

**WESTON-SUPER-MARE TOWN COUNCIL
NOTES OF THE
HERITAGE ARTS AND CULTURE COMMITTEE
HELD AT WESTON MUSEUM
ON 17th MARCH 2022**

Meeting Commenced: 10:02 am

Meeting Concluded: 11:19 am

PRESENT: Councillors John Crockford-Hawley (Chairman), Jan Holloway, Marcia Pepperall and Pete McAleer; Sarah Pearse (Deputy Town Clerk), Fay Powell (Assistant Town Clerk - Operational Services), Molly Maher (Development Officer), Sally Heath (Theatre Manager), Becky Walsh (Communications Officer), Rebecca Saunders (Civic and Committee Officer), Jasmine Ryle (Events and Marketing Officer), Tom Newman (Culture Weston) and Heather Morrissey (Chair of the Friends of the Museum).

362	Apologies for absence and notification of substitutes Apologies for absence were received from Malcolm Nicholson and Cara MacMahon.
363	Declarations of interest There were no declarations of interest received.
364	To approve the accuracy of the Minutes of the last meeting held on 27th January 2022 The minutes of the meeting had been previously circulated with the agenda. PROPOSED BY: Councillor Jan Holloway SECONDED BY: Councillor Marcia Pepperall RESOLVED: That the minutes be approved and signed by the Chairman
365	Budget for 2021/22 The detailed income and expenditure for the Blakehay Theatre and Weston Museum had been previously circulated. The Deputy Town Clerk advised that the budget was similar to previous months, with the Museum having responded well after reopening as had the Blakehay. It was explained that year end was not where it had been forecast, but that the closure period had been longer than expected. RESOLVED: That the report be noted.

366

Marketing Report

The report of the Communications and Marketing Officer had been previously circulated.

Blue Plaques

It was reported that all blue plaques had now been installed. There was no budget remaining for the current financial year. The Chairman suggested that there should be an agenda item for the next meeting to discuss a new programme of plaques, potentially centred around buildings such as the Royal Hotel.

The Ivy Millicent James plaque was now in situ. It was suggested that the college should be contacted to engage with the exhibition, which would run until May, as the college was Ivy's root into art.

The Chairman asked if there was a trail of the plaque. The Communications Officer explained that there were audio recordings on the website. Whilst QR codes on, or near the plaques would be an option, it was felt they did not look aesthetically pleasing and technology was evolving quickly and might become redundant. A member enquired if the Museum had a copy of the Ivy Millicent booklet produced by the Museum in previous years. The Deputy Town Clerk advised that she would investigate.

Literary Festival

It had been decided that a collaboration with Culture Weston was the best way forward, in order to deliver the festival, which would be a celebration of local writers and poets. It was suggested there could be a link with SEE Monster with a climate change emphasis.

The Assistant Town Clerk (Operational Services) entered the meeting at 10:11am.

Members suggested it would be good to get a high profile author in order to attract a higher attendance. The Communications Officer informed that whilst this would be ideal, it would come at a high cost. The Chairman asked how they had planned to attract visitors with local unknown authors. The Communications Officer explained that in Bristol they had worked on more of a panel format, with speakers.

It was suggested that local author Brian Price be a speaker. The Deputy Town Clerk would circulate Tom Newman's email address for members to send suggestions.

The Chairman explained that Jane Evans, the first curator of Weston Museum when opened in 1976, had written a book on George Cumberland and suggested that the Museum would be a good site for a book look. The Friends of the Museum had supported Jane in the publishing of her book.

RESOLVED: That the report be noted and that Culture Weston should become a partner to aid the next literary festival.

<p>367</p>	<p>Weston Museum Management Report</p> <p>A verbal report was given by the Assistant Town Clerk (Operational Services).</p> <p>Members were advised that the Visitor Services Manager had left and that the role had been advertised. She would be based at the Museum as much as possible. The Museum was going through a period of adjustment, but was still very busy and the best service possible was being delivered. The Deputy Town Clerk explained that following the last staffing review, there was built in resilience, with the operational services team able to support the service in the interim period. The service was running as usual, but there was no opportunity for progression until the new manager was in post. The priority was to ensure Museum staff felt supported.</p> <p>A new Catering Supervisor had been appointed and due to start in April. He had a military background, with a wealth of experience in hospitality and catering. The Chairman requested to meet the new Catering Supervisor when in post.</p> <p>The Chairman expressed his delight at seeing the Worle History Society exhibition in the courtyard, the Know Your Place exhibition in the function room, and the Ivy Millicent James exhibition in the William Mable Gallery.</p> <p>The Assistant Town Clerk (Operational Services) reported that volunteers were essential to the running of the Museum and had provided vital support during this period of change.</p> <p>Members were informed that the Catering Assistant was absent due to a family bereavement. The Chairman requested for the Committee's condolences to be given.</p> <p><i>The Assistant Town Clerk (Operational Services) left the meeting at 10:28 am.</i></p> <p>A report was tabled by the Chairman, to be noted.</p> <p>RESOLVED: That the verbal museum management and Chairman's tabled report be noted.</p>
<p>368</p>	<p>Blakehay Report</p> <p>The report of the Theatre Manager had been previously circulated.</p> <p>The Chairman thanked the Theatre Manager for the very well received open day, however his disappointed at fellow councillors that only 5 had attended was noted.</p> <p><i>The Assistant Town Clerk (Operational Services) reentered the meeting at 10:30 am</i></p> <p>The Theatre Manager introduced Jasmine, whose role had changed from Box</p>

	<p>Officer Supervisor to Events and Marketing Officer. Since reopening there had been two shows at the Museum, Wrestling and 'Opening Up' performed by the Oppits, with Worle Operatic performing Rent the following week.</p> <p>In April a Gospel group from Northern Ireland were due to perform, which would bring in visitors from Northern Ireland. The Theatre Manager referred to page 2 of her report which detailed future performances and where the bookings had come from. It was demonstrated that bookings were being taken from companies all over the country. The Chairman highlighted the need to advertise these performances to the community. It was explained that the Events and Marketing Officer was working on this, with the Blakehay's attendance up on the national average of 60%. Tom Newman explained that North Somerset Council maintained a list of activities, to which they provided information about bookings. The Theatre Manager explained that all the bookings were external hires, not programmed works, and it was the hirers responsibility to market their shows and ensure there were no local clashes.</p> <p>The Chairman enquired what the working relationship with the Playhouse was like. The Theatre Manager explained that the relationship with staff was working well, but was strained with the management. The Deputy Town Clerk informed that they had tried previously to engage with no success. It was suggested that the Placemaking meetings might be a good way to engage, as the Playhouse attended these. The Chairman was keen to forge better relationships with the Playhouse, and asked members to action this.</p> <p>The Theatre Manager reported that the Theatre had been shortlisted for a tourism and leisure award and would bring news of the outcome to the next meeting.</p> <p>RESOLVED: That the report be noted.</p>
<p>369</p>	<p>WSMTC Grant Development</p> <p>A verbal update was given by the Development Officer.</p> <p>The evaluation report for the Arts Council England Cultural Recovery Fund Continuity Support had been submitted and they were awaiting confirmation of completion of the funding project.</p> <p>The Development Officer explained that many funders were pulling back following the immense support throughout Covid. The Arts Council and Heritage Lottery Fund were in a position to support, however more planning works would be required with the Museum and Blakehay before we were in a position to apply.</p> <p>The Deputy Town Clerk advised that there was a meeting with Culture Weston to discuss working together to attract bigger grants.</p> <p><i>The Theatre Manager left the meeting at 10:46 am.</i></p>

	<p>RESOLVED: That the report be noted.</p>
370	<p>South West Heritage Trust Update Report</p> <p>The report of Bethan Murray had been previously circulated with the agenda.</p> <p>The Chairman advised that the floor in the William Mable Gallery had been laid after a substantial delay.</p> <p><i>The Theatre Manager reentered the meeting at 10:48 am.</i></p> <p>The Assistant Town Clerk - Operational Services stated that the exhibition in the courtyard had blocked visitors view of the William Mable Gallery and as such, she had needed to redirect people. It was suggested this should be explored further.</p> <p>A horrible histories exhibition would be coming to the William Mable gallery. The Chairman advised this should be well publicised, as it would be free to attend, unlike other Museums.</p> <p>Members discussed the lack of an opening event for the Ivy Millicent James exhibition. It was considered that this was a missed opportunity to bring people into the Museum, but that consideration of how the event ran and who was invited should be given, as they tended to produce the same visitors.</p> <p>RESOLVED: That the report be noted.</p>
371	<p>Friends of Weston Museum Verbal Report</p> <p>Heather Morrissey provided a verbal update</p> <p>The Friends of the Museum talks had been well attended, and they had expanded into coffee mornings which were building momentum.</p> <p>The Friends would have a stall at the Museum Fayre.</p> <p>A dinosaur donation box had been commissioned from Somerset Wood Recycling. This was being repaired following a pencil being lodged, so was not currently in situ.</p> <p>RESOLVED: That the verbal report be noted.</p>
372	<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>RESOLVED: That the report be noted.</p>
373	<p>Culture Weston and Theatre Orchard Update Report</p>

Tom Newman gave a verbal update.

