

**WESTON-SUPER-MARE TOWN COUNCIL  
NOTES OF THE  
HERITAGE ARTS AND CULTURE COMMITTEE  
HELD VIA ZOOM ON 12<sup>th</sup> NOVEMBER 2020**

**Meeting Commenced:** 10:03 am

**Meeting Concluded:** 12:04 pm

**PRESENT:** Councillors John Crockford-Hawley (Chairman), Peter Crew, Catherine Gibbons, Jan Holloway and Peter Mcaleer; Malcolm Nicholson (Town Clerk), Sarah Pearse (Deputy Town Clerk), Molly Maher (Development Officer), Matt Hardy (Visitor Services Manager), Sally Heath (Theatre Manager), Matthew Holden (Visitor Services Supervisor), Becky Walsh (Communications Officer), Michele Green and Sam Astill (South West Heritage Trust), Richard Blows (Transformation Programme Manager Corporate Services), Fiona Matthews and Tom Newman (Theatre Orchard) and Peter Barrington (parishioner).

**IN ATTENDANCE:** Councillor Sonia Russe.

<b>83</b>	<b>Apologies for absence and notification of substitutes</b>  There were no apologies for absence received.
<b>84</b>	<b>Declarations of interest</b>  There were no declarations of interest received.
<b>85</b>	<b>To approve the accuracy of the Minutes of the last meeting held on 10<sup>th</sup> September 2020</b>  The minutes of the meeting had been previously circulated with the agenda.  <b>PROPOSED BY:</b> Councillor John Crockford-Hawley <b>SECONDED BY:</b> Councillor Peter Crew  <b>RESOLVED:</b> That the minutes be approved and signed by the Chairman
<b>86</b>	<b>Budget for 2020/2021</b>  A detailed income and expenditure report had been previously circulated with the agenda.  The Deputy Town Clerk advised that the figures had already been submitted to the Policy and Finance Committee. It was noted that it had been a difficult time for the Museum and the Blakehay. However, there was still hope that the budget would be balanced at the end of the financial year as long as the expenditure remained at a reasonable rate.  A member was pleased to see that Weston Museum had joined the 'virtual

	<p>high street' for the gift shop stock and enquired whether targets had been set. The Visitor Services Supervisor clarified that in order to for this function to be available, 10 or more high street shops had to sign up, with Weston Museum having been the first. It was noted that sale or return stock partners could be approached to join, but that they were currently part of a rival platform run by North Somerset Council. A member suggested that dual hatted members could make enquiries into this. The Chairman suggested that the Visitor Services Manager and Supervisor should speak with Councillor Mark Canniford.</p> <p><b>RESOLVED:</b> That the report be noted</p>
87	<p><b>Marketing Report</b></p> <p>The report of the Communications Officer had been previously circulated with the agenda.</p> <p>The Chairman wanted to give thanks for the work that was being done at the Cemetery and the film that had been created, and work done through the Blue Plaque scheme. Some of the plaques had made international news, and the plaque of Bob Hope had featured on 'Have I Got News For You'.</p> <p>The Communications Officer informed that there had been some changes since the report had been circulated. Work had begun on a film for the Christmas Lights but was limited by Covid restrictions. The use of a drone had been considered, but a pilot's license would be required to operate this. Instead images would be used to supplement the filming already done and work would continue when restrictions had been lifted. The events at the quarry had been cancelled due to the poor weather.</p> <p>A Remembrance service film had been created and had been partially broadcast on Points West.</p> <p>Debate ensued. The Chairman queried the work done on the noticeboards with authors. It was explained that due to Covid and the lack of events, the noticeboards were empty. The Communications Officer worked with local authors to create presentations of books in all the noticeboards. This had been arranged through the Literary Festival Facebook page and featured summaries, images and content from books created by local authors. It was noted that this may be changed for Tree Week to support the work the Council was planning through the Climate Change Working Group.</p> <p>A member gave thanks to the Communications Officer and all those involved in the Covid Stories project and expressed her sadness that this did not work out due to lack of participation. The work and guidance that was created could be useful in the future.</p> <p>At North Somerset Council the planning department had been discussing the use of drones for planning applications. Another member informed that she knew someone who could operate a drone. The Town Clerk advised that time was the main issue, as the Communication Officer was busy with lots of</p>

	<p>projects.</p> <p>It was explained that it was not as simple as it would seem to gain a license. In order to carry out 'commercial' work, a license was required more than just locally, and flight plans and other issues would have to be considered. The Communications Officer</p> <p><b>RESOLVED:</b> That the report be noted</p>
88	<p><b>Weston Museum Management Report</b></p> <p>The report of the Museum Visitor Services Manager had been previously circulated with the agenda.</p> <p>The Visitor Services Manager advised that the report had been formulated prior to the second lockdown.</p> <p>The Chairman asked for more information regarding the new function room for the benefit of members who had not had the opportunity to see it. The room which used to be the old pottery gallery was nearly completed, with snagging taking longer than usual due to Covid. The future aspiration was to be able to host celebrations in there, including Weddings. The Chairman felt it was good that works had been able to take place during lockdown, to have the least amount of impact on visitors.</p> <p>The Chairman asked what the position on the concert by Costanzi Consort was, as there was a need to be clear on how the Museum was allowed to proceed. It was queried whether the performance could be broadcast. The Visitor Services Manager advised that with the uncertainty nationally due to Covid, it did not leave a suitable amount of time to generate the buzz required to sell enough tickets to make it a worthwhile event. A concert at All Saints Church was planned for a few days before the performance at the Museum.</p> <p>The Chairman added that it was a very different performance, more of a carol concert with no admission charge, whereas the Museum event was ticketed. The Chairman queried where the majority of the workload fell to, either the Museum or Costanzi. Whilst both worked together, a substantial amount of work was required from Weston Museum. The Visitor Services Manager felt that it was worth exploring in the future, but was not feasible at this point.</p> <p>The Town Clerk reiterated the uncertainty of the national situation, with things unlikely to return to normal on the 2<sup>nd</sup> December. Regions would fall back into the tiered system and it was felt this would likely be a high tier for North Somerset.</p> <p>Richard Blows of North Somerset Council agreed with the assessment of the Town Clerk that the town would be likely going into a higher tiered system as this allowed for more support for businesses during restrictions.</p> <p>The Theatre Manager gave some clarity regarding the differences between professional and amateur performances. It was noted that the nation was</p>

	<p>currently on Stage 3 of the 'Roadmap for Theatres', which meant that the only people allowed in theatres were those whose work place it was.</p> <p>Sam Astill of the South West Heritage Trust informed that they had made the decision to pull events in Somerset Museums due to the uncertainty.</p> <p>The Chairman referred to the report where there was a desire to expand the volunteer operation across the Town Council. He asked how discussion would be proceeding. It was informed that the Volunteer Coordinator had already met with the different service managers, but progress had been halted due to lockdown. It was felt that volunteering could be embedded across the Town Council due to the success at Weston Museum. There were opportunities with the Blakehay Theatre, and the Grounds Team through Weston in Bloom, as well as other services.</p> <p>The Deputy Town Clerk added that they had changed the culture at the Museum, which had been valuable in so many ways. It was noted that there was a need to work more with the community, with Weston Museum acting as a catalyst for this.</p> <p>It was noted that the increase in spend per head at the Museum was positive. Volunteering was beneficial for participants as people could increase their skills. It was queried whether the team had considered working with the college to encourage current volunteers to undertake NVQ's. The Visitor Services Manager informed that this could be explored and that currently, those with the desire to do this had already been referred to the Museum through organisations who assisted with this. The Deputy Town Clerk added that discussion was being had at all levels and was being explored.</p> <p><b>RESOLVED:</b> That the report be noted.</p>
89	<p><b>Blakehay Theatre Management Report</b></p> <p>The report of the Theatre Manager had been previously circulated with the agenda.</p> <p>The Chairman congratulated the team on obtaining the Cultural Recovery Funding totaling £323,000. Particular thanks were given to those who formulated the application in a limited timeframe. The Chairman queried whether the areas that had been granted funding were future proof. The Theatre Manager informed that whilst all of the items applied for were strictly necessary for the theatre to reopen and become Covid compliant, they would have benefits beyond the grant. Whilst the ventilation was a necessity to get patrons in the building, it would also ease comfort during the summer months when the theatre was usually stuffy. The streaming equipment also had future uses and when the theatre fully reopened, would allow sold out shows further engagement online.</p> <p>The Theatre Manager reported that two outdoor events would take place before the grant deadline of 31<sup>st</sup> March 2021, hoping to take place on the 26<sup>th</sup> and 27<sup>th</sup> March. The first event would be a comedy performer and the second</p>

