big Improvement Scheme, project is now finished. Estelle Gilbert (Development Manager, SWHT) is now beginning to evaluate the project and will be in touch with the workforce at Weston Museum to gather opinions about how it was run.

The workforce at Weston Museum are continuing to gather data during the exhibition *From Spinning Tops to Spacehoppers*. We are aiming to gather a minimum of 120 and a maximum of 380 responses to both the Exhibition Feedback Survey and the Visitor Insights Survey by Sunday 5 May 2019. We will then analyse this data and create a report. The insights gathered will be used to inform how we programme and market future temporary exhibitions.

The surveys are designed to be carried out by engagement volunteers on a tablet while they are stewarding the Temporary Exhibition Gallery or Landscape Gallery. Paper copies of both surveys have also been supplied and this is proving to be the preferred method of data collection.

So far during the exhibition *From Spinning Tops to Spacehoppers*, the workforce at Weston Museum have completed 91 Exhibition Feedback Surveys and 184 Visitor Insights Surveys so are well on track to meet targets for both surveys.

People-counting technology has also been installed in Weston Museum on the main entrance and the entrance to the Temporary Exhibition Gallery and is up and running. We are working on a way of providing access to the figures this is generating.

Museums in Somerset Harwell Priority Plus Scheme 2019-2020 Subscription

Weston Museum is currently subscribed to the Harwell Priority Plus disaster recovery support scheme as part of the Museums of Somerset Group's subscription. Rachel Bellamy (Museum Development Officer) is currently renewing the Group's subscription and would like to know whether Weston Museum would like to participate in the scheme in 2019-2020. The South West Heritage Trust recommends continued participation in the scheme. Details of the scheme are attached for reference.

The subscription this year for the group will be £645 + VAT. This is a slight rise from last year's cost which was £620 + VAT. Last year there were 18 museums within the group, and the cost per museum was £41.50 (including VAT). If the same number remain within the group, the cost for 2019-20 will be £43.00 (including VAT) per museum.

Recommendation:

Members are requested to note the report and, in particular, changes to the proposed temporary exhibitions programme and confirm Weston Museum's participation in the Museum of Somerset Group's Priority Plus Scheme subscription for 2019-2020.

The Priority User Service is the UK's and Ireland's oldest and most trusted emergency disaster recovery service for libraries, archives, museums, record offices and businesses.

Priority Users enjoy enhanced access and service levels to Harwell which are designed to

- **Maximise the speed of reaction and recovery effort**
- **Minimise further deterioration and requirement for conservation**
- **Provide peace of mind**
- Reassurance from our experience
- Reduce overall claim costs
- Mitigate business / service interruption

For **Priority Users** with irreplaceable or valuable special collections or archives, or those with business critical information, assurance that a specialist response is on hand whenever your disaster occurs is absolutely critical. Approximately 25% of our average of 450 instructions per year come directly from Priority Users and all are responded to within 24 hours of the initial call, most within 6 hours.

It's also good to know that it's not just you - every other building and department within your company, council, university or institution will also be entitled to the benefits, regardless of its location nationwide. This makes the **Priority User Service** exceptionally good value.

Subscribers to the **Priority User Service** receive entitlement to a range of member benefits designed to assure a fast, 24-hour response to a fire or flood incident, reduce the overall cost of the incident, minimise service interruption and priority access to professionals with extensive experience in library and archival damage management. Over 800 institutions already subscribe, including most local authorities, each of the UK and Ireland's respective national libraries and archives and many others.

Benefits include:

- Coverage for all your institution's buildings, throughout the UK*
- Free 24-hour call-out, 365 days per year
- Free onsite assessment, consultancy and project management of salvage operation
- Dedicated 24-hour hotline
- Free freezer storage
- Free crate hire
- 33% discount on water-damage restoration
- 25% discount on fire-damage restoration
- 25% discount on decontamination of biohazards
- 25% discount on transportation and onsite salvage and packing by Harwell's damage management technicians (**see below – PU Plus members get FREE salvage, packing and transport**)
- Priority access to Harwell's Technicians, Project Managers, vehicles and restoration facilities
- Free review of your existing disaster plan
- 33% discount on Harwell Priority User Services, including all Courses,
- Disaster Planning Consultancy, Waste Disposal, Conservation Services
- De-infestation etc (please see our sister site, Harwell Support Services).