Glow

Members were advised that the Glow Event had been completed with success. 3,000 people had attended over the two days, with one of the days having been cancelled due to high winds. Tom brought feedback for members to discuss. He gave thanks to the Town Council and ACE for their support was noted. Tom was working with Paula, the events creator, to understand if the event could run next year. The Chairman gave his thanks, having attended and enjoyed the event. Members discussed some of the feedback. Tom explained they would be expanding the event to include other areas in the town.

SEE Monster

Tom reported that Culture Weston were developing ideas from the think tanks, and applying to ACE to fund them. The Communications Officer informed that six local projects had been chosen to be on the SEE MONSTER platform.

They were:

- Moth Research Team
- Construction: Drone, Time-lapse and Photo interviews
- Michelle Cassar Seb and Polly Planet
- Photography Project - Jim Woods
- Write Box - Spoken word and poetry
- Sunrise and Sunset Yoga and meditation sessions with Do Yoga

Other events around the town would include:

- A story and art workshop with a weather theme for children aged 4-7.
- STEAM Themed art exhibition
- Sensory, 3D, ever-changing art installation.
- Fashion Show (pre-loved clothing designs and Mardi Gras Parade
- Steepholmers Shanty Band and Shrimpers exhibition are hoped to join together for an event at Weston Museum.
- Rainbow singers have funding from the Chat room / REN for 10 concerts during SEE MONSTER. They are looking for free venues and marketing.
- STEM Local Business film in Collaboration with NSC Placemaking.
- The Flood: Past, Present and Future Flood risk in Weston-super-Mare. A short environment film.

Upcoming events

Other upcoming events from Culture Weston included:

- A Weston vs Bristol poetry slam at Loves Café on the 25th March
- Tom's Tea Party – amplifying LGBTQ+ voices in the community at Proud Bar on 26th March
- Super shrine would be going to planning the upcoming week
- Cuba's Revenge on the 20th May
- Worley Gig – September
- Arts and Health Weekender – October

Members advised that they would like to see events at the Quarry return.

	RESOLVED: That the verbal report be noted.
374	There being no further business the meeting concluded at 11:19 am. Signed.....Dated..... Chairman of the Heritage Arts and Culture Committee

12:00

Detailed Income & Expenditure by Budget Heading 04/05/2022

Month No: 1

Cost Centre Report

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
120 Blakehay Central Costs							
1100 Miscellaneous Income	0	0	39,238	39,238			0.0%
1105 Blakehay Box office income	143	143	4,968	4,825			2.9%
Blakehay Central Costs :- Income	<u>143</u>	<u>143</u>	<u>44,206</u>	<u>44,063</u>			<u>0.3%</u>
4000 Staffing Costs	0	0	57,206	57,206		57,206	0.0%
4013 Training	76	76	2,077	2,001		2,001	3.7%
4014 P P E / Health & Safety	0	0	3,000	3,000		3,000	0.0%
4019 Website Costs-TC	0	0	500	500		500	0.0%
4030 Equipment Purchase	918	918	7,500	6,582		6,582	12.2%
4031 Equipment - Rental	0	0	5,300	5,300		5,300	0.0%
4034 Equipment Repairs	0	0	3,500	3,500		3,500	0.0%
4035 Telephone	107	107	1,272	1,165		1,165	8.4%
4036 Stationery	0	0	500	500		500	0.0%
4043 Ink Cartridges/printing	0	0	200	200		200	0.0%
4044 Insurance	2,179	2,179	3,055	876		876	71.3%
4102 NNDR	315	315	3,493	3,178		3,178	9.0%
4104 Utilities - Water	88	88	924	836		836	9.5%
4105 Utilities - Heat & Light	0	0	7,500	7,500		7,500	0.0%
4107 IT Support & Upgrade	0	0	2,004	2,004		2,004	0.0%
4109 Alarm system	0	0	1,000	1,000		1,000	0.0%
4110 Cleaning	616	616	17,801	17,185		17,185	3.5%
4111 Window Cleaning	75	75	300	225		225	25.0%
4114 Refuse Removal	0	0	2,284	2,284		2,284	0.0%
4131 Licenses	135	135	1,191	1,056		1,056	11.3%
4136 Credit Card Chgs	0	0	130	130		130	0.0%
Blakehay Central Costs :- Indirect Expenditure	<u>4,509</u>	<u>4,509</u>	<u>120,737</u>	<u>116,228</u>	<u>0</u>	<u>116,228</u>	<u>3.7%</u>
Net Income over Expenditure	<u>(4,366)</u>	<u>(4,366)</u>	<u>(76,531)</u>	<u>(72,165)</u>			
121 Blakehay -Auditorium							
1013 BH annual membership	0	0	100	100			0.0%
1090 Bookings	1,626	1,626	11,000	9,374			14.8%
Blakehay -Auditorium :- Income	<u>1,626</u>	<u>1,626</u>	<u>11,100</u>	<u>9,474</u>			<u>14.7%</u>
4000 Staffing Costs	0	0	39,520	39,520		39,520	0.0%
4039 Advertising & Marketing	0	0	3,650	3,650		3,650	0.0%
4224 Blakehay Performing Rights	0	0	522	522		522	0.0%
Blakehay -Auditorium :- Indirect Expenditure	<u>0</u>	<u>0</u>	<u>43,692</u>	<u>43,692</u>	<u>0</u>	<u>43,692</u>	<u>0.0%</u>
Net Income over Expenditure	<u>1,626</u>	<u>1,626</u>	<u>(32,592)</u>	<u>(34,218)</u>			

Detailed Income & Expenditure by Budget Heading 04/05/2022

Month No: 1

Cost Centre Report

	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	25	25	1,050	1,025			2.4%
1015 Internal Bookings (Council)	0	0	3,660	3,660			0.0%
1090 Bookings	690	690	10,125	9,435			6.8%
Blakehay - Upper Studio :- Income	715	715	14,835	14,120			4.8%
4141 BH evening classes expenditure	63	63	1,050	988		988	6.0%
Blakehay - Upper Studio :- Indirect Expenditure	63	63	1,050	988	0	988	6.0%
Net Income over Expenditure	653	653	13,785	13,133			
123 Blakehay Bar							
1193 Blakehay Bar Events Hire	0	0	2,025	2,025			0.0%
1194 Blakehay Bar Income	209	209	17,500	17,291			1.2%
Blakehay Bar :- Income	209	209	19,525	19,316			1.1%
4000 Staffing Costs	0	0	18,604	18,604		18,604	0.0%
4031 Equipment - Rental	44	44	2,432	2,388		2,388	1.8%
4405 Blakehay Bar Expenditure	235	235	8,000	7,765		7,765	2.9%
Blakehay Bar :- Indirect Expenditure	279	279	29,036	28,757	0	28,757	1.0%
Net Income over Expenditure	(71)	(71)	(9,511)	(9,440)			
125 Blakehay -Live Shows							
1106 Blakehay events income	1,269	1,269	48,000	46,731			2.6%
Blakehay -Live Shows :- Income	1,269	1,269	48,000	46,731			2.6%
4016 Show costs	0	0	24,000	24,000		24,000	0.0%
4039 Advertising & Marketing	0	0	7,300	7,300		7,300	0.0%
Blakehay -Live Shows :- Indirect Expenditure	0	0	31,300	31,300	0	31,300	0.0%
Net Income over Expenditure	1,269	1,269	16,700	15,431			
Grand Totals:- Income	3,962	3,962	137,666	133,704			2.9%
Expenditure	4,851	4,851	225,815	220,964	0	220,964	2.1%
Net Income over Expenditure	(889)	(889)	(88,149)	(87,260)			
Movement to/(from) Gen Reserve	(889)	(889)					