	<p>an opportunity for local theatre companies to come together and perform, offering them a percentage of the ticket sales. It was noted that the event on the 27<sup>th</sup> March was World Theatre Day.</p> <p><i>Councillor Robert Payne entered the meeting at 10:56 am</i></p> <p>It was queried whether the hybrid model of live streamed and live performances would affect the number of people physically visiting the theatre. The Theatre Manager advised that in a survey carried out in partnership with UK Theatres, the results indicated that people wanted to get back into theatres as they missed the physical theatre experience. It was not felt that live streaming would affect ticket sales.</p> <p>There was general agreement from members to pursue the Theatre Manager's events plan.</p> <p><b>RESOLVED:</b> That the report be noted</p>
90	<p>At this point in the meeting, the Chairman brought forward item 9 on the agenda.</p> <p><b>Application to Weston Town Council for events support</b></p> <p>The report from Culture Weston had been previously circulated with the agenda.</p> <p>An application for funding had been submitted to the Community Services Committee totaling £32,000 for a winter lights event and Arts and Health Weekend to be carried out by Culture Weston. The Chairman informed that the Community Services Committee had agreed to fund the £20,000 required for the Winter Lights events and requested results from the event before they would agree to support the £12,000 required for the Arts and Health Weekend.</p> <p>The Deputy Town Clerk advised that the events funding budgeted for the year 2020/2021 had been given little direction so far due to Covid. Members felt that this first event would be a way to test the waters. This event should be a collaboration, working together on execution and marketing to ensure its success. The Community Services Committee were particularly sympathetic to the fact that the event would not go ahead without financial backing.</p> <p>The Chairman agreed it would be sensible to report back to the Community Services Committee after the winter lights event for them to consider further funding. It was important that the Town Council were viewed as partners and not simply a financial backer.</p> <p>Giving background to the report, Fiona Matthews informed that there had been a need to host an event which encouraged footfall, with the winter lights event emerging from this. This would take the form of a trail around Grove Park. Whilst December had previously been suggested for this event, it was felt that January may be a better option. The event also included a winter</p>

	<p>wonderland, a national event which encouraged people to light up their windows.</p> <p>The Chairman queried how the advisory group functioned within Culture Weston and requested that he, the Mayor and the Deputy Mayor should be involved, as they had visited Hildesheim the previous year, during their festival of light.</p> <p><b>PROPOSED:</b> Councillor John Crockford-Hawley  <b>SECONDED:</b> Councillor Jan Holloway</p> <p><b>RESOLVED:</b></p> <p>90.1 To support the view of Community Services that £20,000 be granted to Culture Weston for the Winter Lights event.</p> <p>90.2 That the additional £12,000 requested be reconsidered after the winter lights event to ensure its aims have been met and that the event had been successful, Culture Weston working with the Town Council on evaluation.</p> <p>90.3 That the change in date from December to January for the event be agreed.</p> <p>90.4 That a report be submitted to the Community Services Committee following the evaluation offering recommendations on the following request for £12,000.</p> <p>Fiona welcomed Tom Newman to the meeting as Culture Weston’s new manager. It was advised that they would be taking part in a kickstart scheme locally. Tom in his new role would be supporting the creation of opportunities for young people. Culture now occupied two spaces in Weston, with an office on the first floor of Arts Space, as well as a unit in the Sovereign Centre.</p> <p>Culture Weston was working with Cara and the Heritage Action Zone on memory bank.</p> <p>A resource list had been created detailing activities and resources. This included items from Weston Museum, the libraries and many other organisations.</p> <p>Fiona informed that the next Boredom Buster being created by Culture Weston was focused on trees. The Chairman suggested there could be a potential link with the Communications Officer. A member highlighted the need to address anything regarding the Hillfort with care.</p> <p><b>RESOLVED:</b> That the report be noted.</p>
<p><b>91</b></p>	<p><b>WSMTC Grant Development Report</b></p> <p>The Development Officer verbally reported on the following:</p>

	<p><b>91.1 Cultural Recovery Fund:</b> The Town Council were required to complete another action plan, budget and cash flow documents regarding the Cultural Recovery Fund. It was felt this was not an issue for the Town Council, and was more likely an aim at those organisations who had planned for events to take place in November which were affected by the lockdown. No changes would be made to the budget or action plan, but the cash flow document may change to reflect the delay in funds being released.</p> <p>Procurement had begun for the ventilation, separation of dressing rooms, and external entry ramp. The Expression of Interest phase had ended, with a good amount of uptake. A mechanical and electrical engineer had been instructed to create a specification for the tender to be sent to contractors.</p> <p><b>91.2 Know Your Place:</b> It was noted that the project was now in phase two, with funding from Cara MacMahon and Historic England through the Heritage Action Zone to bridge the gap before a second funding application could be completed for the National Lottery Heritage Fund.</p> <p><b>91.3 Museum wedding license:</b> It was noted that now the Function Room had been completed, a wedding license for Weston Museum would now be explored.</p> <p><b>RESOLVED:</b> - That the verbal report be noted.</p>
92	<p><b>South West Heritage Trust (SWHT) Report</b></p> <p>A report from Michele Green had been previously circulated with the agenda.</p> <p>It was noted that the conservation of the William Mable portrait had been completed at a total cost of £300.</p> <p>Preparation on the Ivy Millicent Exhibition had continued and the Clevedon Torc would be returned to the British Museum in November 2021. Michele had begun research into a replacement option, with a bronze figure of Capricorn being suggested to members, which had been discovered in Burrington, North Somerset in 2012 and could come to the Museum on a 6-month loan.</p> <p>The Chairman welcomed the loan.</p> <p>The exhibition currently in the Museum now had a name: Reaching for Rainbows: The Lockdown Photography of Jason Bryant.</p> <p>The unveiling of the exhibition for the Ivy Millicent James exhibition could be done alongside the unveiling of her plaque.</p> <p><b>RESOLVED:</b> - That the report be noted.</p>
93	<p><b>To receive a verbal report from the Friends of Weston Museum</b></p>

	Heather Morrissey was unable to attend the meeting.
<b>94</b>	<p><b>North Somerset Council and Heritage Action Zone update</b></p> <p>The report of the Heritage Action Zone Officer had been previously circulated with the agenda.</p> <p>Richard Blows reported that North Somerset Council were working hard to agree measures with Parkwood for The Playhouse.</p> <p>The Chairman informed that Councillor Solomon of North Somerset Council, who was the Executive Member for Communities, Tourism and Leisure, was keen to support the Town Council with arts and heritage. He suggested that it might be prudent to extend an invitation to the committee to get him involved in discussions, to which members agreed. The Chairman wanted to give particular thanks to Cara for her work with the Heritage Open Days. It was noted that Weston had had the most successful Heritage Open Days at a distance nationally. He highlighted that there were many films which included Weston, and wondered if there was an opportunity for a film festival. Sam Astill suggested that the Film and Television Archive in Plymouth could be used to do this.</p> <p>The Theatre Manager informed that the theatre and the Museum were currently working with a charity to bring a virtual film festival to Weston.</p> <p><b>RESOLVED:</b> That the report be noted and Cllr Solomon be invited to attend future meetings of the Committee</p>
<b>95</b>	<p><b>Town Council Involvement in the Town Quarry</b></p> <p>The report of the Town Clerk and Deputy Town Clerk had been previously circulated with the agenda.</p> <p>The Chairman gave his thanks to staff for the work that went in to the events at the quarry.</p> <p>The Town Clerk informed that the Civic Society had approached the Town Council around five years previously, regarding the acquisition of the Town Quarry. This had been stalled by North Somerset Council as the parks team had had some interest in taking it over.</p> <p>This had not been pursued by North Somerset Council and the Civic Society had again approached the Town Council again two years ago. The budget at the time was tight, and it was coming up to the election. The costs associated were substantial with the Quantity Surveyor having quoted £120,000 to get the Quarry up to acceptable working order. The Stable were also interested in the Quarry and it was felt it could be run in partnership. There had been a substantial Community Infrastructure Levy (CIL) receipt which would cover the costs of bringing the Quarry up to an acceptable standard.</p> <p>Currently the quarry had a café, substantial outdoor space, and artists' studios. In informal discussions with Alex Hearn of NSC it had been felt that working with</p>



	<p>the Stable on the venture could be viable. It had been suggested that the Town Council could lease the Quarry, and the Stable sub-lease part. It had been suggested that it could be used as a base for the Grounds Team. Without intervention the Quarry was at risk of closure as a public facility and so the committee needed to make a clear recommendation.</p> <p>The Deputy Town Clerk advised that the venture would enable working in alternative ways, and could support other departments, giving the example of the use of the outdoor space by the Theatre and the Museum. The Halloween event at the Quarry had been put together in 4 weeks, which was a success despite the weather. She had been working with John Martell regarding condition surveys and it was felt that since the initial cost of £120,000 for improvements had been estimated, some improvements had already been made and so the cost would reduce.</p> <p>The Town Clerk added that the Quarry was a key arts and culture location, with lots of opportunities for heritage too.</p> <p>A member highlighted the need to take nesting peregrine falcons into consideration during any planning. It was reiterated that the Quarry was a partial native reserve.</p> <p><b>PROPOSED BY:</b> Councillor John Crockford-Hawley <b>SECONDED BY:</b> Councillor Peter Crew</p> <p><b>RECOMMENDATION:</b> To support the proposal for discussions to take place with North Somerset Council, the Civic Society and the Stable to develop a proposal to keep the Quarry open as a community facility, with further reports to be submitted to Committee as and when they become available.</p>
	<p>There being no further business the meeting concluded at 12:04 pm</p> <p>Signed.....Dated..... Chairman of the Heritage Arts and Culture Committee</p>

