

**WESTON-SUPER-MARE TOWN COUNCIL
NOTES OF THE
HERITAGE ARTS AND CULTURE COMMITTEE
HELD AT WESTON MUSEUM
ON 27th JANUARY 2022**

Meeting Commenced: 10:04 am

Meeting Concluded: 11:49 am

PRESENT: Councillors John Crockford-Hawley (Chairman), Jan Holloway, Peter Crew and Pete McAleer; Malcolm Nicholson (Town Clerk), Fay Powell (Assistant Town Clerk - Operational Services), Molly Maher (Development Officer), Matthew Holden (Acting Visitor Services Manager), Sally Heath (Theatre Manager), Becky Walsh (Communications Officer), Rebecca Saunders (Civic and Committee Officer), Cara MacMahon (NSC Heritage Action Zones Project Officer), Fiona Matthews and Tom Newman (Culture Weston), Heather Morrissey (Chair of the Friends of the Museum), Bethan Murray (South West Heritage), Councillor Mike Solomon (North Somerset Council) and Levi Cardwell (North Somerset Council).

300	Apologies for absence and notification of substitutes Apologies for absence were received from Councillor Catherine Gibbons and Richard Blows
301	Declarations of interest There were no declarations of interest received.
302	To approve the accuracy of the Minutes of the last meeting held on 11th November 2021 The minutes of the meeting had been previously circulated with the agenda. PROPOSED BY: Councillor Peter McAleer SECONDED BY: Councillor John Crockford-Hawley RESOLVED: That the minutes be approved and signed by the Chairman
303	Budget for 2021/22 The detailed income and expenditure for the Blakehay Theatre and Weston Museum had been previously circulated. It was noted that the reason for the reduced income from The Blakehay was as expected due to the closure. Weston Museum was in some costs areas (i.e. shop) performing better than expected. RESOLVED: That the report be noted.

<p>304</p>	<p>Marketing Report</p> <p>The report of the Communications and Marketing Officer had been previously circulated.</p> <p>The Communications Officer reported that the last Blue Plaque was due to go up for Ivy Millicent James.</p> <p>Cara MacMahon reported that a Lego figure of a suffragette called 'Hope' would be displayed at a North Somerset Library in late August, early September, with potential to link in with Heritage Open Days, as well as working with Weston Museum on an exhibition and the learning offer.</p> <p><i>The Town Clerk entered the meeting at 10.07am.</i></p> <p>RESOLVED: That the report be noted.</p>
<p>305</p>	<p>Weston Museum Management Report</p> <p>The report of the Acting Visitor Services Manager had been previously circulated.</p> <p>A member raised concerns regarding the flooring for the William Mable Gallery which had been lost in transit. The Deputy Town Clerk reported that the issue was unfortunate and despite trying for months, was still proving to be something she could not control. A new order had been raised for a slightly lighter colored floor of the same specification due to the continued unavailability of the original like for like one placed at the beginning of the insurance claim. This was being chased daily by officers and John West. Members were assured that this was not isolated to the Museums order, with problems with building supplies and deliveries across the country. The Museum Manager noted that the potential impact on the exhibition programme was significant, with the deadline of mid-February 2022 being the cut off before the schedule had to be altered. If that deadline was not achieved, the programmed exhibition "Sentimental Journeys: The Art and Life of Ivy Millicent James" may be delayed until 2023, as it was essential the Horrible Histories Exhibition ran over the summer months. The Deputy Town Clerk advised that flooring installation would take 7-10 days with contractors on standby, with the ability to work weekends to meet the deadline if required. The South West Heritage Trust advised that they would be as accommodating as possible with regards to the installation of the exhibition.</p> <p>It was noted that the Shops average spend was £1.13 per head with the national average being 52p per head, and stock was rotated regularly.</p> <p>It was reported that Harvey the Catering Supervisor had now left.</p> <p>The Deputy Town Clerk informed members that a quote had been received for cabinets to rehouse the civic regalia from Grove House to Weston Museum at a cost of £16,830. The cabinets would be designed by the same company as previously used for the Museum renovation to ensure</p>

	<p>consistency. Installation would be in conjunction with the move to HQ and funding would come out of the HQ budget.</p> <p>Members were asked if they were happy with for officers to proceed with the order, to which all agreed.</p> <p>RESOLVED: That the report be noted.</p>
306	<p>Blakehay Report</p> <p>The report of the Theatre Manager had been previously circulated.</p> <p>The Blakehay Theatre Manager advised that the building would be officially handed back on 1st February 2022 with bookings in the studio from 7th February.</p> <p>There would be an open day for councillors and hirers on 17th February and a public open day on 19th February. Members were encouraged to RSVP in order to make numbers known.</p> <p>The Theatre Manager had been approached by ITV West Country to do a feature on the Blakehay Theatre.</p> <p>RESOLVED: That the report be noted.</p>
307	<p>WSMTC Grant Development</p> <p>A verbal update was given by the Development Officer.</p> <p>A £40,000 grant had been accepted from Arts Council England's Cultural Recovery Fund: Continuity Support.</p> <p>Discussions had begun with the South West Heritage Trust regarding phase 2 & 3 of the Museum rebuild. The foundations of this work had been laid, and funding options would be explored and consultation reopened. The next phase would be the interpretation of a snapshot in time for Clara's Cottage.</p> <p>RESOLVED: That the report be noted.</p>
308	<p>South West Heritage Trust Update Report</p> <p>The report of Bethan Murray had been previously circulated with the agenda.</p> <p>Bethan Murray reported that the Horrible Histories exhibition would be in place for the summer months and The National History's Museum's Wildlife photographer of The Year in the autumn.</p> <p>The Chairman conveyed his thanks to A1 Camera club for their work regarding Weston Museum's collection.</p> <p>The Communications Officer informed members that she was now the Community Manager for SEE Monster. Three think tanks had been set up with the themes of: STEAM, Legacy and Environment. Conversations had begun for programming SEE Monster, noting the need to maximise impact.</p>