12:01

Detailed Income & Expenditure by Budget Heading 04/05/2022

Month No: 1

Cost Centre Report

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
140 Museum Central Costs							
1100 Miscellaneous Income	65	65	5,000	4,935			1.3%
Museum Central Costs :- Income	65	65	5,000	4,935			1.3%
4000 Staffing Costs	0	0	92,287	92,287		92,287	0.0%
4013 Training	76	76	3,262	3,186		3,186	2.3%
4014 P P E / Health & Safety	0	0	500	500		500	0.0%
4019 Website Costs-TC	0	0	600	600		600	0.0%
4030 Equipment Purchase	72	72	1,500	1,428		1,428	4.8%
4031 Equipment - Rental	174	174	1,616	1,442		1,442	10.8%
4034 Equipment Repairs	0	0	1,000	1,000		1,000	0.0%
4035 Telephone	262	262	3,042	2,780		2,780	8.6%
4036 Stationery	0	0	500	500		500	0.0%
4039 Advertising & Marketing	(352)	(352)	6,500	6,852		6,852	(5.4%)
4041 Fees, Subs and Conferences	30	30	666	636		636	4.5%
4044 Insurance	2,179	2,179	1,200	(979)		(979)	181.6%
4102 NNDR	5,325	5,325	53,248	47,923		47,923	10.0%
4104 Utilities - Water	0	0	750	750		750	0.0%
4105 Utilities - Heat & Light	1,258	1,258	12,000	10,742		10,742	10.5%
4107 IT Support & Upgrade	283	283	4,509	4,226		4,226	6.3%
4109 Alarm system	97	97	1,500	1,404		1,404	6.4%
4110 Cleaning	0	0	12,000	12,000		12,000	0.0%
4111 Window Cleaning	0	0	600	600		600	0.0%
4114 Refuse Removal	0	0	2,373	2,373		2,373	0.0%
4131 Licenses	221	221	1,600	1,379		1,379	13.8%
4214 Somerset County Council - SLA	0	0	72,260	72,260		72,260	0.0%
Museum Central Costs :- Indirect Expenditure	9,623	9,623	273,513	263,890	0	263,890	3.5%
Net Income over Expenditure	(9,558)	(9,558)	(268,513)	(258,955)			
141 Museum Learning and Events							
1006 Learning Income	0	0	4,500	4,500			0.0%
1008 Museum handling box hire	0	0	1,800	1,800			0.0%
1103 Other event misc income	275	275	0	(275)			0.0%
Museum Learning and Events :- Income	275	275	6,300	6,025			4.4%
4000 Staffing Costs	0	0	30,704	30,704		30,704	0.0%
4020 Learning/Event education equip	33	33	1,000	967		967	3.3%
4058 Learning/Events Museum events	0	0	1,750	1,750		1,750	0.0%
Museum Learning and Events :- Indirect Expenditure	33	33	33,454	33,421	0	33,421	0.1%
Net Income over Expenditure	242	242	(27,154)	(27,396)			

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
142 Museum Cafe							
1004 Cafe Sales	1,187	1,187	62,000	60,813			1.9%
Museum Cafe :- Income	1,187	1,187	62,000	60,813			1.9%
4000 Staffing Costs	0	0	39,884	39,884		39,884	0.0%
4014 P P E / Health & Safety	0	0	1,500	1,500		1,500	0.0%
4017 Museum cafe equip rental	0	0	1,980	1,980		1,980	0.0%
4030 Equipment Purchase	0	0	2,000	2,000		2,000	0.0%
4110 Cleaning	0	0	845	845		845	0.0%
4114 Refuse Removal	0	0	2,462	2,462		2,462	0.0%
4406 Bar Stock	80	80	2,500	2,420		2,420	3.2%
4407 Museum cafe stock	440	440	15,000	14,560		14,560	2.9%
Museum Cafe :- Indirect Expenditure	520	520	66,171	65,651	0	65,651	0.8%
Net Income over Expenditure	667	667	(4,171)	(4,838)			
143 Museum shop/retail							
1005 Museum Shop Sales	386	386	13,500	13,114			2.9%
1009 Museum sale or return comm	0	0	4,000	4,000			0.0%
Museum shop/retail :- Income	386	386	17,500	17,114			2.2%
4031 Equipment - Rental	0	0	156	156		156	0.0%
4136 Credit Card Chgs	0	0	110	110		110	0.0%
4408 Museum shop stock	513	513	7,500	6,987		6,987	6.8%
Museum shop/retail :- Indirect Expenditure	513	513	7,766	7,253	0	7,253	6.6%
Net Income over Expenditure	(127)	(127)	9,734	9,861			
145 Museum Function							
1004 Cafe Sales	123	123	0	(123)			0.0%
1019 Internal Bookings (Council)	0	0	2,040	2,040			0.0%
1103 Other event misc income	0	0	9,000	9,000			0.0%
1104 Function Income	405	405	9,000	8,595			4.5%
Museum Function :- Income	528	528	20,040	19,512			2.6%
4000 Staffing Costs	0	0	15,249	15,249		15,249	0.0%
4030 Equipment Purchase	0	0	3,000	3,000		3,000	0.0%
4408 Museum shop stock	107	107	0	(107)		(107)	0.0%
Museum Function :- Indirect Expenditure	107	107	18,249	18,142	0	18,142	0.6%
Net Income over Expenditure	420	420	1,791	1,371			

Detailed Income & Expenditure by Budget Heading 04/05/2022

Month No: 1

Cost Centre Report

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
Grand Totals:- Income	2,441	2,441	110,840	108,399			2.2%
Expenditure	10,797	10,797	399,153	388,356	0	388,356	2.7%
Net Income over Expenditure	<u>(8,356)</u>	<u>(8,356)</u>	<u>(288,313)</u>	<u>(279,957)</u>			
Movement to/(from) Gen Reserve	<u>(8,356)</u>	<u>(8,356)</u>					

Heritage, Arts and Culture Committee May 2022

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

Agenda Item No. 5 – Communication and Marketing Report

Marketing Weston Museum

A draft review of the marketing for Weston Museum has taken place. Please see the attached marketing plan that has yet to be approved. It is to accompany the strategy that was previously created.

Marketing film for the HAZ High Street exhibition

A social media film of Walker and Ling is being edited to promote the HAZ High Street exhibition. The draft edit is here <https://youtu.be/5qmREo6b7sg>. Please don't share this film as it's not finished.

Weston Walz

This press release was sent out Thursday 5th May.

Press release

For immediate release

Sand, sea and spray paint as Weston Wallz returns for 2022

After a successful launch in 2021, Upfest, the creators of Europe's largest street art festival, will once again head to the coast this July to bring more murals to the seaside, in partnership with Weston-super-Mare Town Council and Culture Weston.

Weston Wallz will take place from the 22nd to the 31st of July, with around 20 street artists creating large-scale murals. These will add to the current street art trail from 2021, featuring artworks from a diverse mix of artists including Jody, Irony, Hazard One, Dan Kitchener, Farrah Fortnam, Tozer, John Curtis, Damian Nicholson, Andy Council and Shruti Ashish.

Each artist will bring their own style to create one-off designs on a variety of walls and locations around the town centre, if you own a property in the centre with a prominent wall which you'd like to be considered for the trail then please get in contact with Upfest via their website or social media.

Malcolm Nicholson Town Clerk at Weston Town Council said: "Last year was a huge success for Weston Wallz and was received so well by the town. There was so much interest in what was going on so we're more than excited to be bringing it back and encouraging new visitors to the town to come and see the street art happening live."

'We are thrilled to be bringing Upfest back to Weston this year. Weston Wallz builds on the burgeoning popularity and reputation for great street art in the town and will create vibrant new landmarks for the town. Investing in the town in this way will add to its distinctive cultural identity, draw new visitors to the town and boost local business.' Tom Newman, Culture Weston programme manager.

Upfest co-founder, Stephen Hayles, added: "When we brought Upfest to Weston last year, we didn't know how people were going to react to it, but to see the support and demand for more is

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

incredible. We want to say a big thanks to the town council and Culture Weston for investing back into this initiative and funding the project. The architecture in Weston is amazing, so if anyone has a building or knows of a property that would be great for this - get in touch.”

The initiative has been funded by a grant from Weston Town Council and Culture Weston and hopes to further grow the town’s cultural identity, attract new visitors and boost local business.

Artists and locations will be announced in the coming months leading up to the project and street art fans are invited to come down and follow the process. An interactive Google Map will be created for trail hunters to easily identify the murals and witness the transformation of ordinary corners becoming landmarks in the town.

To keep up to date with artist announcements and location reveals, you can follow Weston Wallz on [Twitter](#) and [Instagram](#) or visit the [Upfest](#) website for more information. Further details will be available at www.cultureweston.org.uk and <https://wsm-tc.gov.uk>.

ENDS.

Editors Contacts

Sophie Jones, T; 07809419712, E; sophie@weareplaster.com

Natalie Johnson, T; 07747280002, E; natalie@weareplaster.com

Members requested to note this report.