As an existing **Priority User** of Harwell, you are already entitled to a wide range of enhanced service levels that will ensure that in the event of fire or flood damage to your collections, you have priority access to Harwell's restoration facilities, workforce and unrivalled expertise. Additionally, you are entitled to various free services and discounts on all restoration methods.

Priority User Plus is an optional extra for existing subscribers in the UK, offering extra peace of mind for any future fire or flood damage incident, by guaranteeing

- unlimited free onsite salvage, packing & transportation of any damaged items from any of your organisation's premises to Harwell's main freezer stores at Harwell.
- No limits are imposed on the number of times this service can be utilised in a subscription year, and the
- collection and transport charges are free regardless of there is one wet book or ten thousand fire-damaged archive boxes

Specialist Disaster Recovery Support with Harwell



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Over 1,000 institutions in the UK and Ireland retain Harwell for specialist disaster recovery support for fire and flood damage to collections, to minimise damage, claims costs and restoration timeframes. Since Harwell's acquisition by Polygon, the global expert in property damage control, we have enhanced the service levels to incorporate our colleagues' expertise in major loss and flood recovery to property. You can choose retain at three levels, Priority User Basic, Plus or Platinum depending on your risk management strategy, and there is a 20% discount for the first year of upgrade.

Service / Priority User membership level	PU Basic	PU Plus	PU Platinum
Annual retainer cost Each agreement will cover up to 10 buildings as well as smaller storage areas of less than 1,500 linear metres of collections. Commercial records management service providers require one policy for up to 4 buildings.	£260 / £469	£645 / £1295	+ £500 on top of Basic/Plus
24/7 hotline access and advice line	✓	✓	✓
Priority emergency site attendance for collections salvage We aim to have technicians on route within 2 hours of an instruction. Site must be accessible in order for technicians to attend. Response time may be longer in exceptional circumstances.	✓	✓	✓
Priority emergency site attendance for property damage issues via Polygon	✗	✗	✓
Free of charge property damage scoping survey (moisture measurement in building/rh, chloride testing) and building restoration report and proposal via Polygon	✓	✓	Priority within 24hrs
Emergency property damage mitigation labour via Polygon	List price	List price	Free of charge up to 4hrs
Emergency property damage equipment hire	List price	5% off list price	10% off list price
Priority access to Harwell's staff and facilities	✓	✓	✓
Free freezer storage or up to 3 months (Units are LC3, 80 litre crates)	Up to 2,000	Up to 3,000	Up to 4,000
Free crate hire for up to 3 months (LC3, 80 litre crates)	Up to 2,000	Up to 3,000	Up to 4,000
Packing and transport of damaged items to stabilisation facility	25% off list price	Free up to 3 artic lorries	As per PU Basic or PU Plus
25% discount on drying of water-damaged collections	✓	✓	✓
25% discount on restoration and cleaning of damaged collections (mould, silt, soot)	✓	✓	✓
25% discount on sanitisation of biohazards	✓	✓	✓
25% discount on additional Harwell services Collection cleaning, collection moves, deinfestation, training and consultancy visits, confidential disposals.	✓	✓	✓
Pre-loss building healthcheck & report or at site emergency plan review Up to 4 hour visit and report.	£500	£500	£175
Free review of emergency plan (remote review)	✓	✓	✓
Reduced rates on Harwell courses	£275/place	£275/place	1 free place/year

To join, upgrade, or for further information, please call 01235 432245 or email info@harwellrestoration.co.uk

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Weston Museum, Exhibition Survey Findings