	<p>Councillor Mike Solomon informed members that programming for the Jubilee events had begun. The Civic Officer advised that the Mayor would be hosting a lunch in Ellenborough Park on the 5th June to celebrate this. It was suggested that the Civic Officer liaise with Councillor Mike Solomon to discuss possible links. The Deputy Town Clerk advised of plans to hold a series of events in Ellenborough Park using Culture Weston's stretch tent.</p> <p>RESOLVED: That the report be noted.</p>
309	<p>Friends of Weston Museum Verbal Report</p> <p>Heather Morrissey informed members that Friends of Weston Museum currently had 46 members. A talk had taken place on the 26th January named "The Lost City of Bristol". Money was being collected for a 5ft dinosaur donation box which would be made by Somerset Wood Recycling.</p> <p>The Friends would have a stall at the Museum to sell donations.</p> <p>A coffee morning would take place on the 11th February at 11:30am.</p> <p>£178 was raised for Clara's Cottage at the Friends tombola at the Christmas Fayre.</p> <p>The Friends would be exploring the possibility of hybrid meetings in order to stream talks. Talks were now better attended in the afternoon, instead of the evening.</p>
310	<p>North Somerset Council and Heritage Action Zone Report</p> <p>The report of Cara McMahon had been previously circulated with the agenda.</p> <p>Cara advised that the Great Western Heritage Action Zone would be coming to an end in 2022.</p> <p>Members were informed of progress on the work regarding stone walls. The consultation period was complete, with the Communication's Officer having supported with public notices. Cara detailed the meticulous process for adopting Article 4 Direction, explaining that the end result would be that residents would need permission to knock down stone walls of 1 metre or less.</p> <p>A brief overview of all other works was provided by Cara McMahon as included in the agenda papers, these included the following areas:</p> <ul style="list-style-type: none"> • Walker and Ling shop front update • Exhibition working with Weston Museum in mid-November • Know your Place, platform extension to March 2023 • Planning for Heritage Open days 2022 • Forthcoming renovations to properties in the Town Centre • Proposed works to the Odeon, in consultation stages • Engagement work with retailers in the town were ongoing

	<p>Councillor Mike Solomon informed members of a new North Somerset Lottery run by VANS. This would be live from June.</p> <p>A member queried the work at the Odeon, advising that a planning application had already been viewed by the Planning Committee. Cara clarified that two planning applications had been submitted which were unclear, and received negative feedback. The Odeon were receiving support to resubmit an application.</p> <p><i>Councillor Peter McAleer left the meeting at 11:23am</i></p> <p>The Assistant Town Clerk (Operational Services) asked if advice was available for landlords, to which there was not. Members agreed the need to explore this, as 48% of accommodation in Weston-super-Mare was rented.</p> <p>RESOLVED: That the report be noted.</p>
311	<p>Culture Weston and Theatre Orchard Update Report</p> <p>Planning permission had been submitted for 'Shrine'. This would be a 5-year bandstand installation on the high street. A member raised concerns of the design. It was reiterated that this was a temporary installation, and was more importantly a piece of art.</p> <p><i>Councillor Peter McAleer reentered the meeting at 11:30am</i></p> <p>It was suggested that if the Silica were taken over, it could be designed in a similar way to keep a consistent theme. It was recommended that the Committee needed to demonstrate their support for the installation.</p> <p>The Glow event, partially funded by the Town Council, would take place on the 17th-19th February. This event had sold out, selling 1,600 tickets. Members disappointment at not being able to obtain tickets was noted and it was suggested that more tickets should be released.</p> <p>Fiona Matthews advised of other events and activities that would be taking place with Culture Weston.</p> <ul style="list-style-type: none"> • Ramshacklicious would be in the Sovereign centre the 19th-20th February. • They would be helping to support people who might find challenges accessing SEE Monster. • They were working on a cross generation audio project about the weather. • They were exploring options for work experience and volunteering <p>RESOLVED: That the verbal report be noted.</p>
	<p>There being no further business the meeting concluded at 11:49 am.</p> <p>Signed.....Dated.....</p>