Weston Museum Marketing Strategy 2022

Ambition	Timescale	Success would be
1.1 Split out events on the website as events and special events. Special events are being lost in the full event listing.	1 month	Clear navigation to the 'book now' for events so they are easier to find
1.2 Events brochure/flyer to be printed. Use for the front desk so people can pick one up and find out what's on. These can also be at the VIC during the summer months and in the Tuk Tuks	2 months	Increased sales for events and room hire
1.3 Market the Museum's educational opportunities so that it becomes a nationally recognised venue for education.	0 to 5 years	Create educational films on our YouTube channel to help us become a 'go to' place to learn about the history of the South West. This in turn markets the museum nationally, making it a destination for tourism.
1.4 Streamline social media accounts so we don't have so many of them and the one we have are used more effectively	1 month	Less confusion on where the public finds information
1.5 More in-person partnership outreach to have a presence at other events. Using our asset of the 'Adventure play park' which is popular in the summer months. This will help to raise awareness of events at the Museum, by using the gazebo and having 'handling boxes'.	0 to 5 years	Creation of an inclusive community, by going out and finding the people who might not think to come to a Museum.
1.6 We will continue to grow the Facebook page, Instagram, and Twitter followings and continue the outreach to Facebook groups. We will do this by systemising the posts and paying for a scheduling system.	0 to 5 years	Engagement reach grows to visitors in and outside Weston. Scheduling system will remove the need for staff to be using their personal social media accounts for Museum assets. The calendar will also make clear what is being sent out when so all staff can clearly see all social media on all platforms in one place.
1.7 Create scheduled recycled evergreen marketing	1 month	Saving staff members time posting on social media and increasing awareness and sales.
1.8 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.

Ambition	Timescale	Success would be
1.9 Continue to have print marketing design in house.	0 to 1 year	This is the house style for everything written that the Museum distributes that is seen by the public or profession. It is essential that the Museum has a 'voice' style so that it can maintain branding.
1.10 Expand our newsletter audience and target with Ticket Source and create regular targeted newsletter mail outs. Bring together the fragmented mailchimp accounts and pay for the mailchimp to have systemised lists	0 to 1 year	Bi-weekly or monthly newsletters to targeted audiences. With a growing mailing this list to target our newsletter to more people and connect with existing customers
1.11 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.
1.12 Clara's café – Work with Peter to post a menu and create a flyer from it to be distributed and be on social media and TripAdvisor	2 months	Greater awareness of Clara's café and a growing customer base
1.13 Use TripAdvisor by uploading photos and paying for outreach	2 months	More footfall to the Museum
1.14 Use the Waterpark social media page which has a great outreach but ONLY for children's events so as not to swamp the page	On going	More footfall to the Museum
1.15 Put on STEAM events during SEE MONSTER to use the SEE MONSTER social media for greater outreach for the Museum	5 months	SEE MONSTER is an education platform and a perfect opportunity to be able to sell our education platform using their social media assets
1.16 Explore opportunity to make an 'audio' reminiscence for social media and the website (such as the sound of how we used to connect to the internet) with BBC Radio Bristol	1 year	Creating an audio reminiscence is unique and the kind of thing people share across social media
1.17 Paid advertising in Local reach and Somerset life magazines	1 year	It's worth trying as these go through every door in the local area.
1.18 Use a photo of the right size for events on the website. Posters and images with text are hard to read, not accessible and don't look good on the home page even though they look on ok on the events page.	On going	Posters become more eye catching and have more on an emotional connection by using images over text.
1.19 All special events to have printed posters for the noticeboards delivered every 2 weeks to the noticeboard draws TC admin have	On going	Visible presence using our assets around the town

Ambition	Timescale	Success would be
1.20 One main Canva account to be used for regular needed images. Canva accounts to be assessed	5 months	Canva to have right sized templates and clear design strategy, colours and images that anyone who needs it can follow

From Weston Town Council’s Strategy – Heritage, Arts, Culture

To work with local community and partners to ensure that the town of Weston-super-Mare has growing opportunity for Heritage, Arts and Culture.

This marketing strategy is a ‘living document’ and will be developed and referred to as we move forward with our plans.

Museum and Heritage Sub Committee May 2022

ITEM 6. Museum Progress Report

Written by Lisa Clemons – Acting Museum Operations Manager

The museum is currently running with a reduced staff team. With the support of the Assistant Town Clerk Operational Services and other town council staff we have been able to continue with daily opening and facilitate all of our event and function commitments. Future event and function bookings are being carefully selected until the end of July when the team should be back to full strength.

The flooring in the William Mable Gallery has been replaced and the Ivy Millicent James Exhibition is now being enjoyed by visitors.

On the 1st of April we welcomed Peter Kaye to the team as our new Café Supervisor Peter, a retired WO1 from the Army Catering Corps, is already proving to be a huge asset to the café and day to day operations.

The first official wedding ceremony took place on the 30th of April in the function suite followed by an afternoon reception and evening party. The day went very well and we have received a great deal of positive feedback about the venue and staff.

The museum will be closed for two more weddings on the 6th May and the 2nd July.

The museum will also be closed on the 25th June to facilitate staff manning a promotional stand at the Armed Forces Weekend/Air Days. We will be joining colleagues from Visit Weston and the Blakehay Theatre to promote all town council operational services.

Volunteer recruitment has been put on hold but existing volunteers continue to support daily operations and projects.

Assistant Town Clerk Operational Services to give an additional verbal report.

Members are requested to: Note this report.

Heritage and Arts Committee Meeting: 12th May 2022

Item 7. Blakehay Theatre Management Report written by Sally Heath, Theatre Manager

Overview

As previously reported in the management report at the May 2021 HAC Committee meeting, we are working on year 2 of our [5 Year Plan](#) over this financial year. This plan is based on the Town Council Strategy and the theme for this year is 'Building Back'.

Some news since [re-opening the theatre](#).

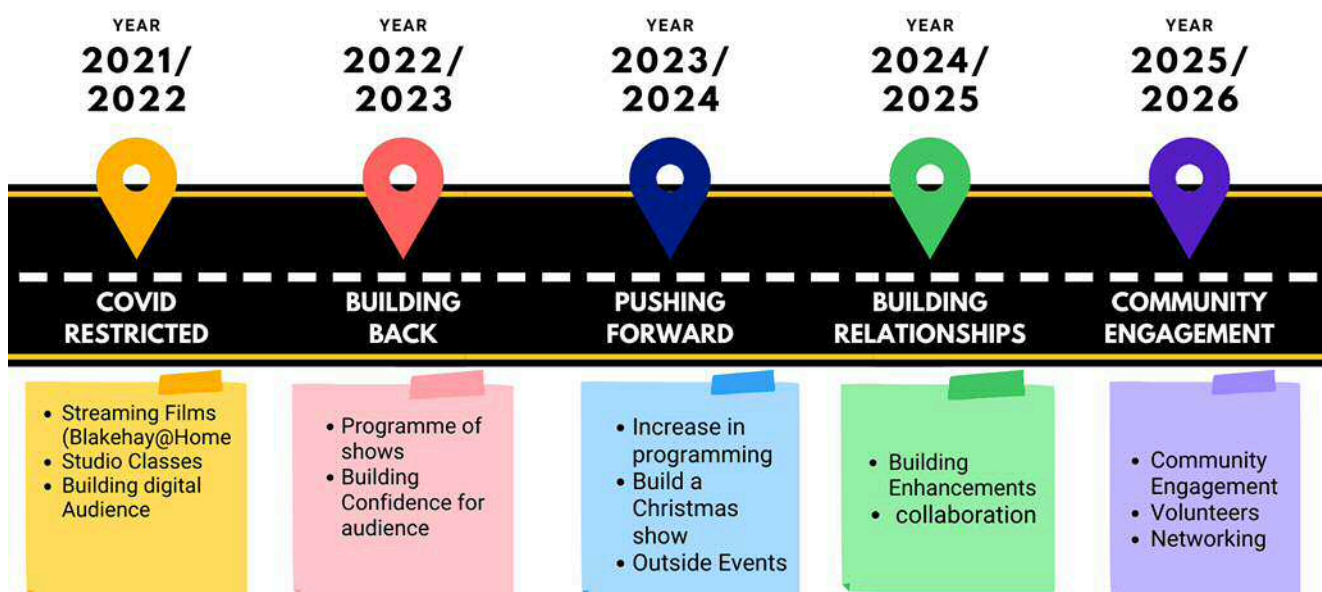
5 Year Plan

Due to the delay in the building works being completed at the theatre and the building not being handed back to the Council until February 2022, the first year of this plan did not come to fruition.

However, with the delay in the re-opening of the theatre, this meant that the Blakehay was able to re-open to full capacity with no restrictions due to the Covid Pandemic.

Therefore, the focus of this year is 'Building Back'.