Alfred Leete: The Man Behind the Icon

Exhibition Date: 6 October 2018 to 13 Jan 2019

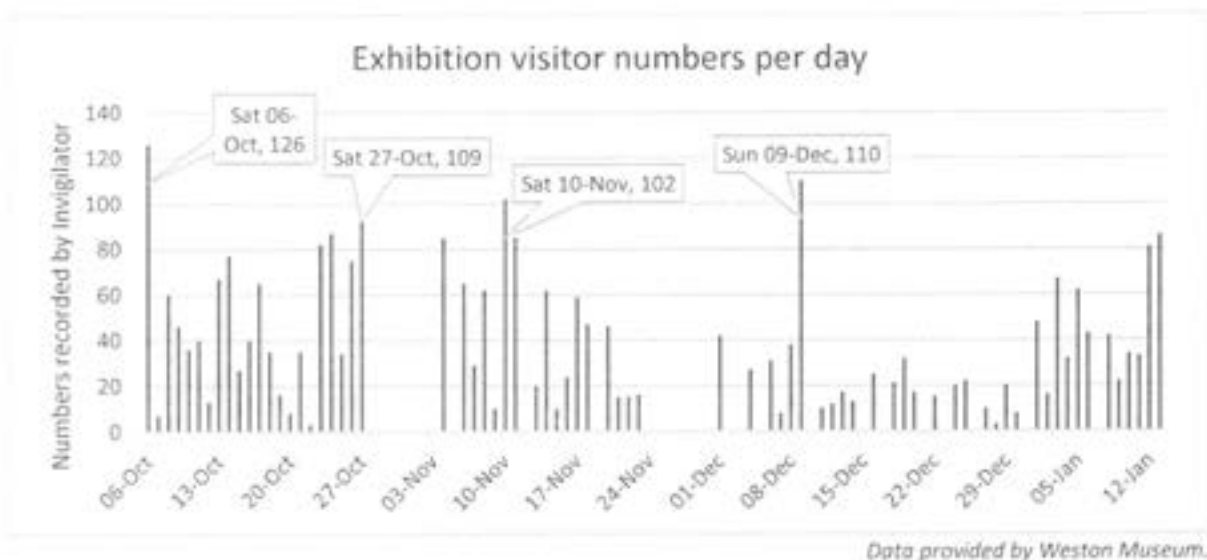
Total Visitor Numbers: 2907, counted by gallery volunteer invigilators

Comparisons to previous exhibition: N/A as attendance not previously counted

Sample Size: 72 surveys were completed over the course of the exhibition. This sample size is smaller than the target of 120. Drawing conclusions needs to consider the higher margin of error and lower confidence level.

1. Visiting Patterns

An estimate of 2907 people visited the winter exhibition, with higher traffic tending to be on weekends. Unfortunately, there were 22 days when visitors were not counted, and these were mostly because the exhibition was closed due to invigilator shortages.



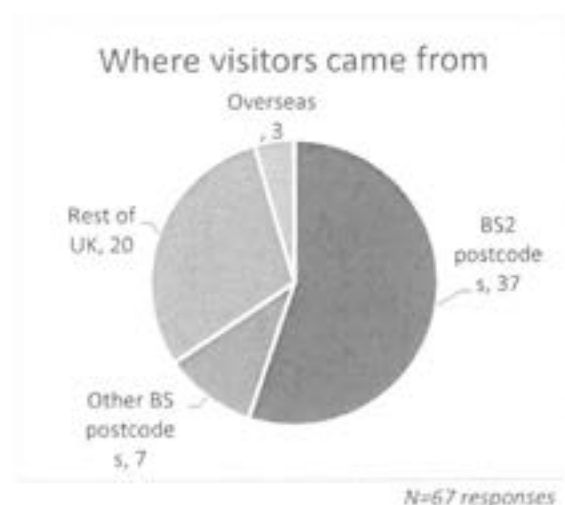
The exhibition was part of a social experience for most survey respondents

- Of the 71 survey respondents, 53 came in a group of 2 or more.
- 24, or nearly half of these groups, had children in them. There tended to be between one or two children in each group. Groups with 3 or more children were far less frequent.