	Chairman of the Heritage Arts and Culture Committee
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	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
120 Blakehay Central Costs							
4000 Staffing Costs	5,783	49,938	61,470	11,532		11,532	81.2%
4013 Training	250	768	1,753	985		985	43.8%
4014 P P E / Health & Safety	0	809	3,500	2,691		2,691	23.1%
4019 Website Costs-TC	0	140	500	360		360	28.0%
4030 Equipment Purchase	8,600	9,191	5,000	(4,191)		(4,191)	183.8%
4031 Equipment - Rental	0	546	1,162	616		616	47.0%
4034 Equipment Repairs	203	206	500	294		294	41.2%
4035 Telephone	125	1,421	1,400	(21)		(21)	101.5%
4043 Ink Cartridges/printing	0	73	0	(73)		(73)	0.0%
4044 Insurance	0	3,055	562	(2,493)		(2,493)	543.6%
4102 NNDR	0	3,596	3,600	4		4	99.9%
4104 Utilities - Water	0	93	924	831		831	10.1%
4105 Utilities - Heat & Light	287	4,335	7,126	2,791		2,791	60.8%
4109 Alarm system	0	475	1,000	525		525	47.5%
4110 Cleaning	0	1,992	5,000	3,008		3,008	39.8%
4111 Window Cleaning	0	110	300	190		190	36.7%
4114 Refuse Removal	30	2,555	1,500	(1,055)		(1,055)	170.4%
4131 Licenses	15	469	1,191	722		722	39.3%
4136 Credit Card Chgs	10	174	0	(174)		(174)	0.0%
6000 Admin Salaries Recharge	0	19,546	20,674	1,128		1,128	94.5%
6005 Admin Overhead Recharge	0	6,464	7,792	1,328		1,328	83.0%
6007 Grove House Recharge	0	1,001	553	(448)		(448)	181.0%
6008 Grove Lodge Recharges	0	720	469	(251)		(251)	153.5%
6010 Grounds Salaries Recharge	0	2,191	2,692	501		501	81.4%
6015 Grounds Overhead Recharge	0	726	708	(18)		(18)	102.5%
Blakehay Central Costs :- Indirect Expenditure	15,302	110,594	129,376	18,782	0	18,782	85.5%
Net Expenditure	(15,302)	(110,594)	(129,376)	(18,782)			
121 Blakehay -Auditorium							
1013 BH annual membership	0	20	100	80			20.0%
1090 Bookings	2,699	3,326	16,789	13,463			19.8%
Blakehay -Auditorium :- Income	2,699	3,346	16,889	13,543			19.8%
4000 Staffing Costs	1,793	19,721	27,379	7,658		7,658	72.0%
4039 Advertising & Marketing	100	252	3,000	2,748		2,748	8.4%
4224 Blakehay Performing Rights	0	0	500	500		500	0.0%
Blakehay -Auditorium :- Indirect Expenditure	1,892	19,972	30,879	10,907	0	10,907	64.7%
Net Income over Expenditure	807	(16,626)	(13,990)	2,636			

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
122 Blakehay - Upper Studio							
1014 BH evening classes income	0	0	1,050	1,050			0.0%
1015 Internal Bookings (Council)	0	0	3,660	3,660			0.0%
1090 Bookings	60	10	12,000	11,990			0.1%
Blakehay - Upper Studio :- Income	60	10	16,710	16,700			0.1%
4141 BH evening classes expenditure	0	0	750	750		750	0.0%
Blakehay - Upper Studio :- Indirect Expenditure	0	0	750	750	0	750	0.0%
Net Income over Expenditure	60	10	15,960	15,950			
123 Blakehay Bar							
1193 Blakehay Bar Events Hire	0	0	2,025	2,025			0.0%
1194 Blakehay Bar Income	269	269	15,000	14,731			1.8%
Blakehay Bar :- Income	269	269	17,025	16,756			1.6%
4000 Staffing Costs	0	0	6,464	6,464		6,464	0.0%
4031 Equipment - Rental	96	1,134	2,574	1,440		1,440	44.1%
4405 Blakehay Bar Expenditure	235	652	5,000	4,348		4,348	13.0%
Blakehay Bar :- Indirect Expenditure	331	1,786	14,038	12,252	0	12,252	12.7%
Net Income over Expenditure	(62)	(1,517)	2,987	4,504			
124 Blakehay Box Office							
1105 Blakehay Box office income	1,823	2,501	4,547	2,046			55.0%
Blakehay Box Office :- Income	1,823	2,501	4,547	2,046			55.0%
4031 Equipment - Rental	22	88	0	(88)		(88)	0.0%
4036 Stationery	0	32	500	468		468	6.4%
4136 Credit Card Chgs	0	0	528	528		528	0.0%
Blakehay Box Office :- Indirect Expenditure	22	120	1,028	908	0	908	11.7%
Net Income over Expenditure	1,801	2,381	3,519	1,138			
125 Blakehay -Live Shows							
1106 Blakehay events income	(394)	1,811	48,000	46,190			3.8%
Blakehay -Live Shows :- Income	(394)	1,811	48,000	46,190			3.8%
4016 Show costs	0	0	24,000	24,000		24,000	0.0%
4039 Advertising & Marketing	0	0	2,400	2,400		2,400	0.0%
Blakehay -Live Shows :- Indirect Expenditure	0	0	26,400	26,400	0	26,400	0.0%
Net Income over Expenditure	(394)	1,811	21,600	19,790			

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
Grand Totals:- Income	4,458	7,937	103,171	95,234			7.7%
Expenditure	17,548	132,472	202,471	69,999	0	69,999	65.4%
Net Income over Expenditure	<u>(13,090)</u>	<u>(124,535)</u>	<u>(99,300)</u>	<u>25,235</u>			
Movement to/(from) Gen Reserve	<u>(13,090)</u>	<u>(124,535)</u>					