5 YEAR ROADMAP



There are a few key points that the theatre is focusing on this year;

- **96 Main House performances** over this financial year (Hire and Programming)
- **15 hours of Studio Classes per week**
- **3 hours of Theatre Bar Hire per week**
- **Studio Theatre and Cinema back up and running in Autumn 2022**
- **Increase in Capacity and Ticket Yield for performances** (Encouraging Dynamic Pricing)
- **Community Event at the theatre** (CRF Early 2023)
- **Getting out to Events/ locations in and around the town**
- **Nostalgia Café – working with the Museum and Volunteers** (Autumn 2022)

WSM TC HAC Cttee Report – Last amended 05/05/2022

- **Re-looking at the SEN application with the Development Officer**
- **Working with Visit Weston to look at tourist packages for Summer 2023 season**
- **Increase in theatre Bar sales to an average of £183.00 per performance**

Some success stories so far since re-opening are;

- The theatre has opened in a stronger position than initially envisioned with an increase in Booking enquiries for hire – at present there are 66 main house performances either confirmed or provisionally booked for 2022/2023 financial year before programming. In past years this has averaged on hire of 21 per year.
- the studios have been very popular in being used for classes with a current average of 10 hours per week, with the bar/stage being used at the same time due to popularity of the space available.
- The income on the theatre bar has increased with the last few performances with an average of £293.77 of income through bar sales over the last 9 performances.

Re-Opening Blakehay Theatre

The theatre saw a strong re-opening in February and March with shows averaging at just over 67% capacity, when the industry average was 60% capacity. However, ticket sales were not being bought in advance and were last minute due to the high numbers of Covid infection around at the time.

However, since 1st April 2022, we have noticed a dramatic decrease in the audience capacity numbers with an average of 33% for shows in April 2022. We have also had a two shows (hirers) postpone their shows to Autumn 2022 and one company (hirer) cancel their show (with full payment of booking costs), all due to audience capacity.

After talking to companies and venues over the last few weeks, it would appear that this is affecting the theatre industry across the country and is mainly due to the 'Cost of Living' crisis. Thankfully, the shows that are in the theatre for May 2022 are mainly local shows, and so we hope that as this settles down, patrons will feel more comfortable in spending a little more.

To be able to counteract this current climate, we are working with companies to encourage them to use our Dynamic Pricing system on their box office sales, as this gives patrons an opportunity to see a show at a reduced cost. All of the programmed shows at the theatre, currently use this system and means that we are able to capture a broader section of the community. Marketing campaigns are also being stepped up with offers available for programmed shows, to give people an opportunity to be able to purchase tickets early and cheaper than they would at last minute. However, it is expected that this current crisis is to last at least a few months.

The theatre has an annual shutdown for maintenance and Health & safety checks at the theatre, which also includes to the maintenance of all of the technical equipment and the PAT testing etc. Due to the delay in the completion of the building works this happened in December 2021, however as this is a period for hires of the theatre so we have bought this forward to a quieter period and the following dates have been allocated to a shutdown to be able to complete these tasks in time;

Studio & Studio Theatre – Closed Monday 15th – Sunday 21st August 2022 (inclusive)
Main House – Closed Monday 22nd August – Wednesday 31st August 2022 (inclusive)

Members are requested to;

1. Note the Managers report

Community Event Grant Application Scoring Matrix - Heritage Arts and Culture Committee

Name of Applicant

Amount Requested

Total event cost

Date Received

Previously Awarded Funding Yes Dates / Amounts

Short Summary of the proposed event

Weston-super-Mare Sea Shanty and Folk Music Festival - We seek to provide a weekend of entertainment for the residents of Weston-super-Mare, its environs and holiday-makers and visitors from further afield. The Main Stage will once again be located on The Italian Gardens, with some 14 or so other venues around the town and on the sea-front, including The Tropicana, Grand Pier and a number of bars / pubs. We are in discussion regarding appearance at See Monster.

Grant Eligibility - Scoring Summary

Scoring has been identified as appropriate in the following areas of the grant application form, the purpose of which is to aid councillors in understanding the application that has been received - it does not given a finite outcome as members will need to consider other (non scored) information along side this, at the bottom of the form.

	CRITERIA		
	YES	Unclear	NO
Is the companies limited by shares or limited liability partnership - unless able to demonstrate the event/activity will be non-profit making.			NO
Religious organisations – unless clear demonstration of benefit to wider community			NO
Political Organisation - unless clear demonstration of benefit to wider community			NO
Individuals seeking Financial funding			NO
Upward Funders' ie local groups who fundraising is sent for central distribution			NO
Group Fundraisers whom distribute funds as grants or sponsorship of other organisations or individuals			NO
Grants will not be made retrospectively			NO
Is the organisation a New Start up- and has NOT provided basic financial information			NO
Is the application for grant to cover salaries or staff costs			NO
Is the organisation a Charity or Non Profit Making Body that benefits the local community	YES		
The organisation has submitted a trading account and balance sheet for the last financial year	YES		
The organisation has submitted bank / building society statements	YES		
The Organisation has detailed how the proposed event meet the objectives and proposed outcomes of the fund	YES		
The organisation has provided clear justification why it needs grant aid	YES		
The application details how local businesses and residents will benefit from the event/activity.	YES		
Organisation has considered: Accessibility, inclusivity, social value, Covid-19 and climate change where applicable	YES		
Application provides indication of the potential audience/participant number.	YES		
Application provides a project timeline	YES		
The organisation has provided evidence of any other financial backing from other sources & the outcome	YES		
Evidence of how the event is serving a significant amount of residents and/or benefiting the town as a whole	YES		

Scoring TOTAL 11 0 9

Additional Information

How much £'s Resource does the organisation have in total (Balance Sheet / Bank Account

Is the a more appropriate source of funding the organisation should be direct to / Who?

Would there be a significant adverse effect on the town due to a lack of funds being sourced?

What Benefit does it provide to the town, how does it support the HAC community and encourage further investment, and benefit the local economy?

1. Local residents will benefit from cultural enrichment experiences through attendance at the Festival.
 2. The Festival offers opportunities for local Sea Shanty Bands and other Folk musicians to perform for live audiences at venues across the town.
 3. The Festival seeks to attract sponsorship from businesses – local and national which will be repeated annually to further support the Festival and assure its long-term future.
 4. The Festival will attract audiences from not only the immediate area, but from further afield. Local businesses (notably hotels & guest houses, food outlets and other hospitality businesses will experience increased trade as a direct result of the Festival. This was evidenced in feedback from businesses involved with last year's event.
 Furthermore, a total of £5000 was distributed in equal share to Weston-super-Mare Lions Club and Weston RNLI in 2021.



Weston-super-Mare Town Council

Super Weston

Event Grant Funding

Objectives of fund

1. To promote activities that have regard for the benefit of local residents
2. To promote activities which aim to support the creative sector of Weston-super-Mare
3. To encourage further investment in the Heritage Arts and Culture Community
4. To promote activities which demonstrate benefit to the local economy

Proposed outcomes – what success looks like

The success of your project would be understood by using the following three criteria:

1. Number of beneficiaries (participants and audiences) engaging in the activity (grant holders will be required to collect and submit audience evaluation data following the event.
2. Inward investment - value of match funding secured from other sources to enable activity in Weston-super-Mare.
3. Number of paid employment opportunities created for local artists/creatives/freelancers.

Process for Grant Applications

1. Contact us before making an application to discuss if your project is eligible.
2. The Heritage Arts and Culture Committee, at which applications are discussed, will consider grant applications when appropriate.
3. Applications must be submitted at least three weeks before Heritage Arts and Culture Meetings (refer to calendar of meetings).
4. Applications may be made by post or online using the application form.
5. There is no upper or lower figure set for the amount of any grant aid, with £40,000 budget for grants in 2022/2023.
6. The organisation will receive notice of the outcome of their application within one week of the meeting having taken place.
7. The Council reserves the right to request further information before making a decision

8. 90% of the grant will be given at time of award, with 10% retained until we have received confirmation of evaluation of your event/activity.

Eligibility for Grant

1. To be eligible for grant aid the applicant organisation must provide an event/activity which in some way benefits the local community and economy, and meets the objectives and outcome of the fund detailed above.
2. Applications will not be accepted from:
 - a. Individuals
 - b. Bodies which are companies limited by shares or limited liability partnerships – unless able to demonstrate the event/activity will be non-profit making.
 - c. Religious organisations – unless the application clearly demonstrates benefit to the wider community irrespective of religious affiliation
 - d. Political organisations – unless the application clearly demonstrates benefit to the wider community irrespective of political affiliation
3. Applications will not be considered from “upward funders”, i.e. local groups whose fundraising is sent to the central headquarters for redistribution.
4. Applications will not be considered from groups whose purpose is to redistribute funds as grants to or sponsorship of other organisations or individuals.
5. Grants will not be made retrospectively.