2. Exhibition Audience

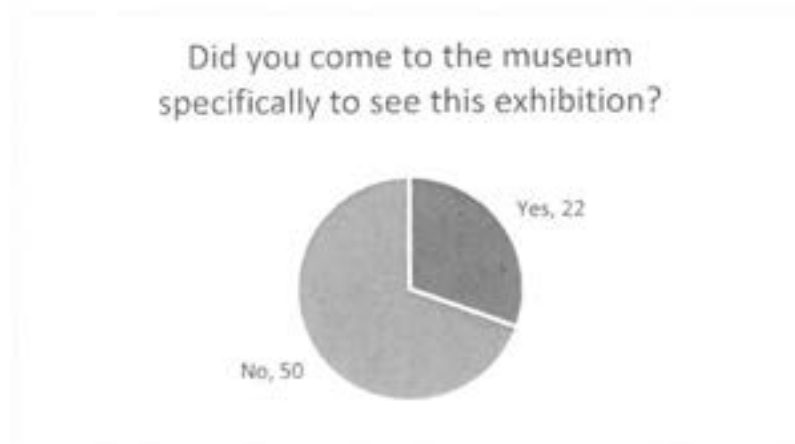
Visitor Postcodes

Approximately half of the survey respondents were from the local BS2 postcode area. An estimated quarter of exhibition visitors were not local.

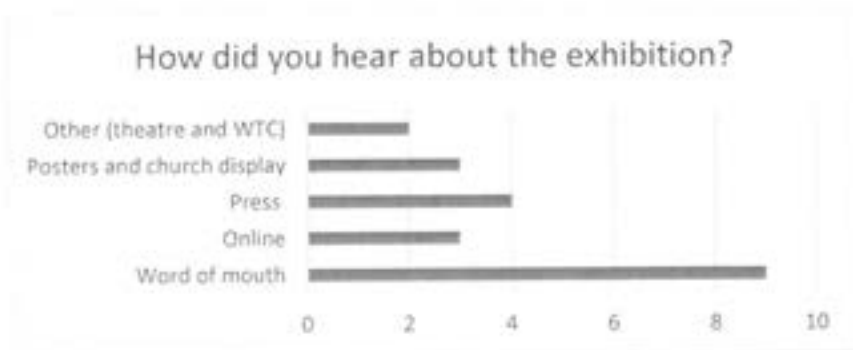


Visitor Intentions

The majority of the survey respondents were visiting the exhibition as part of a general museum visit and did not attend specifically to see the exhibition. The exhibition specifically attracted an estimated audience of less than 1000 people (888).



'Word of mouth' was the most successful channel to attract visitors specifically to this exhibition. Note: this sample is too small to draw out robust trends across the exhibition audience.

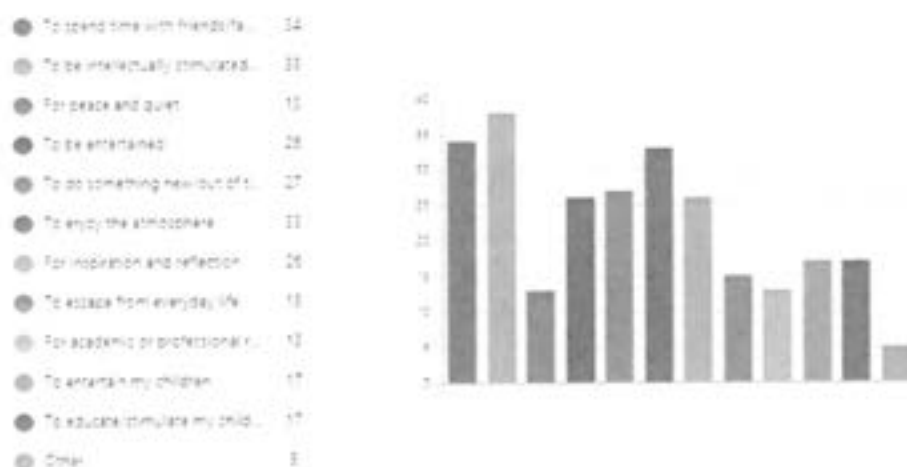


Motivations for Visiting

Survey respondents tended to align with at least 3 or more motivations.

- The most frequent reasons for visiting Weston Museum were to be intellectually stimulated and learn, and to spend time with friends and family.
- The least prevalent reasons for visiting were to seek peace and quiet or for academic or professional reasons.

Which of the following describe your motivations for visiting today?



Note: these are the motivations for all surveyed audiences who visited the exhibition (not only those who specifically came with the intention to visit the exhibition)

3. The Visitor Experience

71 survey respondents gave an average rating of 4.52 out of 5 for the exhibition. Average rating distribution is below.