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
140 Museum Central Costs							
1034 Grant funding	223	10,794	0	(10,794)			0.0%
1100 Miscellaneous Income	181	3,386	7,500	4,114			45.1%
1122 Fundraising	9	423	0	(423)			0.0%
Museum Central Costs :- Income	414	14,603	7,500	(7,103)			194.7%
4000 Staffing Costs	10,699	112,486	108,678	(3,808)		(3,808)	103.5%
4012 Travel & Subsistence Expenses	52	428	200	(228)		(228)	214.1%
4013 Training	250	2,605	3,727	1,122		1,122	69.9%
4014 P P E / Health & Safety	0	900	1,000	100		100	90.0%
4019 Website Costs-TC	0	1,086	600	(486)		(486)	181.0%
4030 Equipment Purchase	529	1,598	1,500	(98)		(98)	106.6%
4031 Equipment - Rental	22	338	1,616	1,278		1,278	20.9%
4034 Equipment Repairs	0	238	200	(38)		(38)	118.8%
4035 Telephone	273	3,084	1,600	(1,484)		(1,484)	192.7%
4036 Stationery	0	270	200	(70)		(70)	135.2%
4039 Advertising & Marketing	5	3,018	4,000	982		982	75.4%
4041 Fees, Subs and Conferences	0	168	400	233		233	41.9%
4044 Insurance	0	2,905	1,200	(1,705)		(1,705)	242.1%
4102 NNDR	0	49,095	54,622	5,527		5,527	89.9%
4104 Utilities - Water	22	329	978	649		649	33.6%
4105 Utilities - Heat & Light	1,009	9,696	12,798	3,102		3,102	75.8%
4108 Building / Maintenance	0	120	0	(120)		(120)	0.0%
4109 Alarm system	40	1,361	1,000	(361)		(361)	136.1%
4110 Cleaning	901	9,897	12,000	2,103		2,103	82.5%
4111 Window Cleaning	50	500	600	100		100	83.3%
4114 Refuse Removal	28	4,462	1,800	(2,662)		(2,662)	247.9%
4131 Licenses	0	564	1,600	1,036		1,036	35.2%
4136 Credit Card Chgs	0	29	0	(29)		(29)	0.0%
4161 Volunteer Training	0	139	0	(139)		(139)	0.0%
4214 Somerset County Council - SLA	0	0	70,843	70,843		70,843	0.0%
6000 Admin Salaries Recharge	0	23,193	24,530	1,337		1,337	94.5%
6005 Admin Overhead Recharge	0	7,669	9,241	1,572		1,572	83.0%
6007 Grove House Recharge	0	1,188	293	(895)		(895)	405.5%
6008 Grove Lodge Recharges	0	855	708	(147)		(147)	120.8%
6010 Grounds Salaries Recharge	0	2,191	2,692	501		501	81.4%
6015 Grounds Overhead Recharge	0	726	708	(18)		(18)	102.5%
Museum Central Costs :- Indirect Expenditure	13,880	241,137	319,334	78,197	0	78,197	75.5%
Net Income over Expenditure	(13,466)	(226,534)	(311,834)	(85,300)			

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
141 Museum Learning and Events							
1006 Learning Income	(83)	4,592	0	(4,592)			0.0%
1008 Museum handling box hire	140	1,855	0	(1,855)			0.0%
1103 Other event misc income	180	793	0	(793)			0.0%
Museum Learning and Events :- Income	238	7,239	0	(7,239)			
4000 Staffing Costs	2,700	27,281	18,885	(8,396)		(8,396)	144.5%
4020 Learning/Event education equip	(38)	513	1,000	487		487	51.3%
4039 Advertising & Marketing	0	639	1,000	361		361	63.9%
4058 Learning/Events Museum events	(890)	168	0	(168)		(168)	0.0%
Museum Learning and Events :- Indirect Expenditure	1,772	28,601	20,885	(7,716)	0	(7,716)	136.9%
Net Income over Expenditure	(1,535)	(21,362)	(20,885)	477			
142 Museum Cafe							
1004 Cafe Sales	3,413	25,457	62,000	36,543			41.1%
Museum Cafe :- Income	3,413	25,457	62,000	36,543			41.1%
4000 Staffing Costs	1,418	30,552	44,616	14,064		14,064	68.5%
4014 P P E / Health & Safety	0	159	1,500	1,341		1,341	10.6%
4015 SLA Somerset	0	0	1,824	1,824		1,824	0.0%
4030 Equipment Purchase	0	797	500	(297)		(297)	159.4%
4031 Equipment - Rental	0	52	0	(52)		(52)	0.0%
4058 Learning/Events Museum events	0	0	1,000	1,000		1,000	0.0%
4110 Cleaning	0	406	845	439		439	48.1%
4114 Refuse Removal	0	739	800	61		61	92.3%
4151 Catering	0	191	500	309		309	38.2%
4406 Bar Stock	0	2,098	2,500	402		402	83.9%
4407 Museum cafe stock	1,616	11,425	13,000	1,575		1,575	87.9%
Museum Cafe :- Indirect Expenditure	3,034	46,419	67,085	20,666	0	20,666	69.2%
Net Income over Expenditure	379	(20,961)	(5,085)	15,876			
143 Museum shop/retail							
1004 Cafe Sales	(11)	0	0	0			0.0%
1005 Museum Shop Sales	1,544	9,579	13,500	3,921			71.0%
1009 Museum sale or return comm	0	2,341	4,000	1,659			58.5%
Museum shop/retail :- Income	1,532	11,920	17,500	5,580			68.1%
4031 Equipment - Rental	0	1,216	0	(1,216)		(1,216)	0.0%
4136 Credit Card Chgs	10	145	312	167		167	46.5%

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
4408 Museum shop stock	576	6,523	7,000	477		477	93.2%
Museum shop/retail :- Indirect Expenditure	586	7,884	7,312	(572)	0	(572)	107.8%
Net Income over Expenditure	946	4,036	10,188	6,152			
<u>144 Museum Temporary Gallery</u>							
4039 Advertising & Marketing	0	0	1,000	1,000		1,000	0.0%
Museum Temporary Gallery :- Indirect Expenditure	0	0	1,000	1,000	0	1,000	0.0%
Net Expenditure	0	0	(1,000)	(1,000)			
<u>145 Museum Function</u>							
1005 Museum Shop Sales	0	134	0	(134)			0.0%
1019 Internal Bookings (Council)	180	495	2,040	1,545			24.3%
1103 Other event misc income	0	0	9,000	9,000			0.0%
1104 Function Income	(981)	6,657	9,000	2,343			74.0%
1108 Handling Boxes	0	0	1,575	1,575			0.0%
Museum Function :- Income	(801)	7,286	21,615	14,329			33.7%
4000 Staffing Costs	0	0	32,819	32,819		32,819	0.0%
4030 Equipment Purchase	0	2,745	3,000	255		255	91.5%
4039 Advertising & Marketing	0	877	1,500	623		623	58.5%
Museum Function :- Indirect Expenditure	0	3,622	37,319	33,697	0	33,697	9.7%
Net Income over Expenditure	(801)	3,664	(15,704)	(19,368)			
Grand Totals:- Income	4,795	66,506	108,615	42,109			61.2%
Expenditure	19,272	327,663	452,935	125,272	0	125,272	72.3%
Net Income over Expenditure	(14,477)	(261,158)	(344,320)	(83,162)			
Movement to/(from) Gen Reserve	(14,477)	(261,158)					