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
<b>140 Museum Central Costs</b>								
1034 Grant funding	0	(747)	0	747			0.0%	
1100 Miscellaneous Income	0	1,138	7,500	6,362			15.2%	
1122 Fundraising	0	18	0	(18)			0.0%	
<b>Museum Central Costs :- Income</b>	<b>0</b>	<b>409</b>	<b>7,500</b>	<b>7,091</b>			<b>5.5%</b>	<b>0</b>
4000 Staffing Costs	9,772	85,780	113,822	28,042		28,042	75.4%	
4012 Travel & Subsistence Expenses	6	76	200	124		124	37.9%	
4013 Training	619	978	5,000	4,022		4,022	19.6%	
4014 P P E / Health & Safety	339	3,130	1,000	(2,130)		(2,130)	313.0%	
4019 Website Costs-TC	(621)	18	600	582		582	3.0%	
4030 Equipment Purchase	15	213	1,300	1,087		1,087	16.4%	
4031 Equipment - Rental	22	362	1,616	1,254		1,254	22.4%	
4033 Equipment mtce contracts	0	(25)	0	25		25	0.0%	
4034 Equipment Repairs	0	112	200	88		88	56.0%	
4035 Telephone	137	1,527	1,600	73		73	95.4%	
4036 Stationery	39	152	750	598		598	20.3%	
4039 Advertising & Marketing	235	1,227	4,000	2,773		2,773	30.7%	
4041 Fees, Subs and Conferences	0	115	300	185		185	38.3%	
4043 Ink Cartridges/printing	0	25	0	(25)		(25)	0.0%	
4044 Insurance	267	1,145	1,600	455		455	71.6%	
4102 NNDR	532	49,937	53,551	3,614		3,614	93.3%	
4104 Utilities - Water	0	1,139	978	(161)		(161)	116.5%	
4105 Utilities - Heat & Light	364	5,380	12,547	7,167		7,167	42.9%	
4109 Alarm system	(26)	587	1,000	413		413	58.7%	
4110 Cleaning	0	6,584	12,000	5,416		5,416	54.9%	
4111 Window Cleaning	0	350	600	250		250	58.3%	
4114 Refuse Removal	65	1,151	1,800	649		649	63.9%	
4131 Licenses	0	386	1,350	964		964	28.6%	
4161 Volunteer Training	0	0	1,000	1,000		1,000	0.0%	
4214 Somerset County Council - SLA	0	0	69,454	69,454		69,454	0.0%	
6000 Admin Salaries Recharge	0	21,091	19,776	(1,315)		(1,315)	106.6%	
6005 Admin Overhead Recharge	0	4,482	6,448	1,966		1,966	69.5%	
6007 Grove House Recharge	0	1,065	1,104	39		39	96.5%	
6008 Grove Lodge Recharges	0	904	832	(72)		(72)	108.7%	
6010 Grounds Salaries Recharge	0	451	464	13		13	97.2%	
6015 Grounds Overhead Recharge	0	129	152	23		23	85.1%	
<b>Museum Central Costs :- Indirect Expenditure</b>	<b>11,765</b>	<b>188,471</b>	<b>315,044</b>	<b>126,573</b>	<b>0</b>	<b>126,573</b>	<b>59.8%</b>	<b>0</b>
<b>Net Income over Expenditure</b>	<b>(11,765)</b>	<b>(188,061)</b>	<b>(307,544)</b>	<b>(119,483)</b>				

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
<b>141 Museum Learning and Events</b>								
1006 Museum Learning Room Hire	0	(60)	8,487	8,547			(0.7%)	
1008 Museum handling box hire	280	630	1,575	945			40.0%	
1103 Other event misc income	0	0	7,290	7,290			0.0%	
<b>Museum Learning and Events :- Income</b>	<b>280</b>	<b>570</b>	<b>17,352</b>	<b>16,782</b>			<b>3.3%</b>	<b>0</b>
4000 Staffing Costs	2,255	20,382	29,353	8,971		8,971	69.4%	
4020 Learning/Event education equip	72	1,302	1,000	(302)		(302)	130.2%	
4039 Advertising & Marketing	0	83	1,000	917		917	8.3%	
4058 Learning/Events Museum events	0	(175)	1,000	1,175		1,175	(17.5%)	
<b>Museum Learning and Events :- Indirect Expenditure</b>	<b>2,327</b>	<b>21,593</b>	<b>32,353</b>	<b>10,760</b>	<b>0</b>	<b>10,760</b>	<b>66.7%</b>	<b>0</b>
<b>Net Income over Expenditure</b>	<b>(2,047)</b>	<b>(21,023)</b>	<b>(15,001)</b>	<b>6,022</b>				
<b>142 Museum Cafe</b>								
1004 Cafe Sales	0	1,480	62,000	60,520			2.4%	
<b>Museum Cafe :- Income</b>	<b>0</b>	<b>1,480</b>	<b>62,000</b>	<b>60,520</b>			<b>2.4%</b>	<b>0</b>
4000 Staffing Costs	3,285	30,922	48,023	17,101		17,101	64.4%	
4014 P P E / Health & Safety	(100)	1,232	1,100	(132)		(132)	112.0%	
4015 SLA Somerset	0	0	1,824	1,824		1,824	0.0%	
4017 Museum cafe equip rental	152	1,420	0	(1,420)		(1,420)	0.0%	
4031 Equipment - Rental	13	13	0	(13)		(13)	0.0%	
4058 Learning/Events Museum events	0	0	1,000	1,000		1,000	0.0%	
4110 Cleaning	0	21	845	824		824	2.5%	
4114 Refuse Removal	94	487	800	313		313	60.9%	
4151 Catering	0	225	500	275		275	45.1%	
4406 Bar Stock	0	0	2,500	2,500		2,500	0.0%	
4407 Museum cafe stock	0	1,353	13,000	11,647		11,647	10.4%	
<b>Museum Cafe :- Indirect Expenditure</b>	<b>3,444</b>	<b>35,673</b>	<b>69,592</b>	<b>33,919</b>	<b>0</b>	<b>33,919</b>	<b>51.3%</b>	<b>0</b>
<b>Net Income over Expenditure</b>	<b>(3,444)</b>	<b>(34,193)</b>	<b>(7,592)</b>	<b>26,601</b>				
<b>143 Museum shop/retail</b>								
1005 Museum Shop Sales	226	927	13,500	12,573			6.9%	
1009 Museum sale or return comm	0	145	4,000	3,855			3.6%	
<b>Museum shop/retail :- Income</b>	<b>226</b>	<b>1,072</b>	<b>17,500</b>	<b>16,428</b>			<b>6.1%</b>	<b>0</b>
4031 Equipment - Rental	13	130	0	(130)		(130)	0.0%	
4136 Credit Card Chgs	3	29	312	283		283	9.3%	
4408 Museum shop stock	123	2,507	7,000	4,493		4,493	35.8%	
<b>Museum shop/retail :- Indirect Expenditure</b>	<b>140</b>	<b>2,666</b>	<b>7,312</b>	<b>4,646</b>	<b>0</b>	<b>4,646</b>	<b>36.5%</b>	<b>0</b>
<b>Net Income over Expenditure</b>	<b>86</b>	<b>(1,594)</b>	<b>10,188</b>	<b>11,782</b>				

## Detailed Income &amp; Expenditure by Budget Heading 31/12/2020

Month No: 9

## Cost Centre Report

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
<u>144</u> <u>Museum Temporary Gallery</u>								
4039 Advertising & Marketing	0	292	1,000	708		708	29.2%	
Museum Temporary Gallery :- Indirect Expenditure	0	292	1,000	708	0	708	29.2%	0
Net Expenditure	0	(292)	(1,000)	(708)				
<u>145</u> <u>Museum Function</u>								
1104 Function Income	0	(265)	31,500	31,765			(0.8%)	
Museum Function :- Income	0	(265)	31,500	31,765			(0.8%)	0
4000 Staffing Costs	0	0	2,385	2,385		2,385	0.0%	
4030 Equipment Purchase	0	22	500	478		478	4.4%	
4039 Advertising & Marketing	0	61	1,000	939		939	6.1%	
Museum Function :- Indirect Expenditure	0	83	3,885	3,802	0	3,802	2.1%	0
Net Income over Expenditure	0	(348)	27,615	27,963				
Grand Totals:- Income	506	3,266	135,852	132,586			2.4%	
Expenditure	17,677	248,778	429,186	180,408	0	180,408	58.0%	
Net Income over Expenditure	(17,171)	(245,512)	(293,334)	(47,822)				
Movement to/(from) Gen Reserve	(17,171)	(245,512)						