With only a few exceptions, all of the 4 aspect ratings were positive, and largely 'excellent', indicating a quality experience was on offer. Less than a quarter of surveyed visitors offered suggestions of ways to improve the exhibition.

How would you rate the following aspect of the exhibition?



Suggestions for Improvement

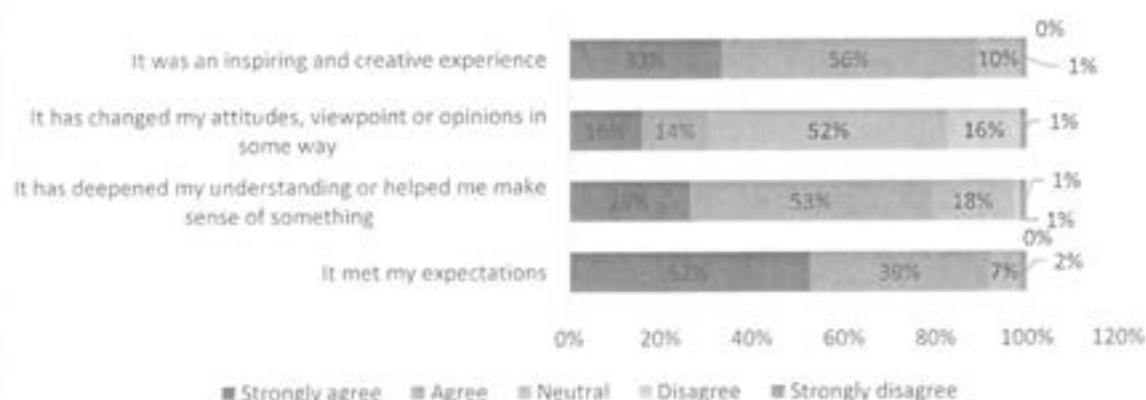
Less than a quarter of respondents (16) provided suggestions, as generally the exhibition was very well received. The most prominent themes for future improvements were around text sizing and placement, and expanding the offer for children. As the sample is small, each of the 18 improvement are provided in the below table.

Visitor Suggestion	Improve text/ readability	Improve appeal for children
Use some descriptions and labels in primary school readability.		
Story boards or leaflets on way in		
For the whole museum use the courtyard for exhibitions to attract visitors on arrival.		
Larger text for the writing under the paintings		
More pointed fingers to show way round		
Would like to see weapons and uniforms.		
More child friendly captions. Bigger writing. Explain jokes better.		
Younger people more interactivity. Invite school children in.		
Written information about photos to low down (not good for ones back)		
Have more of the books on display open		
Needs to be clearer what items labels refer to.		
Extra seats.		
Live illustrator drawing people and encourage kids to draw too.		
Label text could be bigger.		
Notes too low and too small		
Larger text for people with poor eyesight		

Visitor Outcomes

Survey evidence suggests the exhibition made a positive difference to visitors across 2 key outcome areas. 89% of surveyed visitors had an inspiring and creative experience in this exhibition. 79% of surveyed visitors had a learning experience and deepened their understanding of Alfred Leete and his work. While this exhibition met 91% of respondent's expectations, it did not significantly change their opinions or viewpoints in any way.

Please tell us how much you agree with the following statements about this exhibition



Most Memorable Aspect

This exhibition provided a memorable visitor experience. There was a clear consensus amongst a third of the surveyed visitors, that the most memorable aspect of the exhibition was seeing the original Kitchener poster. Learning about how influential Leete's work has been and more about the artist, such as his local significance, was also memorable. For 6 respondents, the interactives such as costumes and the audio visual were most memorable.

Top 3 'Most memorable' comments by theme	Frequency
Seeing the iconic original Kitchener poster	18
Leete's life history and or influence	8
Interactives or AV	6
Other	20
Total (n)	52

Below is a word cloud of 52 respondents answers to "What has been the most memorable part of the exhibition?" This further illustrates the most memorable themes.



Only words used 2 or more times have been included. The larger the word appears, the more it was used.