Heritage, Arts and Culture Committee March 2022

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

Agenda Item No. 5 – Communication and Marketing Report

Blue Plaques

A Blue Plaque will be unveiled at 9 Grove Park Road Saturday March 5th at 14.00pm for Ivy Millicent James. Followed by an exhibition of her work at Weston Museum 5 March – 12 June 2022. This is the last Blue Plaque to go up in the series.

Weston literary Festival

Communications officer Becky Walsh (In her SEE MONSTER Community Manager Role, not Town Council) and Grounds Coordinator Zoe Scott had a meeting with Culture Weston and other community groups about the Literary Festival.

This report was for Community Services and written by Zoe Scott Grounds Coordinator

Literary Festival - Collaboration Event Opportunity

On the 15th February the Grounds Coordinator attended a meeting with Culture Weston and other community groups regarding the possibility of hosting a Literary Festival in the Town once again. The Town Council has previously hosted 3 successful Literary Festivals prior to COVID and established a good online presence and connections. Culture Weston were very enthusiastic about hosting a Literary Festival and already had ideas for events, themes and speakers.

An initial discussion revolved around whether an event could be pulled together in time for June 2022, using the stretch tent in Ellenborough Park East which will already be in situ for the Jubilee Celebrations. Both the Grounds Coordinator and Culture Weston felt this would not be possible due to current work commitments and capacity to staff the event over the bank holiday weekend. It was agreed, neither party wanted to host an event which wasn't going to be showcasing its full potential. Therefore, it was felt Autumn 2022 would be a more suitable goal, potentially utilising many venues across the town such as The Blakehay Theatre, Weston Museum and The Stables. The Grounds Coordinator explained at the meeting it would need to be decided at committee how the Town Council could work with Culture Weston on hosting a Literary Festival.

From discussions with officers within the Town Council (taking into consideration current work commitments and upcoming projects) the recommendation is, Weston Literary Festival be led and managed by Culture Weston with support and input from the Town Council and their knowledge of hosting 3 previous events. A way for both organisations to collaborate and work together. Culture Weston would have access to and take over the running of our "Weston Literary Festival" Social Pages and utilise the available Town Council Budget to support this event. It would be made clear through publicity the Town Council is helping to fund and support the event.

Recommendation –

1. Approve the breakdown of the Community Events Budget:

- £1,500, Christmas Lights
- £1,000, YMCA Youth Event

Heritage, Arts and Culture Committee March 2022

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

- £2,500, Weston Literary Festival in conjunction with Culture Weston
- £1,000, Wellbeing Event in Ellenborough Park West

2. Approve that the opportunity be presented to Culture Weston of a collaborative Literary Festival, being led and managed by Culture Weston with support from Town Council Officers where possible and the budget of £2,500 towards the event.

Members requested to note this report.

Heritage and Arts Committee Meeting: 17th March 2022

Blakehay Theatre Management Report written by Sally Heath, Theatre Manager

Overview

The [theatre re-opened](#) its doors to the public with Community Classes from 1st February 2022 with performances from Thursday 24th February 2022.

As the theatre re-opens from the Covid/Building work break of almost two years, the positioning of the theatre as we re-open for the 2022/2023 financial year on [bookings](#) as well as our audience capacity.

It will take time for people to start feeling comfortable to come back into theatre's however we hope to average capacity for our performances at 60%, and then re-build this over the next financial year to our pre-pandemic average of 65%-83% (dependant on genre of performance).

Tracking our [Marketing and audience](#) statistics, the theatre can see that confidence is returning to the industry.

Re-Opening Blakehay Theatre

The theatre is delighted to report that the Blakehay Theatre is back open.

An open morning was held on Thursday 17th February for Councillors and Hirers to get their first look at the theatre and to discuss their upcoming bookings.

A public open day was held on Saturday 19th February from 10am – 4pm which was very well attended (despite the awful weather conditions) with approximately 60 people throughout the day who came in for backstage tours of the theatre.

The studios and theatre bar re-opened to hirers on Tuesday 01st February 2022 for community classes and meetings and throughout February to today (7th March) the theatre has held 40 hours of community bookings. Most of these are now weekly bookings using our Studio for dance classes and Youth theatre classes with more enquiries coming into the theatre all of the time.

The first performance was held on Thursday 24th February 2022 with a Wrestling event with 130 in attendance. This was followed by a paranormal investigation on Friday 25th February and Opening Up on Saturday 5th March 2022 with almost 300 people in attendance over two performances.

The theatre has received positive feedback of the theatre being reopen and the works that have been completed in the last couple of years.

Bookings / Performances 2022/ 2023

As you may already know the anecdotal word about the theatre has been that either "I didn't know this was here?" or "nothing happens at the Blakehay!". Therefore, over the closure of the theatre, staff have worked hard on the marketing of the theatre and making new connections with potential hirers.

This is all now starting to come together with our studios now being used more than pre-pandemic and hire enquiries coming in from further afield as well as local societies and schools.