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
<b>120 Blakehay Central Costs</b>								
4000 Staffing Costs	3,716	33,467	44,338	10,871		10,871	75.5%	
4013 Training	100	397	2,355	1,958		1,958	16.8%	
4014 P P E / Health & Safety	296	897	1,000	103		103	89.7%	
4019 Website Costs-TC	1,494	1,494	1,000	(494)		(494)	149.4%	
4030 Equipment Purchase	0	271	1,906	1,635		1,635	14.2%	
4031 Equipment - Rental	44	995	2,936	1,941		1,941	33.9%	
4034 Equipment Repairs	0	0	500	500		500	0.0%	
4035 Telephone	71	921	995	74		74	92.6%	
4044 Insurance	100	447	600	153		153	74.6%	
4102 NNDR	310	2,910	3,510	600		600	82.9%	
4104 Utilities - Water	0	0	906	906		906	0.0%	
4105 Utilities - Heat & Light	147	2,943	6,986	4,043		4,043	42.1%	
4109 Alarm system	(213)	500	600	100		100	83.4%	
4110 Cleaning	0	114	700	586		586	16.3%	
4111 Window Cleaning	0	110	300	190		190	36.7%	
4114 Refuse Removal	83	1,226	1,500	274		274	81.8%	
4131 Licenses	30	261	295	34		34	88.5%	
4136 Credit Card Chgs	3	29	0	(29)		(29)	0.0%	
6000 Admin Salaries Recharge	0	15,171	14,224	(947)		(947)	106.7%	
6005 Admin Overhead Recharge	0	3,222	4,640	1,418		1,418	69.4%	
6007 Grove House Recharge	0	768	792	24		24	97.0%	
6008 Grove Lodge Recharges	0	651	600	(51)		(51)	108.5%	
6010 Grounds Salaries Recharge	0	226	232	6		6	97.4%	
6015 Grounds Overhead Recharge	0	66	72	6		6	92.2%	
<b>Blakehay Central Costs :- Indirect Expenditure</b>	<b>6,183</b>	<b>67,088</b>	<b>90,987</b>	<b>23,899</b>	<b>0</b>	<b>23,899</b>	<b>73.7%</b>	<b>0</b>
<b>Net Expenditure</b>	<b>(6,183)</b>	<b>(67,088)</b>	<b>(90,987)</b>	<b>(23,899)</b>				
<b>121 Blakehay -Auditorium</b>								
1013 BH annual membership	0	0	100	100			0.0%	
1090 Bookings	0	0	43,000	43,000			0.0%	
<b>Blakehay -Auditorium :- Income</b>	<b>0</b>	<b>0</b>	<b>43,100</b>	<b>43,100</b>			<b>0.0%</b>	<b>0</b>
4000 Staffing Costs	1,682	15,657	29,599	13,942		13,942	52.9%	
4039 Advertising & Marketing	11	54	5,900	5,846		5,846	0.9%	
4224 Blakehay Performing Rights	0	0	1,000	1,000		1,000	0.0%	
<b>Blakehay -Auditorium :- Indirect Expenditure</b>	<b>1,693</b>	<b>15,711</b>	<b>36,499</b>	<b>20,788</b>	<b>0</b>	<b>20,788</b>	<b>43.0%</b>	<b>0</b>
<b>Net Income over Expenditure</b>	<b>(1,693)</b>	<b>(15,711)</b>	<b>6,601</b>	<b>22,312</b>				

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
<b>122 Blakehay - Upper Studio</b>								
1014 BH evening classes income	0	0	1,400	1,400			0.0%	
1090 Bookings	30	(72)	12,000	12,072			(0.6%)	
Blakehay - Upper Studio :- Income	30	(72)	13,400	13,472			(0.5%)	0
4000 Staffing Costs	0	2,220	6,406	4,186		4,186	34.7%	
4141 BH evening classes expenditure	0	0	750	750		750	0.0%	
Blakehay - Upper Studio :- Indirect Expenditure	0	2,220	7,156	4,936	0	4,936	31.0%	0
Net Income over Expenditure	30	(2,292)	6,244	8,536				
<b>123 Blakehay Bar</b>								
1193 Blakehay Bar Events Hire	0	0	1,750	1,750			0.0%	
1194 Blakehay Bar Income	0	0	15,000	15,000			0.0%	
Blakehay Bar :- Income	0	0	16,750	16,750			0.0%	0
4000 Staffing Costs	357	3,631	8,683	5,052		5,052	41.8%	
4031 Equipment - Rental	312	1,596	2,574	978		978	62.0%	
4405 Blakehay Bar Expenditure	0	73	5,000	4,927		4,927	1.5%	
Blakehay Bar :- Indirect Expenditure	668	5,300	16,257	10,957	0	10,957	32.6%	0
Net Income over Expenditure	(668)	(5,300)	493	5,793				
<b>124 Blakehay Box Office</b>								
1105 Blakehay Box office income	0	(30)	10,800	10,830			(0.3%)	
Blakehay Box Office :- Income	0	(30)	10,800	10,830			(0.3%)	0
4000 Staffing Costs	1,278	11,706	18,312	6,606		6,606	63.9%	
4031 Equipment - Rental	0	110	0	(110)		(110)	0.0%	
4036 Stationery	0	25	800	775		775	3.1%	
4136 Credit Card Chgs	0	0	528	528		528	0.0%	
4407 Museum cafe stock	0	48	0	(48)		(48)	0.0%	
Blakehay Box Office :- Indirect Expenditure	1,278	11,889	19,640	7,751	0	7,751	60.5%	0
Net Income over Expenditure	(1,278)	(11,919)	(8,840)	3,079				
<b>125 Blakehay -Live Shows</b>								
1106 Blakehay events income	14	498	48,000	47,502			1.0%	
Blakehay -Live Shows :- Income	14	498	48,000	47,502			1.0%	0
4016 Show costs	0	2,250	24,000	21,750		21,750	9.4%	
4039 Advertising & Marketing	0	0	2,400	2,400		2,400	0.0%	
Blakehay -Live Shows :- Indirect Expenditure	0	2,250	26,400	24,150	0	24,150	8.5%	0
Net Income over Expenditure	14	(1,752)	21,600	23,352				

## Detailed Income &amp; Expenditure by Budget Heading 31/12/2020

Month No: 9

## Cost Centre Report

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
Grand Totals:- Income	44	396	132,050	131,654			0.3%	
Expenditure	9,822	104,459	196,939	92,480	0	92,480	53.0%	
Net Income over Expenditure	<u>(9,778)</u>	<u>(104,063)</u>	<u>(64,889)</u>	<u>39,174</u>				
Movement to/(from) Gen Reserve	<u>(9,778)</u>	<u>(104,063)</u>						

## 5. Heritage, Arts and Culture Committee January 2021

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

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Agenda Item No. TBC – Communication and Marketing Report

### Blue Plaques

We now have buildings permissions for the last two plaques. However, due to COVID restrictions the unveilings are on hold.

### Place making film (Old Christmas lights film)

The Christmas lights film which couldn't be finished due to the second lockdown is still in development. The film is to be created to show how great Weston is as a place to live. North Somerset Council have kindly waved the filming permissions costs. Sally Lowe is filming and Becky Walsh is currently editing.

### Ellenborough Park West

Ellenborough Park West now has a [Facebook page](#).

### Town Council Website new pages by the end of January:

- Ellenborough Park West
- Love the Outdoors
- Milton Road Cemetery History

### Changes and details below:

New section on this page - [Parks and Play Areas page on Town Council Website](#)

### Ellenborough Park West

Ellenborough Park West is a wellbeing park, allowing for outside yoga, meditation, picnics, events and for children to play. The park will continue to have a 'No Dogs' policy, unlike its sister park Ellenborough Park East where dogs are very welcome. We hope to make the park a sanctuary that will enable people to come and sit, read a book, have a picnic with friends and family and generally enjoy this unique space.

Link to Ellenborough Park West – Wellbeing park Page (New) will also include a Blog area.

New section added to this page - [Volunteering page](#)

### Ellenborough Park West – Wellbeing park Page

In the past, it has been managed and used by Corpus Christi Church and school. Weston Town Council has taken on the management of this valuable community space.

The council will continue to work closely with Corpus Christi School and Church, allowing them full use of the park for recreational activities or outdoor learning.

We welcome the park to be used for events on a 'wellbeing' theme and Weston Town Council will be running some of their own events. These could be yoga classes, book clubs, meditation groups, drumming circles, we are open to ideas and interest. We need to keep a tight diary in order to work alongside Corpus Christi School and Church, so please register your interest in hosting an event with Zoe Scott [zoe.scott@wsm-tc.gov.uk](mailto:zoe.scott@wsm-tc.gov.uk)

Events will be advertised on this page and also on the page on Facebook



## 5. Heritage, Arts and Culture Committee January 2021

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

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The park has a badger set and in order not to disturb the badgers, we ask that you don't go to the very far end of the east side of the park. This gate will not be open for public use.

We are also looking for nature enthusiasts to be part of the team of volunteers to help look after this area. To register your interest in volunteering and for more information please contact [Lisa.Clemons@wsm-tc.gov.uk](mailto:Lisa.Clemons@wsm-tc.gov.uk).

Events section to be added, change the tick box name for Weston in Bloom to Ellenborough Park West events.

### Love the Outdoors

Whether you have been a keen gardener for many years, or have never touched a trowel in your life there is no disputing the fact that being outdoors can have fantastic effects on our wellbeing and physical fitness. 'Love the Outdoors' is an initiative set up to encourage volunteers to enhance their wellbeing, prevent social isolation and make a difference in their community by getting involved with our outdoor spaces. It is entirely flexible to suit you but you would be amazed at how much difference a couple of hours a week could make to the spaces and more importantly your health. [LINK TO Love the Outdoors page](#).

New page created for Love the Outdoors.

'Love the Outdoors' is a volunteer team who share a passion for nature and the environment.

Working in Weston-super-Mare, the Love the Outdoors team support our grounds team by helping to plant flowers and trees, take part in rewilding projects and help to look after existing natural environments. This work not only supports Weston Town Council's [climate change commitment](#) it is also helping to safeguard our community wildlife and open spaces for future generations.