Report to the Museum and Heritage sub-committee – April 2019

Learning & Events

Learning

School bookings for both museum learning sessions and outreach learning sessions have continued steadily throughout the months of February and March. We continue to attract new business from schools who have not used the museum learning service before. Verbal feedback from schools around the content and resource material is very good.

The most common reason for a booking not to proceed is because the Learning Space is already booked for an event. We have offered to deliver the topics on outreach programmes but not all schools have a suitable space for us to use. Occasionally schools still choose to come to the museum and explore the galleries but this does not attract a financial return.

Handling boxes are being booked out on a regular basis but there is an element of frustration in getting the boxes returned on time. When requested to offer an explanation we have been advised that the lack of accessible parking for unloading is a contributory factor, as well as teachers' heavy workloads, preventing them from returning them on time. We are proposing to impose a two week additional charge when boxes are not returned on time.

Events

History Week was the major event for the museum in the month of February. Marketing targeted schools who had visited the museum recently as well as local schools, this included some Bristol schools. There were 300-400 visitors on each day and the pre-bookable sessions in the learning space were very well attended with some being fully booked in advance.

Future events

During the schools Easter holidays Learning staff are offering Easter craft bookable sessions and Dino Digs, with 3 set bookable sessions on each of the days they run. These sessions complement the alternatives of Lego and Slime workshops.

We already have schools booked in museum learning sessions and outreach sessions for May and June but are limited to the number we will be able to offer as events are occupying the space for a significant proportion of the time.

Museum and Heritage Sub Committee April 2019
Museum Progress Report
Written by Matt 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 6th February 2019 to 22nd March 2019, we had 5637 visitors (3804 Adults and 1833 Children). Bringing our overall total, at time of writing, this financial year to 32,750 against a KPI of 25,000
- History week (16th February – 24th February) saw 2,222 visitors come to Weston Museum
- The jazz event in February sold 58 tickets overall and we now have two more dates in the diary for more performances this year.
- Whilst the number of engagement volunteers is increasing, the invigilation of the Torc is having a negative effect operationally speaking. All staff have had to take time out of their day in order to facilitate the invigilation, this also includes staff from Grove House and Grove Lodge. I do believe that this issue will resolve itself over time, however, if the situation continues we may have to look at a more immediate solution.

As reflected in my previous report to the committee, I still believe that we are approaching maximum capacity with our events/bookings offer under our current staffing structure. We are starting to find it a struggle to fully staff the museum for day to day operations and events, and as a result seeing an increase in lieu time being accrued and are finding it difficult to facilitate holidays and days off.

To try and alleviate this issue, we are trialling a new system to help manage the bookings more effectively and build a more resilient structure moving forward. The new system will be in place from April 1st and any will not affect any current confirmed bookings.

Please see details at the end of this report.

Members are requested to:

- **Note the report**

Bookings Timetable (2nd week of term – last week of term)

	Courtyard/Education Room	
9am	Internal Bookings Only	
10am	Priority to schools and community	
11am		
12pm		
1pm		
2pm		
3pm	2 hour bookings only	
4pm		
5pm		
7pm	2 hour booking	4 hour booking
9pm		
11pm		

Minimum 2 hour slots
9am - 10am Priority Internal
10am - 3pm Priority Schools/Community
3pm - 5pm first come first served (2hours min)
Choice of 2 evening time slots
7pm - 9pm or 7pm - 11pm

All bookings include 30mins to get in and 30mins to get out

Examples – Evening bookings

7.00pm - Arrival	7.00pm - Arrival
7.30pm - Start	7.30pm - Start
8.30pm - Finish	10.30pm - Finish
9.00pm - Leave	11.00pm - Leave

- School bookings during term time will focus on Tuesdays, Wednesdays and Thursdays
- The first week of term will focus on events and exhibitions in the learning space
- School holidays will focus on family events

This model is designed to be flexible and can easily be adjusted to accommodate other bookings as and when required and does not include the courtyard space.

Report to the Museum and Heritage sub-committee – April 2019

Community Engagement

Report written by Jane Hill – Community Liaison Officer – 26.3.2019

Reminiscence

Two reminiscence boxes were lent to Heathwood Care Home in Weston-super-Mare.