WSM TC HAC Cttee Report – Last amended 08/03/2022

The theatre currently has 5 hours of weekly classes in the studios on a Monday to Thursday evening, however we have also had enquiries for a further 7 hours per week after Easter 2022 and are in talks with further companies.

Current Weekly Classes (as of 7th March 2022)

Monday – Inspire

Tuesday – Abundance

Wednesday – Tidalwave & Odyssey Dance

Thursday – Theatre Orchard – Youth Theatre

The theatre is working to 96 performances during the 2022/2023 financial year, this is a maximum due to our current staffing capacity.

Currently the theatre has 50 performances provisional/ confirmed bookings for the Main House on our booking system, with enquiries being made weekly at present.

You can see below the theatre's current bookings and where they are enquiring from. If they are new companies to the theatre, we have included this and put these in bold, so that you are able to see where our bookings are coming from and how many new and returning companies we have at the theatre for the next financial year.

Current Main House Performances 2022/2023 (provisional & confirmed)

3 x Performances - Weston Gospel Bayfest – Northern Ireland– Hire - NEW

1 x Performance – Anna McNuff – East Sussex – Hire - NEW

1 x Performance – Broadway Spectacular – Live Show Budget – Postponed from 2020

7 x Performances – Living Spit – Live Show Budget – 3 of these have been Postponed from 2020

2 x Performances – Dance School – Clevedon – Hire – NEW

2 x Performances – Addams Family – Local – Hire – Postponed from 2020

8 x Performances – Weston College – Local – Hire

1 x Performance – Jukebox – Wolverhampton – Hire – NEW

1 x Performance – Happy Days – Devon – Hire – NEW – Postponed from 2020

1 x Performance – Medium – Doncaster – Hire – NEW

3 x Performances – OPPITTS – Local – Hire

1 x Performance – The Navy Lark – Berkshire – Hire – NEW – Postponed from 2020

1 x Performance – Dom Jolly – LIVE SHOW

3 x Performances – Musical – Chard – Hire – NEW

1 x Performance – Theatre Orchard – Local – Hire

1 x Performance – Worle Wind Band – Local – Hire – NEW – Postponed from 2020

1 x Performance – Dance – LIVE SHOW

1 x Performance – Comedy – London – Hire – NEW

5 x Performances – Worle Operatic – Local - Hire

2 x Performances – Music Makers – Local – Hire

2 x Performances – School – Local – Hire – NEW

2 x Performances – Dance School Local – Hire - NEW

Please note that this is before programming (Live Show Budget) as we are currently catching up on postponed shows from 2020, together with the connections and enquiries that have been made during the pandemic from all over the United Kingdom. The programming of our Live Show Budget for the next financial year is due to take place during March 2022 with again lots of exciting new shows to bring to Weston-super-Mare.

Marketing & Audience Update

Following on from the work done for increasing our capacity in bookings, the theatre has also used this time to help increase audience capacity and confidence. This has partly been with our 'See it Safely' marketing campaign to encourage people back into the theatre.

The first performance of LDN Wrestling on 24th February had a capacity of 63.77% with the recent Opening Up shows having a capacity of 73.91% (Matinee) and 69.57% (Evening).

Tracking our online statistics and insights weekly means that we have been able to see some big growths, progressions and consistencies, even just between January and February.

The most impressive of these being our ticket sales. Shows have been on sale since October 2021, and so we can see the upward trend and confidence in people as we move through each month;

October 2021 – 58 tickets sold

November 2021 – 66 tickets sold

December 2021 – 63 tickets sold

January 2022 – 210 tickets sold

February 2022 – 468 tickets sold

March 2022 (to 7/03/22) – 207 tickets sold so far

In addition, we can also see that we are steadily increasing in regards to followers across our social media platforms. Both Facebook and Instagram, our likes and followers have increased a similar amount both months. This implies that we are still reaching new people and peaking their interest.

In January, we had 15 new Facebook page likes and then 17 new likes in February. Similarly, we had 14 new Instagram followers in January and 17 new followers in February.

As confidence grows with the climate of the country re-opening and Covid becoming an endemic rather than a pandemic we hope to continue to see an increase in confidence for both hirers and patrons.

Members are requested to;

1. Note the Managers report

ITEM 10. South West Heritage Trust (SWHT) Report Heritage, Arts and Culture Committee 02.03.2022

Work programme:

Collections

The Curator has completed uploading to the collections database images taken by the A1 Camera Club volunteers. There are now 7,138 records with images. This amounts to 18,477 individual images. The database of images is a very valuable asset and we greatly appreciate how much work has been undertaken by the Camera Club volunteers.

The Curator continued carrying out a locations audit of the photographic and postcard collections. The audit will make the collections more accessible to the Weston Museum team and other users. In total, 67% of the North Somerset collections now have an updated location.

Exhibition Development:

Following the completion of flooring works in the William Mable Gallery, the Ivy Millicent James exhibition has now been installed.

Work to formalise the exhibition programme for 2023 is ongoing. The draft programme for includes the following proposals:

- Eltonware – An exhibition of the story of Eltonware ceramics, produced by the Elton family of Clevedon Court.
- Quentin Blake – A hired in exhibition from the House of Illustration.
- Dr Who – A family friendly exhibition to celebrate the 60th anniversary of Dr Who with a display of original artwork. The exhibition will explore Dr Who links to Weston, North Somerset and the West Country.

Future Work:

A1 Camera volunteers will return to the Somerset Heritage Centre next month to start work on collections photography.

Temporary Exhibitions:

Sentimental Journeys: The Art and Life of Ivy Millicent James
(in-house exhibition)

2022 Slot 1: TBC – 22 May 2022

Project Lead: Michele Green (Assistant Curator)/Bethan Murray (Curator of Social History, Costume and Textiles)

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 20th 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.