There are plenty of things our volunteers can get involved with but our main projects are;

[Weston in Bloom](#), Milton Road cemetery nature project and Ellenborough Park West Wellbeing park.

If you would like to find out more or to apply please contact [Lisa.Clemons@wsm-tc.gov.uk](mailto:Lisa.Clemons@wsm-tc.gov.uk)

Don't worry if you have a wealth of gardening/nature knowledge but find getting outdoors problematic, we have plenty of opportunities for writing articles and pieces for blog posts and our newsletter.

Please register your interest in writing to [becky.walsh@wsm-tc.gov.uk](mailto:becky.walsh@wsm-tc.gov.uk)

### Milton Road Cemetery

Changes and additional pages to: [Milton Road Cemetery Page](#)

[Milton Road cemetery introduction film](#) to be added.

Additional pages to be added including Milton Road cemetery history and Milton Road cemetery nature.

Milton Road cemetery history page will have new additions such as the booklet on 'Victorian Symbolism in Weston super Mare Town Cemetery', [History of Milton Road Cemetery Film](#). This might need to be an additional page as there are so many films. There will also be a 'People of

## 5. Heritage, Arts and Culture Committee January 2021

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

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significance buried at Milton Road Cemetery section. This section will read as follows and include links to videos on our YouTube channel.

From Olympic athletes to the people who helped build our town. There are some interesting people laying to rest at Milton Road Cemetery. Please click a name to hear about their amazing lives and the history of our town and its residents.

[Henry Butt](#)

[James Dare](#)

[Belgian refugees buried at Milton Road Cemetery](#)

[Dr Frederick Baedeker](#)

[Frances Newman](#)

[Henry Nathaniel Davies](#)

[Alfred Pavey](#)

[Reuben Staddon](#)

[Earl of Cavan](#)

[John Jackson Barstow](#)

[Frederick Le Poer Trench](#)

[Capel Family](#)

[George Fiott Day](#)

[Thomas McFarlane](#)

[Emily Elizabeth Constance](#)

[Walter Cornelius Gabriel](#)

[Alfred Leete](#)

[Burnell](#)

[Elizabeth Standerwick Gregory](#)

[Paulo Radmilovic](#)

[Carlton Fredericks](#)

[Earl Alexander](#)

[Earnest Huntley](#)

[Edgar Bryant](#)

[Frederike Alwine Maria](#)

[General Gore Boland Munb](#)

[Hans Fowler Price](#)

[Harry Mogg](#)

[Henry Bertram](#)

[Jessica Hillman](#)

[John H Smyth Pigott](#)

[John Palmer](#)

[Joseph Stringfield](#)

[Leonard Guy](#)

[Peter Trapnell](#)

[Sam Harvey](#)

[Stanley Follet Hook](#)

[Thomas Newberry](#)

[Thomas Palmer](#)

[Thomas Rogers](#)

## 5. Heritage, Arts and Culture Committee January 2021

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

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[William Bryant Frampton](#)

[Winter Sisters](#)

[Conway g Warne](#)

### **Milton Road Cemetery Nature page reads:**

Milton Road Cemetery is a haven for wild life with foxes and badgers living there. We have an abundance of bird life, too, with Green woodpeckers and owls often heard around the site. The change in grass cutting regime has also allowed many wild flowers to come through including Ox Eye Daisies, Lady's Leek, Evening Primrose and Scabiosa, in addition to our regular Primroses and Red and White Valerian. This has led to an increase in butterflies, moths and other insect life. The cemetery is also part of our 'Love the Outdoors' (link to page) collective of passionate nature lovers.

### **Box for film – Trees of Milton Road Cemetery**

Weston Town Council has teamed up with cinematographer Sally Low to make a film about the trees in Milton Road Cemetery. The film aims to encourage people to enjoy the nature of the cemetery.

The film is presented by Steve Clark who has 30 years of experience in the arboricultural industry ranging from site work to business management and independent arboricultural consultancy. Steve looks after the tree stock for Weston Town Council. The information in the film given by Steve Clark ranges from how the coastal wind affects the trees to how clippings from our Yew trees go to make cancer treatments. Giving a fascinating insight into the trees including some of the history of the cemetery and how the trees have come to be there.

'The trees of Milton Road Cemetery' film was commissioned by the 'climate change working party'. Part of the Town Council's commitment to being Carbon Neutral by 2030. Everyone who worked on the film did so as a volunteer.

[The Trees of Milton Road Cemetery Weston-super-Mare](#)

*Members requested to note this report.*

## **6. Heritage, Arts and Culture Committee January 2021**

Museum Progress Report - written by Matt Hardy, Visitor Services Manager

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Agenda Item No. TBC – Museum Progress Report

### **Operations**

In line with national guidelines, Weston Museum remains closed to the public. We will be operating under Phase 0 of our Covid Secure Reopening Risk Assessment. This will result in a limited number of staff working from site and only when absolutely necessary.

We will also continue to produce online content to ensure that we are achieving a maximum level of community engagement where possible. This will be a mixture of both written and video content which be hosted on our social media channels.

We are working with the Development Officer in order to obtain a wedding license for Weston Museum. Our wedding offer was becoming increasingly popularity before the initial lockdown in 2020, however the new function suite allows us the opportunity to host a full wedding service and reception with minimal operational impact. This will also allow to maximise the number of potential bookings we are able to facilitate, starting with those we have had to postpone due to the pandemic.

One of the world's largest film production companies, Premier League Productions, came into the museum to do some filming. This segment has now been released and was shown in every country around the globe (excluding North Korea and Iran). Although exact figures are not available for this type of segment, on average they get 1.3 billion viewers. If you would like to see the segment, then please email Matt or Matthew who have the link.

### **External Bookings**

Much work went into planning three events up at the Old Town Quarry. Unfortunately, all of these have been cancelled by the pandemic. A positive to this though is that we have quite a lot of 'ready to go' events as soon as the pandemic lessens.

### **Retail**

We are in the process of setting ourselves up for internet shopping via a site called Shop Local. A 'meet the suppliers' series of videos are currently in the works to boost the museums digital engagement offer.

### **Community Engagement**

Reminiscence boxes have been lent to three care homes for the festive period. Alive Activities! a Dementia charity based in Bristol, is helping to publicise. The planned café art programme is on hold until the museum re-opens. The Multi-Cultural Friendship Association exhibition was installed in the community gallery in early December 2020. Weston Writers, have been booked for a future exhibition. The proposed exhibition with Citizens Advice & the deaf community has been postponed due to revised re-scheduling (linked to museum closure). Volunteers with the Know Your Place Project will now be focussing on the High Street, Weston-super-Mare.

### **Clara's Café**

The catering team are still working hard to create content for our online audience. We are looking to create more forms of content soon too. There has been very little wastage from the café due to the closure, with the small amount leftover being taken to our local food bank. As a project for the future, we are looking into selling and using more Fairtrade (and other associated foundations) products. This will take time but it is a positive initiative moving forward.

## **6. Heritage, Arts and Culture Committee January 2021**

Museum Progress Report - written by Matt Hardy, Visitor Services Manager

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### **Learning**

In the current lockdown our local schools are still open as they are required to teach children who are vulnerable or have parents who are key workers. We continue to support our school community by offering a door to door Covid safe delivery and collection service of our handling boxes and now additional activity boxes, which we have created to meet demand.

With a continued focus on digital engagement we are embarking on a new series of Question and Answer films on specific topics under the umbrella title #AskTheMuseum. These films will allow the children engaging with our offer the opportunity to submit questions and have them answered by our expert team. These filmed will then be shared with the schools and distributed through our social media channels.

Time invested over the summer with our North Somerset Council and South West Heritage colleagues has allowed us to establish access to a higher tier of 'expert' knowledge which we are using to provide a deeper broader provision to our community.

*Members requested to note this report.*

## 7. Heritage and Arts Committee Meeting: 21<sup>st</sup> January 2021

*Agenda Item No. TBC Blakehay Theatre Management Report written by Sally Heath, Theatre Manager*

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### **Overview**

The Blakehay Theatre is currently closed in line with the National Lockdown and guidance from Central Government with the contracted staff working remotely from home.

Unfortunately, since the last HAC Committee Meeting the area of North Somerset was put into Tier 3 after the November/December National Restrictions, with the plan to re-open in January 2021 when the National Lockdown was announced on Monday 4<sup>th</sup> January 2021.

However, since the last meeting the theatre was able to postpone the planned community classes, and these are on hold until we are able to open our studios once more, with all hirers being kept informed regularly via email on the situation, and an offer of advertising their online classes being given to them.

Theatre staff have been kept busy, with working on the [Culture Recover Fund Grant](#), [Marketing](#) and a new [5 Year Plan](#) for the theatre, (please see separate sections for full details within this report).

The staff have also been re-deployed to other services within the Town Council with the Box Office and House keeping Staff being deployed to Grounds Team and helping the Communications Officer.

The Town Council Services all came together in December 2020 and put together a Weston-super-Mare Town Council Advent Calendar that was shared across all of the services Facebook Pages highlighting the work of the services, council, partners etc. This was very well received and a great project in which the whole team pulled together on.

We are also all working together on using the new service of using the Volunteer Supervisor to increase volunteers within the theatre and we are hoping to use this to expand our community engagement, once we are back open.