Volunteers ran a session at Nailsea Tithe Barn. Feedback from the group leader was as follows: "The volunteers were flexible around our session needs. They had a friendly and warm manner which enabled members to relax and enjoy the session. The addition of the record player and that Frank had selected music to suit the group following our phone conversation was very thoughtful. Joyce's recorder playing was also well received, as we like to include a musical element to our session. I can't praise your volunteers or this service enough. We all had an enjoyable hour".

Forthcoming reminiscence sessions include: Ellenborough Nursing Home and Clevedon Court Nursing Home. New and repeat bookings are coming in fast.

The museum is taking part in 'World Rocks Against Dementia event' at The Royal Hotel, Weston-super-Mare on 30th March 2018. Volunteers will promote the reminiscence service, nostalgia café and the museum in general.

I had a meeting with Emma Dyer from Alive Activities, a charity that enriches the lives of older people. Emma is giving advice and support about our reminiscence activities and nostalgia café and will help to promote what we offer to care homes.

Community Engagement

Nostalgia café continues to be supported by volunteers Jacqui and Clive. North Somerset Council Communities Connect continue to support this by sending a community worker once a month.

The new display of art work in the café is by local artist Ann Baber. There is a planned programme of art work until January 2021.

I gave a talk to the Weston Stroke Club about the work of Weston Museum. Over 60 people attended and a donation of £60 was given to the museum.

Community Gallery

An evening of Flamenco dancing was held to celebrate the community exhibition 'The Road to Freedom, the link between the Spanish Civil War & the West Country'.

Planning is underway for the next exhibition called 'The Power of the Rainbow', which celebrates Weston Pride and the LGBT+ community.

I held a meeting with Citizens Advice and North Somerset Council regarding a possible community exhibition in Spring 2020, celebrating the Gypsy and Traveller community in Weston-super-Mare.

Sharing Heritage

I am attending a meeting on 4th April 2019 with colleagues from Weston Town Council and North Somerset Council (NSC) to discuss NSC's successful funding bid from the Heritage Lottery fund. This is for enhancement of the 'Know Your Place' project. The project will use museum volunteers to encourage communities and individuals to upload historical information onto digital maps of the local area.

Other

I taught a session on archaeology for the home educators group.

I assisted with ideas and planning for History Week. I assisted with the delivery of the prehistoric and medieval children's activity sessions during History week.

I met Cat Lodge, North Somerset Council Archaeologist, to discuss how we can work together for the Festival of Archaeology, a national event which will be held in July 2019.

I have helped to supervise two work placement students, explaining my role and giving them tasks relating to the reminiscence boxes.

Professional Development & Training

I did some research on prehistory for History Week.

Members are requested to:

Note the report.

Jane Hill
Museum Community Liaison Officer
26.3.2019

Museum and Heritage Sub Committee – March 2019. Retail & External Bookings.
Written by Matthew Holden – Visitor Services Supervisor

Retail

- Cards and gemstones continue to be our most popular purchases. We are working alongside a huge national project to make sure all gemstones are ethically sourced. Such a thing is important for the modern shopper.
- Several new suppliers are coming into the shop over the next few weeks. They are all local handmade crafts. Such support for the local community is important. Alongside this they are sale or return suppliers which is a good bonus for us.
- The book range continues to expand. The new book by 'Historic England' about our town is proving exceedingly popular. We have sold eight in one week and already I have had to order more.
- A local business, Frocester Group, have kindly donated a new display panel to us. Here we shall prominently display our new bespoke Weston Museum magnets.

External Bookings

- The new children's birthday party package has proven to be a resounding success. Seven have been booked over the last month alone.
- Two wedding receptions have been booked for later in the year. The museum will close early to accommodate this. We believe these can be two huge showcase events for us. The stunning courtyard coupled with the knowledge that Weston Museum is capable of producing such large and glamorous functions should truly put us on the map.
- Despite being let down by the main exhibitor at the 11th hour the Railway Weekend was a great success. Just shy of 1000 people visited the museum over the two days making it the most successful weekend since reopening. The café and retail combined also made over £1000.
- Room hire has now reached saturation point. I have just been putting bookings wherever they are requested. However, we are now so popular than some planning and organisation are now required.
- Jazz evening proved to be so successful that we have decided to make it a regular event every few months.
- Much of my work over the last few weeks has been preparing and marketing events for the upcoming Easter holiday.
- From here on in most of the events I conceive will be targeted for the busy tourist season.