The World of Martin Brown: Horrible Histories and other Dazzling Drawings

2022 Slot 2: 4 June – 9 October

Project Lead: Sarah Cox (Exhibitions and Programme Manager)

This exhibition will showcase the cartoons and art by *Horrible Histories* illustrator Martin Brown. Previously on display at the Museum of Somerset, it is a family-focused exhibition of the highly recognisable work of this world-famous children's illustrator.

Natural History Museum's Wildlife Photographer of the Year (TBC)

(hired in exhibition)

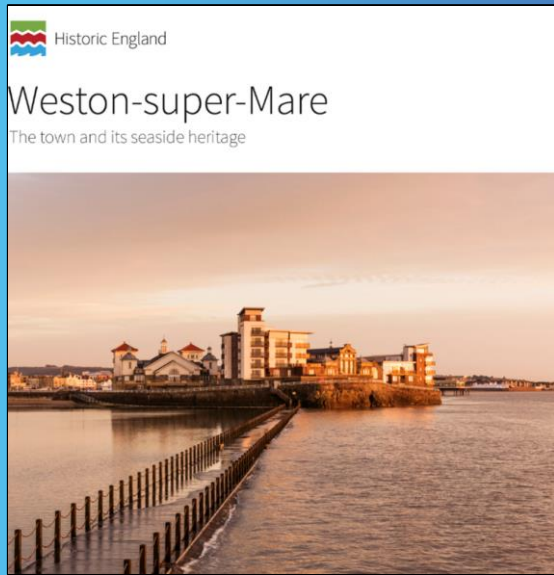
2022 Slot 3: 22 October - TBC

Project Lead: Sarah Cox (Exhibitions and Programme Manager)

Discover the world's best nature photography with the new Wildlife Photographer of the Year exhibition, exhibited on 100 panels.

Recommendation: Members are asked to note the report and approve the exhibitions programme for the forward year.

Great Weston Heritage Action Zone



Cara MacMahon &
Lorna Clarke

Over five years (Sept 2017- Sept 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.

To date the work has delivered the:

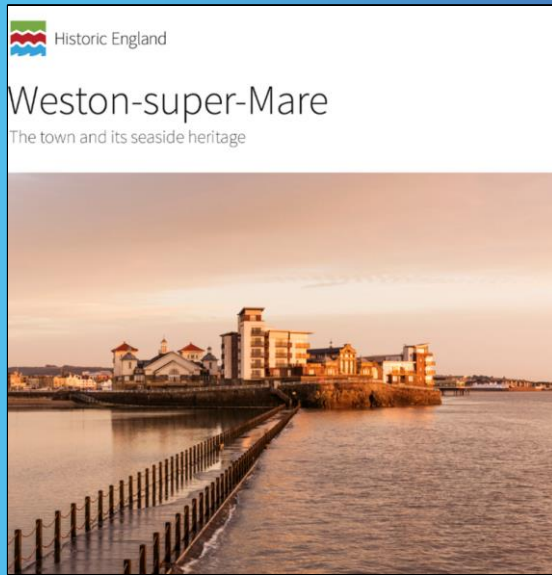
- Adoption of Weston as a Conservation Area
- Adoption of shopfront design guide for North Somerset
- Publication of a book on Weston

The work includes shopfront enhancement scheme and community engagement, including

- Funding for Know your Place
- Co-ordination of Weston's Heritage Open Days
- Marketing training for retailers



Great Weston Heritage Action Zone



Cara MacMahon &
Lorna Clarke

Retaining Weston's Stone Walls- Article 4 Direction

We have completed consultation on Stone Walls

The vast majority of responses were in support of an Article 4 Direction to remove permitted development rights to knock walls 1 metre or less down.

We are awaiting an Executive member decision.

During the next few months for 6 weeks we will enter a phase of public engagement to inform of decision to adopt Article 4 directions and request representations.

Following this phase the aim would be to finalise adoption



Great Weston HAZ



2021-22 highlights & achievements

- Completion of Walker & Ling shopfront through shopfront enhancement scheme
- Heritage Open Days festival with over 3000 visitors
- Publication of the Hans Price walk through Weston
- Marketing support for Retailers
- Funding for Know Your Place
- Four more high street shops gained planning permission for enhancement work- however two dropped out
- Work on 132/134 High Street commencing March 2022

Great Weston HAZ

Legacy work

Exhibition in The Museum

To celebrate the HAZ and HSHAZ achievements, working with the Museum and Photographer, Tom Sparey, we are planning an exhibition in the Community gallery running from 21 May to 05 November

The formal private view is on the evening of 24 May

The exhibition will celebrate our work to date.

We plan to hold a variety of events in the museum during the months the exhibition is running.

We plan to tie this in to the wider See Monster events happening over the summer.



Know Your Place

Know Your Place

The project continues to go from strength to strength. Over 1,000 KYP map views each month and circa 400 users monthly with 200 new users accessing the map each month and 200 regular monthly users.

Exhibition

The Know Your Place exhibition in the Museum will run from 15 March for two weeks.

Launch event 15 March at 10.30am



Heritage Open Days 2022



Hero and Leander at Grove Park
Sept 2021

Following successful Heritage Open Days Sept 2021 we have begun to plan for Sept 2022.

Dates are 9- 18 September 2022

Lorna Clarke is leading on this festival and we ask Weston Town Council to contact Lorna in relation to possible HODs events that could be planned by The Museum, Blakehay, Grove House and the parks.