During this current period, the theatre staff will continue to offer their help to other services within the Town Council, as well as running our online theatre and completing the CRF grant works.

### **Marketing**

During the March 2020 HAC Committee Meeting, the Communications Officer presented a Marketing Strategy for the Blakehay Theatre. Unfortunately, due to the pandemic this was put on hold.

#### *March 2020 Marketing Strategy*

Ambition	Timescale	Success would be	Progress
1.1 For the Blakehay Theatre to become a zeitgeist for cultural development and dramatic arts in the town. Providing modern facilities for the performing, visual arts and community activities.	0 to 5 years	To create Theatre for the whole community, bringing national popular shows and trending subject matters, onto the stage.	On hold since March 2020, however, with the CRF money we will be able to provide better facilities for the future.

WSM TC HAC Cttee Report – Last amended 14/01/2021

Ambition	Timescale	Success would be	Progress
1.2 Marketing the Blakehay Theatre so that it becomes a recognised venue for regular drama, comedy, musical and other productions of performing arts.	0 to 5 years	Increased use of the theatres facilities with a growing number of shows and events.	On Hold from March 2020, however we have been able to attract new Community Classes from November 2020, of which these are currently postponed due to the lockdown.
1.3 Attract funding for adapted performances for people with special educational needs and create inclusive performances whenever possible.	0 to 5 years	Creation of an inclusive creative community.	This was put on hold due to the pandemic.
1.4 To create a uniquely diverse program of locally produced and touring work.	0 to 5 years	Working alongside a growing number of partners who use the venue to attract a growing audience.	We have continued to be in touch with companies, about working together in the future and these initial communications have been made.
1.5 Update and evolve the website.	1 Year	Make the Blakehay website compliant with Public Sector Website Accessibility and Compliance.  Continue with SEO.  Easy navigation and an attractive look.	The theatre website was updated and is now compliant. The SEO was put on hold from March 2020. The website layout was simplified and the Virtual Blakehay Theatre added.
1.6 We will continue to grow the Facebook page and continue outreach to Facebook groups.	0 to 5 years	Grow page likes from 1,235 to 5,000.	We have been monitoring our growth through all of our social media during this time. Please see the report <a href="#">below</a> .
1.7 We will continue to build a working relationship between the Tobacco Factory Theatre and the Arnolfini, both of which are in Bristol, and the Blakehay Theatre.	0 to 2 year	We hope that by building a relationship with these venues we will bring audiences and performances from Bristol into Weston-super-Mare.	After a very successful meeting with the Tobacco Factory, this has been put on hold during the pandemic, although we have kept in touch.
1.8 We are building a working relationship with the developer of the Student Accommodation being built in Wadham Street opposite the theatre.	0 to 1 year	Having the opportunity to market performances and events to the students living in the accommodation. Creating a working relationship for use of both venues in terms of their dance space and our theatre.	On Hold.
1.9 We are looking to work with more	0 to 5 years	Working alongside 'Culture Weston' in their ambition for	We have been in contact with Culture Weston, and hope to

WSM TC HAC Cttee Report – Last amended 14/01/2021

Ambition	Timescale	Success would be	Progress
partners to be able to be part of a culture for Weston-super-Mare.		Heritage Arts and Culture in Weston-super-Mare.	build on this relationship when we can.
1.10 To strengthen social cohesion through running and supporting activities, events, festivals, youth initiatives and clubs alongside managing Town Council facilities and shared spaces for the community.	0 to 5 years	Running a range of outreach through creating and being part of events in the town.	After a very successful collaboration between the Town Council Services and the event at the Quarry, this is something that we are looking to build on in the future.
1.11 Increased community event programme within Weston-super-Mare and Town Centre (both directly put on by the Town Council or supported by the Town Council).	0 to 5 years	Taking opportunities as they arise and being flexible in our approach.	On hold
1.12 Continue to use multimedia such as film production to promote us as a venue.	0 to 5 years	More film production. Marketing on a psychology level, using image and film in order to create the emotive marketing that stands out in a world saturated with ads.	With the purchase of the filming equipment, we hope to use this for marketing events through our online presence in the future.
1.13 Bringing print marketing design in house.	0 to 1 year	This is the house style for everything written that the Blakehay Theatre distributes that is seen by the public or profession. It is essential that a theatre has a 'voice' style so that it can maintain branding.	All of the content for the website and social media during the pandemic has been produced in house.
1.14 Expand our newsletter audience and target with Ticket source	0 to 1 year	Currently restricted to the free Mailchimp newsletter. We will invest in growing this list to target our newsletter to more people.	Our E-Newsletter went from Monthly to Weekly from March – December 2020. It will now revert back to monthly from January 2021.
1.15 Study analytics and target audience	0 to 5 years	We will continue to use analytics to observe our growing audience and make sure our marketing is on an expanding target.	Please see information <a href="#">below</a> .

*Analytics & Online Presence*

When the theatre was forced to close in March 2020, we launched our Virtual Blakehay Theatre, so that we were able to continue to engage with our patrons. This was held on our website that linked to all of the wonderful online performances, classes, events and activities that were taking place at the time. We also supported the local community by asking them to let us know about their classes, and our staff created blog posts. This was all shared through our social media but predominately our Facebook Page where we had the biggest audience.



WSM TC HAC Cttee Report – Last amended 14/01/2021

Having the staff hours to be able to focus on this area of the theatre, proved to be an invaluable asset for the theatre and has shown how much this has changed the profile of the theatre.

Over the course of 2020 we have been monitoring our social media and website to be able to see what content worked and where our audience was engaging with our marketing.

This had been reviewed each week and then content changed in order to be able to continue engagement with our audience over the course of 2020.

This has resulted in a large increase in engagement with our audience over the course of the year and we hope that during the next 5 years, we will be able to continue to increase this engagement. As you can see from the table below, by just being able to truly concentrate staff time into this we have managed to increase our engagement across all of platforms.

As you can see we have concentrated our efforts this year in our Website and Facebook reach and this has shown with the data below.

Reporting Period	Website Reach	Facebook Page Reach	Twitter Account Reach	Instagram Reach
January to December 2019	9,491	135,329	42,235	1,729
(% increase)	Up 63.5%	Up 59.5%	Up 12.8%	Up 85.8%
January to December 2020	15,518	215,898	42,781	3,213

### **Culture Recovery Fund**

We are pleased to report that we have purchased to majority of the streaming equipment so that we can stream out pre-recorded films from the theatre.

On Saturday 19<sup>th</sup> December 2020, we filmed our first film, and Rob (technician) is currently in the process of editing this film. This will be a free film that we will stream out via our You Tube channel, so that patrons and companies, will be able to see the quality of what we can produce, but also as a test run to see how this works and if there are any improvements that we can make.

Rob has created a logo and we have decided upon the name 'Blakehay @ Home' for these streams, as well as an introduction and a credits film that will be used for all filming.



As soon as the film is edited and we are happy with the quality, we will then purchase an online copyright licence and advertise the premiere of this film.

We have purchased the Studio Mirrors and Hand Sanitising stations and these have both been delivered to the theatre. Currently our Housekeeper (Naomi) is researching our Virus detectors and Fogging Machines, and we hope to have these delivered to the theatre before the end of March 2021.

WSM TC HAC Cttee Report – Last amended 14/01/2021

We conducted site visits in Weston in December for the Outdoor Events and were in talks with North Somerset Council and the Tropicana about our two outdoor events in March 2021. However, due to the National Lockdown and with consultation, we have made the decision that we need to postpone these events, until we are sure that they are able to go ahead, and that we would speak to the Arts Council.

In regards to the Building works at the theatre, this is being organised by the Development Officer and Deputy Town Clerk, so please see their report on this part.

### **5 Year Plan**

At the beginning of 2020, the theatre manager started work on a 5 year plan for the theatre, which unfortunately was put on hold due to the pandemic.

The theatre manager has now been able to re-look at this and is currently working on a plan for the theatre that will run in line with the new Town Council Strategy, that was approved by Council in September 2020.

This plan will be from April 2021 to March 2026, so that we can focus on the growth of the theatre. This will include a clear Marketing Strategy, Programming of shows, increase in community engagement and use of volunteers over the next five years.

We are hoping that this will be completed, and will be reported at the March 2021 HAC Committee for members to be able to see the direction of the theatre. This will then be reported and reviewed regularly with achievements and difficulties reported to this committee.

*Members are requested to;*

Note the report from the Theatre Manager.

## **8. Report to the Heritage Arts and Culture Committee 21/01/2021**

### **Weston-super-Mare Town Council Grant Development Report**

**Written by the Development Officer, Molly Maher**

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#### **Weston Museum**

##### Museum Wedding License

This committee has previously discussed the aim to gain a wedding license for Weston Museum. This would enable the museum to host ceremonies as well as wedding receptions. This was initially delayed by the creation of the Function Room, as this needed to be in place before applying. With the Function Room now completed and the documentation required for the application, including a fire risk assessment, now completed this can be explored again.