Content of Grant Applications

1. The organisation applying must submit a trading account and balance sheet for the last financial year, including existing bank/building society statements.
2. Organisations just starting up must submit basic financial information to the satisfaction of the Town Council.
3. The organisation should give a clear justification of why it needs grant aid, and how it will meet the objectives and outcomes of the fund.
4. Applications must include how local businesses and residents will benefit from the event/activity.
5. An incomplete application will result in delays in the decision making process.

Criteria for Determination of Grant Applications

1. All applications which meet the eligibility and content requirements will be decided by elected members of the Council using their discretion, taking into account the following criteria:
4. Is the organisation serving a significant number of beneficiaries (participants and audiences) engaging in the activity (grant holders will be required to collect and submit audience evaluation data following the event.
 - a. What benefit does it provide to the town and its inhabitants?
 - b. How much resource does the organisation have in total, and how much money is in its balance sheet/bank balance?
 - c. Have other sources of funding been secured or are they being sought for the project?
 - d. Has the organisation received similar grant funding in recent years?
 - e. Is the organisation a new start up?

f. Is the application for grant to cover salaries or staff costs?

Conditions of grants awarded

1. Successful organisations will be required to submit receipts for any donation received.
2. The organisation must on provide feedback on the outcome of any venture grant aided by the Town Council.
3. In the event of a project/scheme/venture not preceding the donation should be returned to the Town Council for redistribution to other organisations.
4. Recognition of the Town Council's support must be given on all printed and electronic material produced by the organisation.
5. If requested, the organisation must be able to provide receipts, invoices and other evidence to the Town Council of how the donation was actually spent.

Application Form

Organisation Detail

1. Organisation name

The Steepholmers Shanty Band

2. Contact details

Contact name	David Stott
Job Title	Treasurer / Trustee
Contact Number	01934 625404 07769 568680
Email	djstott1952@gmail.com
Web address (if applicable)	www.thesteepholmers.com www.wsmshantyfest.com
Social media accounts (if applicable)	weston-super-mare shanty and folk festival 5th to 7th... - search results Facebook
Address	8 Sandcroft Avenue Uphill Weston-super-Mare BS23 4SS

3. Applicant type (tick)

Constituted community organisation	
CIC	
Registered Charity	YES Charity No.1197505
Other (please specify)	

4. Applicant activities – short summary of what your organisation does (up to 150 words)

<p>The Steepholmers Shanty Band perform regularly throughout the year – at no charge – for community groups and elsewhere to raise money for Weston RNLI. In addition, we organise and run the annual Weston-super-Mare Sea Shanty and Folk Music Festival (WsMShantyFest), with the support of RNLI and Lions’ volunteers. The Festival is strictly a non-profit event and no performers receive any remuneration. With the support of Weston-super-Mare Town Council’s Grant in 2021, we were able to cover all Festival costs and a total of £5000, raised by bucket collections from audiences, was donated in equal share to Weston RNLI and Lions. It is for the purpose of helping towards Festival start-up costs that this Grant is sought.</p>
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5. Make up of your organisation if applicable

Category	Number
Full time paid staff	NONE
Part time paid staff	NONE
Volunteers	c.60
Management Committee/Board	4
Other _____	11 other members of The Steepholmers Shanty Band

6. Have you received grant funding from Weston-super-Mare Town Council in the past? (delete as appropriate)

YES	
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If yes, detail below:

Amount	Year of award
£2000	2021

Event Details

7. Name of event/activity

Weston-super-Mare Sea Shanty and Folk Music Festival
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8. Start Date:

End Date:

5 th August 2022	7 th August 2022
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9. Describe the event/activity you want this funding to support (up to 250 words)

Please consider:

- What you want to do
- Who will be involved
- How will it benefit the local population?
- Where it will take place
- How this funding will help you achieve your aims
- How has your event/activity considered the local economy?

The Festival is organised by The Steepholmers Shanty Band. We seek to provide a weekend of entertainment for the residents of Weston-super-Mare, its environs and holiday-makers and visitors from further afield.

The Main Stage will once again be located on The Italian Gardens, with some 14 or so other venues around the town and on the sea-front, including The Tropicana, Grand Pier and a number of bars / pubs. We are in discussion regarding appearance at See Monster.

There are going to be up-front costs to be borne prior to the Festival. These include: payment of site fees and licences to North Somerset Council, publicity (printing, distribution, media advertising and promotion, etc.); hire of staging & marquee(s); hire of p.a. / sound systems and engineers, hire of portable toilets, hire of additional waste management facilities, etc., etc. Any grant forthcoming from the Town Council will be gratefully received and the support of the Town Council will be acknowledged on publicity materials, etc. Anticipated Festival costs are c.£8000.

Feedback from the 2021 Festival was unerringly positive from audiences, venues reported record takings, there were no complaints whatever received by North Somerset Council regarding any aspect of the Festival.

10. In 20-30 words, provide a summary description of the work you are seeking a grant towards.

As above: There are going to be up-front costs to be borne prior to the Festival. These include: payment of site fees and licences to North Somerset Council, publicity (printing, distribution, media advertising and promotion, etc.); hire of staging & marquee(s); hire of p.a. / sound systems and engineers, hire of portable toilets, hire of additional waste management facilities, etc., etc.

11. Tell us about your project timeline, with key activities

Add more lines as appropriate

Date	Activity
August 2021	Dates agreed with North Somerset Council for the 2022 Festival.
August 2021	New bank account opened at Lloyds Bank, specifically for Festival monies/transactions to be kept separate from general Steepholmers funds.
January / February 2022 and on-going	Identification of and approaches to potential sponsors and traders wanting to hire 'pitches' on the Italian Gardens. Identification and signing-up of venues. Recruitment of bands / artistes to perform (free of charge). Liaison with Lions and RNLI volunteers regarding stewarding/collections.
March 2022 and ongoing	Applications for licences (various) from NSC. Contracts made with companies for Staging, Sound Systems & Engineers, First Aid provision, Waste management, Toilet hire, Printing and publicity costs, etc. etc.

Date	Activity
Date tbc	SAG application and approval (NSC)
5 th August 2022	Arrival on site (Italian Gardens) of contractors for erection of Main Stage and Sound systems. Arrival on site (Italian Gardens) of toilets, mobile bar, First Aid / Medical personnel, caterers and traders. Establishment of Festival Office in The Stables, Wadham Street
c. 5pm 5 th August to c. 5pm 7 th August	The 2 nd Annual Weston-super-Mare Sea Shanty and Folk Music Festival on The Italian Gardens and at other venues around the town and sea-front.
Post-Festival (dates to be confirmed)	Feedback sought and collated from artistes, audiences, venues, volunteers, NSC, other parties, etc. Decision on amount of donation to beneficiaries (Lions & RNLI). Festival Accounts to be finalised & Reports issued. Approval of dates for 2023 (4 th – 6 th August) and agreement from NSC

12. How will your event/activity meet the objectives and proposed outcomes of this fund? (up to 200 words)

Objectives of fund

- 1. To promote activities that have regard for the benefit of local residents.** Local residents will benefit from cultural enrichment experiences through attendance at the Festival.
 - 2. To promote activities which aim to support the creative sector of Weston-super-Mare.** The Festival offers opportunities for local Sea Shanty Bands and other Folk musicians to perform for live audiences at venues across the town.
 - 3. To encourage further investment in the Heritage Arts and Culture Community.** The Festival seeks to attract sponsorship from businesses – local and national which will be repeated annually to further support the Festival and assure its long-term future.
 - 4. To promote activities which demonstrate benefit to the local economy**
- Proposed outcomes – what success looks like.** The Festival will attract audiences from not only the immediate area, but from further afield. Local businesses (notably hotels & guest houses, food outlets and other hospitality businesses will experience increased trade as a direct result of the Festival. This was evidenced in feedback from businesses involved with last year's event. Furthermore, a total of £5000 was distributed in equal share to Weston-super-Mare Lions Club and Weston RNLI in 2021.

The success of your project would be understood by using the following three criteria:

- 1. Number of beneficiaries (participants and audiences) engaging in the activity (grant holders will be required to collect and submit audience evaluation data following the event.** It is anticipated that audiences will number in the region of 5000 people, across all venues, during the Festival. There are expected to be 60+ performers (Groups or individuals) taking part.
- 2. Inward investment - value of match funding secured from other sources to enable activity in Weston-super-Mare.** Sponsorship is sought from businesses and the venues themselves. This income more than matches the Grant being applied for.
- 3. Number of paid employment opportunities created for local artists/creatives/freelancers.** None. The Festival is strictly a non-profit event and all performers give their services free of charge. The proceeds of collections taken at venues (after any necessary expenses) are distributed equally between the Weston RNLI and Weston Lions Club.