We also hope to work with Culture Weston to co-ordinate Cultural events during the HODs festival

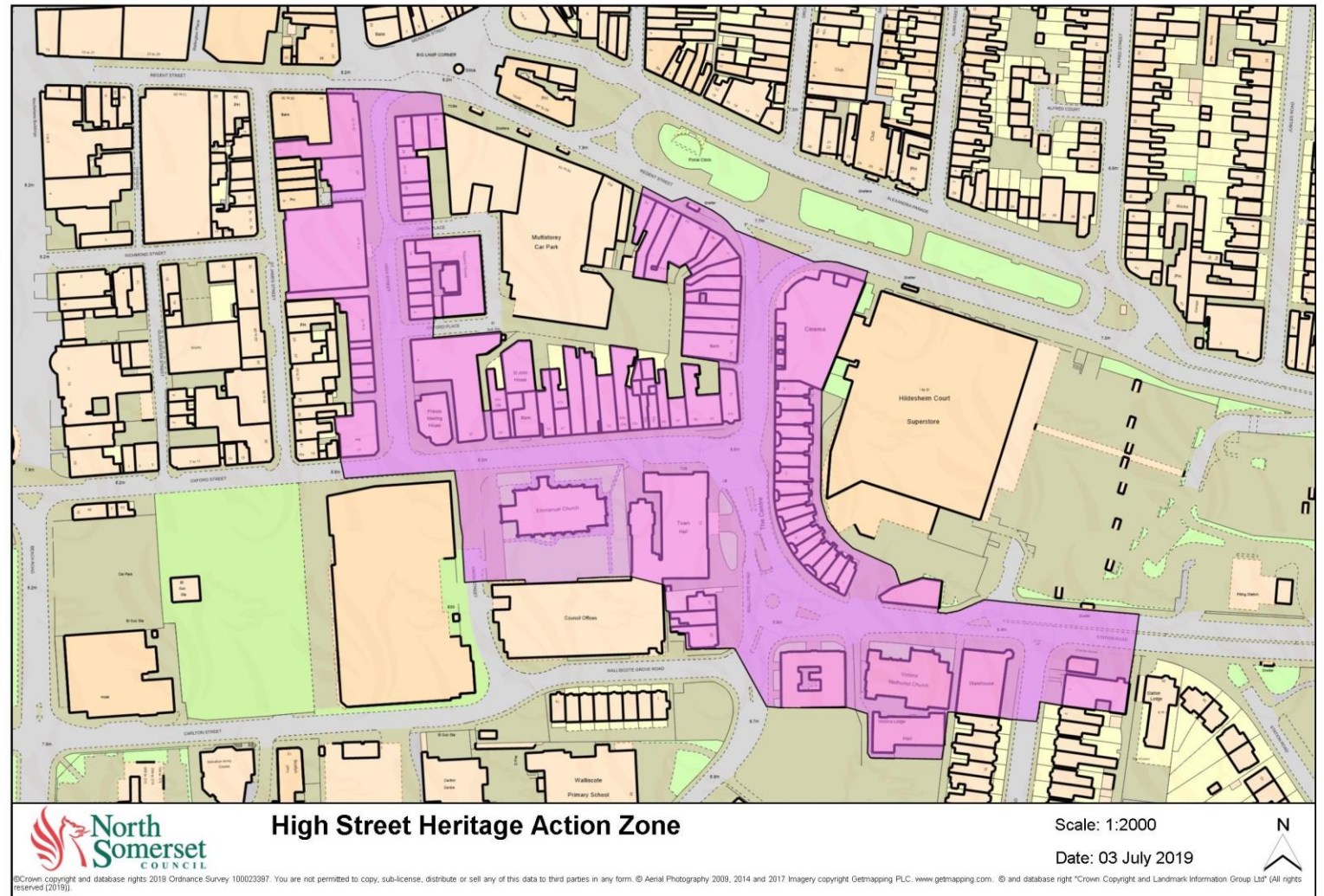
High Street Heritage Action Zone

Commenced October 2020

Running to March 2024

£1.1 million investment from Historic England

Focus on shopfront enhancement & community engagement and a major Cultural programme



Weston HSHAZ



2021-22 highlights & achievements

- Fork N Ale pub renovations commenced January 2022. Due to finish 21 March 2022
- Second phase of Fork N Ale – balustrade restoration due to commence March 2022.
- Old 'Kendall' 16-28 High Street/ 42-44 Regent Street. Work to commence March 2022
- 4-8 Walliscote Road. Work due to commence end March 2022.
- Outline designs for The Centre developed – lack of support from retailers has led to halting of the work.
- Initial discussions with properties on Oxford Street.
- Designs developed for renovation of The Odeon Cinema. A new planning application has been submitted

High Street Heritage Action Zone

Community Engagement

Community engagement work

Eight community led projects plus Heritage Construction skills training programme.

Projects include:

- Funding for Know Your Place
- A schools heritage appreciation project
- Heritage Open Days
- Volunteer skills training led by Culture Weston with VANS
- Training Guide to provide guided heritage walks
- Intergenerational reminisce
- Seminars for retailers
- Heritage talks/ lectures

High Street Heritage Action Zone

Seminars for retailers

A series of Seminars for retailers
in the Fork n Ale pub 5.15pm- 7pm. Led by Fran Riseley

Seminar 1. Tuesday 01 Feb 2022

20 things you can do for free (or almost) to increase sales and customer traffic in your shop.

Seminar 2. Tuesday 01 March 2022

Telling your story effectively – ways to demonstrate the heritage and history of your business and what makes you special as an independent retailer.

Seminar 3. Tuesday 05 April 2022

Maximizing the opportunities that local events in Weston bring. We will go through all the key events planned for summer 2022 in Weston and look at ideas for each to help you capitalize on the visitors they bring into the town.