The requirements of the application are:

- Floor plans
- Up to date fire risk assessment
- A letter/confirmation from the local planning department confirming that you do not have to change the use of current planning permissions for your venue to have an approved premises licence
- Application fee, payable at the time of application, of £1,750.00 – this pays for your venue to be licenced for a 3-year period once all of the checks have been completed and will licence 2 areas within your venue.
- The premises will be inspected for suitability before approval is granted and, if this application is successful, may be subject to subsequent inspection

As stated above, two areas within the building can be licenced. As discussed previously by the committee, this would be the new Function Room and the Main Courtyard.

#### **Blakehay Theatre**

##### Cultural Recovery Fund

An updated action plan, budget and cash flow was submitted to the Arts Council before Christmas. This was required as the November lockdown affected the plans of recipients of the grant. The November lockdown did not affect the Blakehay Theatre's plans as all of our activity was planned for after Christmas. In our updated activity report it was recognised that whilst the November lockdown did not affect our plans, any future lockdown after Christmas could. We also recognised in our updated cash flow that income from the Arts Council had been delayed, due to the requirement to complete an updated activity plan, and expenditure might be affected slightly as a result.

The tender documents for the building works being carried out as part of the grant, including ventilation, the separation of the dressing rooms and the creation of a second ramp has been circulated to contractors, with a tender return date of 31<sup>st</sup> January.

At the time of writing this report, no additional information had been provided to grant recipients regarding the third lockdown and its impact on our activity.

**Members are request to**

1. Give approval to proceed with the wedding license application
2. Give approval for the spending of £1,750 from either the strategic planning budget or legal fees.

## **10. South West Heritage Trust (SWHT) Report**

Heritage, Arts and Culture Committee

12.01.2021

### **Work programme: Conservation:**

The frame for the portrait of William Mable by James Pennell (WESTM : r07) has had conservation work successfully completed and was collected and returned to the Somerset Heritage Centre on 4 November. The portrait and frame have been reunited and are now in temporary storage until Covid restrictions allow for their return to Weston Museum.

### **Planned Gallery Changes:**

Work is planned for the thermostats to be moved in the Temporary Gallery space. For this work to be carried out part of the current exhibition 'Reaching for Rainbows: The Lockdown Photography of Jason Bryant' will need to be taken down for a short time. This work will likely be delayed until Covid restrictions are lifted.

### **The Living Landscape Gallery:**

Objects on shelves will be repositioned as movement has occurred due to vibrations. Objects will be moved back and small rubber 'bumps' will be applied to the shelves to mitigate future movement.

### **Exhibition Development:**

Preparatory work for the exhibition on Ivy Millicent James has continued. Object selection lists are complete, all section texts have been written and labels are being drafted. On 8 January exhibition works were taken from the store for an assessment of framing needs. Photography of objects will be carried out for use in an online digital exhibition linked to the exhibition.

### **Future Projects:**

Planning is underway at Weston Museum with a digital content project #AskTheMuseum digital series, covering a wide variety of areas. It is to be filmed in a question-and-answer format and released fortnightly on social media. One interview will cover questions about the museum profession.

### **Temporary Exhibitions:**

Due to England entering a third national lockdown on 5 January 2021 the exhibition programme is likely to be impacted. A meeting has been called to discuss possible changes. Work on the exhibition programme will continue in readiness for when exhibitions can be installed.

Please note the exhibition dates below are a guide and do not reflect changes that are likely affect the exhibition schedule. The next report will provide further exhibition programme updates.

**Reaching for Rainbows: The Lockdown Photography of Jason Bryant  
(in-house exhibition)**

**2020 Slot 2: Saturday 24 October 2020 to Sunday 21 February 2021**

A new exhibition of photographs by Somerset-based photographer Jason Bryant celebrating the resilience of Somerset people during the COVID-19 pandemic.

**Ivy Millicent James: Suffragette Artist (working title)  
(in-house exhibition)**

**2021 Slot 3: Saturday March 6 2021 to Sunday 6 June 2021**

**Project Lead: Michele Green (Assistant Curator)**

This exhibition will showcase the work of Weston artist Ivy Millicent James (1879-1965), a celebrated postcard artist. She made her name at the turn of the century in the postcard boom that spread across Europe due to the development of mass travel and the growing popularity of summer holiday resorts. The exhibition will feature a selection of her original watercolours, postcard and Christmas card designs, sketch books and personal effects from the North Somerset Council museum collections.

**Wild Hares and Hummingbirds: The Natural History of an English Village  
(in-house exhibition developed in partnership with Stephen Moss)**

**2021 Slot 4: Saturday 19 June 2021 to Saturday 2 October 2021**

**Project Lead: Sarah Cox (Exhibitions and Programme Manager)**

A multi-sensory interactive exhibition for families based on the best-selling book of the same name by Stephen Moss, one of Britain's leading natural history writers, broadcasters and wildlife television producers. The exhibition brings together Stephen's celebrated nature writing with beautiful, original illustration by the graphic artist Stephanie Cole.

The exhibition focuses on the natural history of the village of Mark in Somerset and encourages visitors to explore how it changes with the seasons and to learn about its animals and plants.

**Recommendation:** Members are asked to note the report.

# Heritage, Arts and Culture Sub Committee Meeting: 21 January 2021

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

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(Agenda item No. TBC) Heritage Action Zones Report

### 1 Great Weston Heritage Action Zone- update report January 2021

Over five years (Sept 2017- June 2022), the Great Weston Heritage Action Zone (HAZ) aims to boost economic growth and keep Weston-super-Mare on the map as a great place to live and work in.

### 2 Awareness raising / engagement programme update

#### 2.1 Engagement Work for next 18 months

Building on the engagement work already developed the final 18 months have five key themes:

1. Development of the management plan aims for Great Weston Conservation Area
2. Engagement and capacity building with property owners/ lease holders and stakeholders in the PSiCA area- to increase awareness of the Shopfront Enhancement scheme and buy in from stakeholders
3. Capacity building with community groups in the HAZ area – to increase understanding of heritage of Weston and to gain additional volunteers to support heritage related projects.
4. Legacy work- to ensure that the building improvements are documented
5. Use of Digital tools for engagement

The following projects will be funded:

- Development of article 4 directions for stone walls in Weston.
- Bespoke marketing training for retailers involved with an enhancement scheme to maximise impact of the enhancement.
- Events for retailers and lettings agents to learn more about the PSiCA and the Heritage Action Zone work in Weston. Linked to Walker & Ling being the first building to be enhanced.
- Dissemination event- business breakfast - to detail progress on PSiCA work and gain further buy in from Retailers/ stakeholders and elected members.
- Civic Society Awards for 2021/22. Date to be confirmed- to acknowledge excellence in building design in Weston.
- Chamber of Commerce Awards 2022. To celebrate and acknowledge good practice among stakeholders.
- Digital thinking- enhance awareness raising projects through digital programme of work. Further development of **Know Your place** work in 2020/21 and until March 2022. This is in tune with HE desire for us to consider use of digital technology in light of Covid-19. An application to NLHF will also be made to support KYP extending for another year-21/22.
- Heritage Open Days 2021: increase number of volunteers involved in Heritage Open Days and open more buildings. Showcase architecture in Weston and the

Conservation Area. Including a guided walk of Weston and Theatre Orchard public event on the seafront. Use of virtual tours of buildings and develop online content for HODS.

- Commission photographer/s for each property engaging on a capital project within PSiCA to document build progress. Use of local photographer/s and some community engagement work and promotion through local press.
- Legacy/ celebration/ evaluation project to happen between in 2022 as a final piece of engagement work within HAZ.

## **2.2 Photography Commission**

During January we promoted the brief to commission a photographer. The deadline for submissions is 27<sup>th</sup> January. We are seeking applications from local photographers to deliver the following:

Capture images of buildings that are part of the enhancement scheme before building work commences, throughout the building work and at the end of the work.

We particularly wish to commission a photographer that can capture both the building work and the relationship between people and the building work i.e. contractors, staff, public.

## **2.3 Additional funding applications**

We have applied to Historic England via their Regional Capacity Grant programme for

- Development of an adopted Local List policy and programme .

And we aim to apply for funding for Contextual signage to link with public realm work in the next few months.

Your support with these programmes will be very much valued.

## **3. Shopfront enhancement grants scheme for Weston**

The building work on Walker & Ling is due to commence in February 2021. 21<sup>st</sup> Century Building Services have gained the contract to carry out the work.

A planning application for 8 to 10 South Parade was submitted in January.

## **4. High Street Heritage Action Zone**

We have been successful in our bid for High Street Heritage Action Zone status. £1,100,000. The project formally launched in October 2020 and will run until March 2024.

The work has two main elements:

- shopfront enhancement and
- community engagement

There is a third element, that is funded through a separate grant application process – cultural engagement.

### **4.1 Shop front enhancement in High Street HAZ**

Working with our architects, Allen Construction Consulting, we have commenced promotion of the shopfront enhancement scheme in the HS HAZ area.

### **4.2 Community Engagement programme**

We have submitted a bid for funding to Historic England for engagement work totalling £70,000 to run from April 2021 to March 2024. We should have confirmation of the grant during February 2021.



## **4.3 Cultural Engagement programme**

### **4.3.1 The Memory Bank**

A window in Weston-super-Mare's Sovereign Centre has been turned into a gallery of people's memories and hopes for the town centre in a new cultural heritage project between Culture Weston and North Somerset Council's Weston-super-Mare High Street Heritage Action Zone.