13. If you are working with partners, how will they be involved? (up to 200 words)

Our 'partners' are:
 North Somerset Council, with whom we work to comply with all regulatory and licensing requirements;
 'Contractors' and traders who agree to supply their services etc. The main contractors (Reaper Events for staging and sound systems, etc and The Showtime Bar for Bar services) were involved in the evaluation of the 2021 Festival and are contributing to the planning of the 2022 Festival. Other contractors and traders agree clearly-defined terms and traders are responsible for acquiring their own Street Trading Licences from NSC.
 The Lions and Weston RNLi personnel are involved on the fundraising side by providing volunteer stewards/collectors during the Festival – and the associated planning which this entails.
 We are also in touch with Culture Weston.

14. How have you identified the audience for this project? If applicable how have they been involved in the process and planning of your creative activity? (up to 200 words)

Our first Festival in 2021 was 'a leap of faith' in that we really had no idea how many would attend and what the audience reception might be. This was one of the first large-ish events in Weston as Covid restrictions eased and performers were eager to be performing again. Despite horrendous weather on the Friday evening and during Saturday, audiences exceeded expectations and their donations via the bucket collections showed how appreciative they were and their support for our beneficiaries. Our venues reported record sales figures for the weekend. We have no reason to believe that we will not build on 2021's success and that audiences will once again flock to the Festival.

15. How many people are likely to engage in your project and who are the main target audience?

Number	Target Audience
We estimate a total of 5000+ over the weekend at all venues	All ages, backgrounds, abilities and ethnicities. Local residents, holidaymakers and those in Weston specifically for the Festival.

16. Does the activity seek to specifically engage with any of the protected characteristic groups described in the Equality Act 2010? If so which? Tick all that apply

- age
- disability
- gender reassignment
- marriage and civil partnership
- pregnancy and maternity
- race
- religion or belief
- sex
- sexual orientation

- None of the above, particularly. We aim to entertain people regardless of whether they fall into any of the groups given above.

17. Please indicate below the work you plan to produce as part of your event/activity.

Event/activity Results	Estimated
Number of new products or commissions	Unknown
Period of employment for creatives (in days)	3
Number of performances or exhibition days	60 Bands, approx.. 250 performers in total, providing c. 300 x 45-minute sets over the three days.
Number of sessions for education, training or participation	Audience participation expected during all sets. Most bands explain the history of the music they perform. In addition, there will be educational displays on The Italian Gardens, including nautical skills and history.

18. How will you measure and evaluate the success of your event/activity? What will success look like? (up to 250 words)

(Please note, if successful with your application, your compulsory evaluation must mirror your answer to this question)

Audience reaction and any responses (positive or negative) from our partners and volunteers will be taken into account. If people (be they performers or audiences) enjoy the Festival – and we can raise more much-needed cash for the Weston RNLi and Lions – that will be the measure of our success. Comments made on Social Media and submitted via our websites will also be valuable indicators.

19. Do you see this as being a one off event/activity, or is there an opportunity to develop it further? (tick)

One off event/activity		Opportunity for future events/activities	YES
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20. Tell us about your relevant experience which will assist you in delivering the project (up to 200 words)

The organisation of the first Festival in 2021 was beset with difficulties. North Somerset Council agreed to let another organisation use The Italian Gardens at the same time as ourselves and there were many re-arrangements necessary. This other organisation then pulled out, leaving us 'high and dry' and having to arrange and 'foot the bill' for those services etc, that they had agreed to provide. Some performers had to cancel at very short notice because of Covid infections and a few venues were affected by staff shortages occasioned by Covid. We therefore had to re-organise bands and venues at very short notice – and communicate those changes to venues, performers and audiences alike. The weather was against us but, despite all the trials and tribulations we delivered a great event which was well-supported and bands are again lining up to appear this year. North Somerset council officers were particularly impressed with our organisation and SAG paperwork. (Cont.)
 Given the above, we are confident that we can repeat, if not improve upon, last year's great success of the Festival.

21. How do you plan to market your event/activity? (up to 200 words)

We have good internet and media presence and coverage. We are organising a Fundraising Concert on 19th March at St Paul's Church to raise awareness and funds to 'kick-start to 2022 Festival'.
 As with last year, we will be producing posters, leaflets and flyers for display publicly and we will be making press releases from time to time to publicise the event. As with last year, we are hopeful of support from Wave Community Radio in publicising the Festival and we will be approaching Radio 2's 'Folk on 2' programme to highlight the event. We are also in regular contact with many other Shanty groups / organisations / media groups (eg What's On In Weston-super-Mare) and they are always more than happy to share our posts.

22. Please indicate how you have considered the following with regards to your event/activity: (up to 500 words)

Factor	Details
Accessibility	The Main Stage is located in The Italian Gardens – accessible to all. All other venues are responsible for their own accessibility arrangements and we only accept venues which can demonstrate their willingness to make themselves as accessible as possible.
Inclusivity	All are welcome, regardless of age, gender, race, religious belief, etc., etc.
Social value – Looking beyond the financial cost/reward and	The Festival is a completely non-profit event. There are no admission charges (other than Grand Pier admission charge) at venues.

consider how services might improve the economic, social and environmental well-being of an area.	Whatever surplus we can achieve will be donated to Weston Lions and Weston RNLI, to the benefit of the local community – be it directly or indirectly. Music can be shown to be immensely beneficial to the public's sense of well-being and community and the Festival encourages tourism and provides income to local businesses, thereby improving Weston's economic well-being.
Covid 19 (or any potential imposed government restrictions)	The Festival will comply with any government-imposed restrictions which may be in force in August 2022. In enclosed spaces (Bars, pubs, etc) patrons will be expected to follow their personal preferences regarding the wearing of face-coverings, social distancing, etc since these matters are no longer the subject of current legislation.
Climate change – environmental sustainability	Patrons are requested to use public transport wherever possible in attending the Festival. Food traders are requested to use non-plastic, re-cyclable containers, packaging, etc. The Festival employs additional waste management measures – in addition to those provided by the Local Authority.

Finance

23. What is the total cost of your event/activity?

Estimated costs are in the region of £8000.

24. How much of the total project cost are you requesting from Weston-super-Mare Town Council?

£2000 – but any more would be greatly appreciated!!

25. Income

Income Heading	Amount
Weston-super-Mare Town Council Events Grant request	£2000


Income Heading	Amount
Other public funding	Nil
Earned Income	£5000 - £6000
Private income	
Support in kind	
**Income Total (includes Sponsorship & Pitch Fees)	£7000 - £8000

26. Expenditure

Expenditure Heading	Amount
Staffing costs	NIL
Artistic and creative costs	
Making your work accessible	
Marketing	£1000
Overheads	c. £6000 - £7000
Other	
**Expenditure Total	£7000 - £8000

**these two figures must be the same in order for your project to be viable

Declaration I declare that the information I have given on this form is accurate to the best of my knowledge and that I am authorised to make this grant application.

Name	David John STOTT
Organisation	The Steepholmers Shanty Band
Title	Treasurer / Trustee
Signed	
Date	11 th March 2022

GDPR/Privacy

All grant applications received will be considered by the Heritage Arts and Culture Working Group. Final decisions will be made by the Heritage Arts and Culture Committee, a public meeting, for which all documentation, papers and reports are available to the public.

Weston-super-Mare Town Council's full data protection policy can be found here: [Data Protection Policy](#)

Please submit your application to:

development@wsm-tc.gov.uk

for the attention of Sarah Pearse and Molly Maher

Checklist

1. Completed application form
2. Budget
3. Supporting documents
 - a. **Constitution or governing documents.**
 - b. The organisation applying must submit a trading account and balance sheet for the last financial year, including existing bank/building society statements.
 - c. Organisations just starting up must submit basic financial information to the satisfaction of the Town Council.
 - d. The organisation must supply evidence of any application made (whether granted or not) for financial backing from other sources and of the outcome.

ITEM 11. South West Heritage Trust (SWHT) Report Heritage, Arts and Culture Committee 04.05.2022

Work programme:

Collections

The A1 Camera Club volunteers have now returned to the Somerset Heritage Centre, visiting on a fortnightly basis. They have begun work on digitising the postcard collection and will continue to work on these and the photographic collections.

The Art UK site has been updated with a further batch of art works, there are now 330 works from the North Somerset Collections on the site. Records with missing images have been updated to include images where possible. A further batch of works is currently being collated to send through in the coming weeks.

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, 69% of the North Somerset collections now have an updated location.

Objects and documents from the collections will be provided for the next exhibition in the Community Gallery. The focus of the exhibition is the High Street and objects have been selected to represent the businesses which have been located on the street over the decades.