Upcoming events:

1st- 7th April: Autism awareness exhibition.

3rd April: Churches and Church Music talk.

5th April: Book launch evening.

7th, 17, 18th April: Slime workshop

19th April: Lego workshop

24th April: Theatre scratch night

27th, 28th April: Puppetry skills workshop for children and adults

M&H Report - March 2019. Clara's Café / Catering.
Written by: Harvey Kay – Temporary Catering Supervisor

The previous few months in the café have been a time of adjustment for all of the café staff following the truly sad death of our former Catering Supervisor, Sue Goodridge. She was highly influential in setting the café along the right course and it is an effort which should not be forgotten.

As a means of updating the current staff roster we have gained a new member of staff, Andrea, who joined our team in February 2019 on a 20 hour per week contract. This role was opened up to save money in staffing costs after the previous apprenticeship scheme with the museum came to a close.

- All function menu options are currently under assessment. As it stands, the priority is to ascertain whether the range of choices ask too much of an already limited staffing structure.
- Delivery-based functions are also a concern due to limited staffing in the museum reducing delivery possibilities. There has been a reduction in staffing hours, this will cause a struggle for growth without further investment, particularly in the summer.
- We have improved the due diligence standards in an attempt to not just meet the top tier of food hygiene standards, but also exceed it.
- Another major aspect currently being worked on is improving upon the consistency amongst all café items. I organised a barista training course which was well attended by both regular volunteers and staff. Also in the works is an easy to understand production guideline for the preparation of every café item.
- We are currently looking to expand on our menu a little, with the aim being to give vegetarians and vegans a little more choice. This process is intended to be a slow introduction due to the point above being the priority – Quality over Quantity.
- Marketing is to be a significant focus of mine over the next few months. Both internal and external forms are equally crucial, with the intention of both retaining local customers for off-peak periods and enticing families and groups to come to the café for lunches and drinks over other competitors.

Notable events / unique ventures from the previous few months

- Volunteer thank you party (05/01/2019)
- Mayor's Reception (27/03/2019)
- Visit from Barnstable Museum staff and volunteers (28/03/2019)
- Resounding Success of new birthday packages (Various dates)

Museum and Heritage Sub Committee April 2019

Volunteer Engagement Report

Written by Lisa Clemons – Volunteer Coordinator

Clevedon Torc Volunteers

Volunteer numbers for the Clevedon Torc are slowly creeping up but there is still a way to go to fill the gaps on the rota. This is something that has led to needing staff support from the museum and wider Town Council staff. I am aware that this is not ideal and has been a source of frustration for all concerned in particular when we have such a large pool of volunteers.

Unfortunately, whilst volunteer numbers overall are up on last year finding volunteers to be gallery stewards is still a challenge. One of the reasons our volunteer program is so successful is the variety of roles we offer, this opens up our recruitment pool quite considerably which is fantastic for the museum service as a whole, it does however remove the expectation of volunteers to volunteer in all areas doing whatever is necessary as was the case before the closure.

We do have a role for general help though rarely does this amount to volunteers choosing to help out in the galleries. Despite the challenges to recruiting gallery stewards I believe the program we are running at the moment is still getting far better results than if we were to revert back to the expectation that volunteers will be told what they will be doing. The fact that our existing volunteers from other areas rarely sign up for gallery shifts indicates that it is something they don't want to or feel comfortable doing and if they were to be pressed I believe they would stop volunteering altogether.

Going Forward

- I will continue to advertise volunteering opportunities (focusing on the gallery steward role) via social media, internal and external posters, leaflets to community groups and attending relevant events.
- During national volunteer week in June there will be an exhibition in the courtyard showcasing what our volunteers do, with taster sessions planned throughout the week.
- The applications from travel and tourism students are starting to flow in with the first set of inductions taking place this month. These students will spend some of their time in the galleries engaging with visitors and completing the visitor insight survey.

Members are requested to: Note the report on Clevedon Torc volunteers