The 'Memory Bank' project is part of a new national initiative for the High Street Action Zone, being funded by Historic England to unlock the potential of high streets across England.

The art window installation is the culmination of the 'Memory Bank', a practical series of artist-led Zoom workshops inviting groups in Weston to share their past and present memories of the town and high street and re-imagine its future through art and craft-making. A heritage and culture pilot project, exploring past and present stories, with a toe dip into the future and glimpse towards our utopian dreams for the high street. Different elements of the project are linked by a themed aesthetic of a (memory) bank, in an optimistic pop art tone.

<https://cultureweston.org.uk/about/#heritage>

### **4.3.2 Main Cultural Programme**

Culture Weston submitted a bid to the main programme in December 2020. We will hear the result of that application before the end of January.

## **Culture Weston and Theatre Orchard**

Projects Update - written by Fiona Matthews, Director

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Theatre Orchard is an arts development organisation for North Somerset, with a particular focus on access, engagement, and producing high quality cultural events that make the region a great place to live, work and visit.

Culture Weston is a discrete programme run by Theatre Orchard, with a focus on building an inclusive creative infrastructure. Instigating creative training pathways, extending artists' employment opportunities, and enabling ambitious creative collaborations that support Weston's growth as a healthy, dynamic and prospering town where everyone's input is valued.

### **1) EVENTS**

#### **WINTER LIGHTS**

(i) GLOW - illuminating Grove Park. (Culture Weston, with Weston based artist Paula Birtwistle). Owing to the current public health scenario, the lighting trail in Grove Park has been postponed until further notice - either early Spring or Autumn, depending on public health situation vs sunset hours. Autumn is looking most likely.

(ii) LULLABY - sound and light public artwork, delivered by bicycle (Theatre Orchard). This cannot take place in strict lockdown. The preference is to link the timing of this with GLOW, and it is therefore most likely to take place in the Autumn.

(iii) ILLUMINATED WINDOWS (Theatre Orchard and Weston Artspace). This will proceed in Feb/March and combine artists' high street windows, community neighbourhood participation through key contacts in South Ward and Worle, plus an invitation to any household to get involved in standalone capacity. Incorporating 'how to' videos from Weston artists, postal packs of materials with social media and website profile and online gallery of participating window art.

*Weston Town Council is kindly asked to consider carry-over £20,000 of pledged Winter Lights funding into the next financial year if the situation necessitates.*

#### **ARTS + HEALTH WEEK (Culture Weston)**

Culture Weston and University Hospital Bristol & Weston's NHS Foundation Trust (UHBW) postponed until June given UHBW's current health crisis. Centrepiece will be Luke Jerram's In Memoriam, commissioned by Culture Weston and UHBW in 2020 and finishing its national tour in Weston. Listed in Darren Henley's (Chair of Arts Council) top 10 cultural highlights of 2020 (Daily Express December 2020). This will be complemented by a digital programme that shines a light on arts + health, and local opportunities.

#### **WHIRLIGIG (Theatre Orchard)**

Outdoor arts festival (winner of best small event at National Outdoor Events Awards 2019) currently scheduled for 10 July, Italian Gardens.

#### **ONLINE EVENT**

#### **Poetry Speakeasy - 28 January, 7.30-8.45pm (Theatre Orchard)**

Following the success of Theatre Orchard's online 2020 poetry events, the popular 'Speakeasy' hosted by Bob Walton, returns for an intimate evening of words by zoom, featuring critically-acclaimed guest poet Rebecca Tanton and open mic slots. Tickets are free need to be booked in advance at eventbrite. Full details on Theatre Orchard's website.

nb/ Rebecca Antony has been commissioned by Literature Works and Historic England to explore the story of Weston-super-Mare's High Street as part of a national HAZ initiative High Street Tales.

## **2) ENGAGEMENT PROGRAMME - RECENT HIGHLIGHTS**

### The Memory Bank (Culture Weston)

Vibrant window installation charting The Memory Bank project in Culture Weston's new space at the Sovereign Centre - 'Front Room' (unit 10a). The Memory Bank was part of The Heritage Action Zone's culture programme, enabled by funding from Historic England. We creatively consulted through digital means to understand people's favourite memories of people and place in Weston and explore how these might influence the development of the future high street. What constitutes value in the here and now?

### Angels in Bristol (Theatre Orchard)

'Chapter One' and 'Open Door' engagement groups recently worked in collaboration with Bristol Old Vic, appearing in their digital show, 'Angels in Bristol' which involved local communities in re-imagining the story of Christmas in nine miracles. Members of both groups helped to devise and contribute content for the third story 'Exodus', which received particular note in The Guardian/Observer review by Susannah Clapp, 27 December 2020. "And looking at the promised land of Weston-super-Mare, adults talk of their dreams and transforming moments: the front of a ship seen through a room full of mist; the restoration of a lost sister; "a place I could go to where I wouldn't be bullied". As the city looks again at its history, the star in the east shines over the west".

## **ENGAGEMENT: CURRENT RUNNING OFFERS (Theatre Orchard)**

### Chapter One

Theatre Orchard's popular creative writing group continues online sessions, every other Tuesday from 12 January from 3-5pm. Led by The Write Box (Bob Walton - Creative Writing Tutor at Cardiff University, and Weston based practitioner Sue Hill).

### Open Door

Theatre Orchard's open access theatre group for adults runs every Thursday (currently online) from 12-2pm. All welcome and no experience necessary.

### Theatre Forum

Theatre Forum is a free, two-year project, running from 2021-2023 open to anyone interested in creating community theatre performances for and about Weston. The focus for year 1 is HOME and the ambition is to engage a wide, cross section of people in different capacities. Currently linking with Baytree school, Curo Housing Association and Theatre Orchard's core engagement groups. Open invitation to wider participation.

### **Theatre Orchard Youth**

Following the success of its Summer and Autumn drama workshops, Theatre Orchard Youth returns with a new year programme packed with enjoyable and escapist creative experiences for all young people in North Somerset. Led by a range of accomplished practitioners who bring their expertise to specialist areas, young people aged from 5 to 16 can take to the Zoom stage and enjoy an inspirational series of singing, dancing and drama workshops.

WSM TC T&L Cttee Report – Last amended 11/1/21

All of Theatre Orchard's engagement programme is offered free of charge. Given high attendance, in 2021 we will be introducing a Pay What You Can model (retaining a free option to enable full inclusivity).

*Members of the committee are requested to help spread awareness of these opportunities that can support during lockdown.*

## **ENGAGEMENT PROGRAMME - SPECIAL PROJECTS (Theatre Orchard)**

### Let's Get Visible

Public Health funded project with the LGBTQ+ community, delivered in partnership with Weston Pride and led by Ali Brown, Arts on Prescription Director at Southmead Hospital and founder of the Department of Kindness. A 6 week arts + wellbeing course for 12 participants, resulting in an art installation that projects a communally created manifesto to the wider town. 'Let's Get Visible' workshops will include original craft-based activities that support reflection on and affirmation of the group members' places in the world. Supporting the confidence, connectedness and visibility of the LGBTQ+ community in the run-up to Weston hosting UK Pride 2022. This course is fully booked.

### It's All About You

A collaboration with looked after children services enabling twice-weekly creative engagement sessions during January for 5-18 year olds, and covering a range of arts media. Culminating in a film that showcases young talents, the centrepiece for a live zoom event on 31 January that celebrates North Somerset's looked after young people.

## **3) SUPPORTING TALENT DEVELOPMENT PATHWAYS (Culture Weston)**

### **(i) Weston College Placements**

Culture Weston is hosting 3 x level 3 media placements each Friday until July 2021. *Live projects welcomed from other cultural providers in the town.*

### **(ii) Creative Industries mentoring and advice service**

Zoom session support on any issues relating to creative industries available on weekly rolling basis.

### **(iii) Creatives Enterprise Courses**

Monthly sessions to support creatives and freelance practitioners, at any career stage, helping them gain the skills needed to turn their passions into paid work. Practicing freelance artists facilitate workshops on marketing, money and management skills and growing yourself as a business. Due to be launched early Spring 2021.

*Members of the HAC Committee are invited to help promote opportunities. Please contact tom@cultureweston.org.uk for further information.*

## **4) FOR INFORMATION ONLY:**

### **FUNDING BIDS SUBMITTED BY THEATRE ORCHARD/CULTURE WESTON, PENDING OUTCOMES**

#### Culture Weston

Historic England: HAZ Culture Programme Main grants - bid that enables three years of creative engagement around the high street, entitled '21st Century super Shrine'. Request £119,000. Decision due by end of January 2021.

Theatre Orchard

Arts Council: a networked Thriving Communities bid that involves multiple Weston stakeholders (including Weston Museum, alongside Wellbeing Collective partners) in joined-up social prescribing activity within people's immediate neighbourhoods, titled 'On the Doorstep'. Request: £50,000. Decision due March 2021.

Arts Council: Project Grants bid to enable 7-month programme of hyper-local creativity & artistic collaboration. Commissions will be flexible and hybrid in form, ensuring they are adaptable to any changes in Covid-19 guidance. Request: £48,500. Decision due February 2021.

Esmee Fairbairn: a bid for three year programme 'Weston Presents' that creates more pathways for communities to creatively engage and for emerging practitioners to gain paid employment. Request: £120,000. Decision due May 2021.