Exhibition Development:

Work to formalise the exhibition programme for 2023 and 2024 is ongoing. The draft programme for includes the following proposals:

2023 Slot 1	4 March - 27 May	Quentin Blake (<i>hired in exhibition</i>)
2023 Slot 2	June-September	Les Sandy Photographs (<i>in-house exhibition</i>)
2023 Slot 3	October-TBC	Doctor Who
2024 Slot 1	Feb-May	Eltonware Ceramics (<i>in-house exhibition</i>)
2024 Slot 2	June-September	TBC
2024 Slot 3	Autumn/Winter	Costume

Temporary Exhibitions:

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

2022 Slot 1: TBC – 9 July 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: 23 July – 12 November

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 **(hired in exhibition)**

2022 Slot 3: 26 November – 19 February

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.

ITEM 14. Culture Weston and Theatre Orchard Projects Update - May 2022

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 programme hosted by Theatre Orchard, with a focus on building an inclusive creative and cultural ecology and infrastructure. Instigating creative training pathways, growing artist 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

POETRY - Monthly poetry offer nurturing local talent, alternating between Chapter One Speakeasies (online - platforming local voices alongside national/international), and Sophie Shepherd's Rhyme Against the Tide events at Loves Cafe (so far, all sell-outs).

DANCE - New Art Club with Cupid's Revenge at Winter Gardens on 20 May. Tickets via theatreorchard.org.uk

PARTY ON THE GREEN - Coniston Green, South Ward - 9 July

OUTDOOR ARTS - WHIRLIGIG - 9/10 September, Italian Gardens. Stellar line-up of outdoor arts acts for all the family.

ARTS + HEALTH FESTIVAL with UHBW NHS Trust - Theme 'Global Citizen' - 7-9 October at multiple venues.

2) SEE MONSTER - Engagement activity

Culture Weston is co-ordinating creative activities with discrete communities of interest to amplify the messaging and reach of See Monster. We were particularly requested to link with residential homes, the hospital and marginalised young people. Projects include ROAR Summer Schools with North Somerset Music Service; Weathering Together cross-generational audio project that will tour to residential homes; family sessions in libraries; Youth Think Tank structure with Into University resulting in digital/live output exploring extinction; climate based visual arts project with young people from YMCA leading to poster campaign; zine resource (environmental theme) for hospital and wider community settings;

See Monster Think Tank Activity - adults

As part of wider See Monster activity in the town, an inspiring think tank process has been underway (developed and managed by Becky Walsh) to generate ideas from the community regarding activity on the platform and in the town that could add value to See Monster's wider impact in Weston. NSC funding has enabled Culture Weston to employ two p-t producers from the town to bring this programme to life. A bid has been submitted to Arts Council, and we would like to apply to Weston Town Council for support once ideas have been properly researched and the funding gap identified.

3. HERITAGE - 21st Century super Shrines

Precis: Historic England funded cultural programme as part of Weston's Heritage Action Zone. A series of shrines co-created by artists and communities that represent people's values and voices through artworks and experiences on the high street.

Shrine 1: Pending planning permission, the new bandstand for Big Lamp Corner (designed by Morag Myerscough and the community) will be launched this Summer. A light touch Summer Bandstand programme is being curated by our community producer Sophie.

The music programme will be launched with the premier of a new song for Weston enabled through the 'Round Here' programme that is creatively led by Live Music Now. Weston is one of 6 high streets in the Heritage Action Zone programme to have been selected for this initiative. In Weston Live Music Now are working with a mixed group of SEN and mainstream young people from Baytree and Herons Moor Schools, and with elderly residents of Acer House. The project also presents a paid opportunity for a trainee producer from the locality. (Contingency - if the bandstand is not in place this Summer, we will in any case animate the high street with the music programme).

Shrine 2:

Tom Marshman is asking Weston's LGBTQ+ community 'What's the Queerest thing that's happened in Weston?'. Stories were shared at a tea party event at Proud Bar on 26 April, followed up with 1-2-1 conversations. Creating a story about the town and its people that builds on our 2021 commission 'Brothers Through the Decades'. The show will be presented in the ballroom of the Grand Atlantic Hotel at 4pm on Sunday 3 July to coincide with Weston Pride weekend. An audio tour will also be created for the high street, with a live version led by Tom on 2 July and shared online.

Chip Chat is our You Tube series where professional artists and emerging artists meet over chips to chat culture, creativity and heritage. Episode 2 with Shagufta Iqbal and Sophie Shepherd premiered on youtube on 25 March https://youtu.be/rJ0P_9HDIf4. Chip Chat headed up Historic England's latest national newsletter and was showcased by them at regional event, and 21st Century super Shrines also featured in a highlights video of the national high streets cultural programme, produced by Historic England and released in April.

4. PARTICIPATION PROGRAMME

People's Panels

Two panels are being developed to facilitate co-created cultural development in central and south wards. Positive first meeting for the South Ward People's Panel, with initial focus on presenting Party on the Green in July.

REGULAR PROVISION:

Theatre Orchard Youth: Both Junior (@ Blakehay) and Senior (@ Weston College) groups at an average of 20 attendees per session. Very popular provision with high level of SEN.

Open Door: open access drama group continue to meet weekly and have relocated to our new meanwhile space in Weston's Sovereign Centre

Chapter One: adult writing group continues to meet on zoom (fortnightly), including some new members following a new year promotional push. Chapter One are one of the few external organisations to be presenting their work on the Sea Monster platform.

Theatre Forum

People's Health Trust funded activity, in its final phase, to enable communities to explore issues that matter to them through creativity.

'Pulled Apart by Stitches' (online performance, marking end of Phase 1). Six short films produced in under 2 weeks of filming ([please see link.](#)). 50 audience members joined online.

Phase 2 in progress - groups working with toward the final performance in October 2022 as centrepiece of Arts + Health Festival. Includes Open Door (adult drama group and TF steering group), Baytree KS4/5 (SEN young people), Loxton Road Friendship Group (older women from South Ward), Forum Hangout (young refugees, aged 15 - 23 years), Young/Mums Toddler Group (Bournville), Chapter 1 (writing group).

Locality Disability Offer

Pilot sessions, funded by Quartet, are taking place in a range of settings, to assess need and stimulate interest towards longer term development of a single group (which will require further funding). Partners include PMLD group and Prep for Life (Weston College), Elmfield School (West of England deaf provision), Baytree School, and as a separate offer (due to older age range) Vision Weston.

Forum Hangout Session

Creatively led social and peer networking opportunity for teenage and young adult refugees. Run with support from Refugees Welcome North Somerset and CURO Housing Association. Meal provided by local restaurant. Piloted monthly as part of Theatre Forum but this group will become fortnightly from Autumn 2022, in response to increasing levels of need. Funding from Quartet.

Social Prescribing

We have supported Fresh Arts & Creative Shift to set up a visual arts course at the Museum, running weekly across 3 blocks of 6 weeks. Attendance slow to get going but building..

On behalf of the West of England Cultural Compact we have developed a short film showcasing some of the social prescribing activity in the region (including green social prescribing and drama in Weston), which was launched on World Health Day (7 April) with sub-titles from Stage Text and audio version created by Vocal Eyes.

5. GROWING CULTURAL INFRASTRUCTURE

Volunteering and Culture Makers:

- Working with High Street Action Zone (NSC) to extend Culture Makers to all things cultural AND heritage (funding received to enable this), eg Walking Trails

- Consulting with New Substance about how Culture Makers can help to support SEE Monster in securing volunteers this summer
- New webpage on CW website <https://cultureweston.org.uk/volunteer/>

Reaching Out and Reaching In

Volunteering partnership led by Arts + Health South West, in collaboration with arts + health providers in West of England area. Funded by Arts Council. May 2022-March 2024

“Reaching In and Reaching Out will be co-produced with young people experiencing loneliness, social disadvantage, mental health challenges and those struggling to find work aged 16-24, who live in the West of England Combined Authority area. We will explore the link between creativity, wellbeing, community engagement and volunteering and co-produce a series of workshops in cultural venues.

Community Renewal Fund - we have employed a freelance producer based in Portishead (Georgina Densley) to lead on this creative capacity building in Clevedon, Portishead, Long Ashton and Weston, working with communities to map provision and devise creative route maps to determine how cultural provision could look in the future. Some resources to test key ideas.

Supporting Weston Artspace - Partnership agreement established with Weston Artspace to undertake business and governance review, funded via West of England Visual Arts Alliance (WEVAA) monies

Ongoing artist 1-2-1 support including 2 Arts Council project grants submitted and £5k Grow Feral Social Prescribing Grant for Sam Francis

Culture Weston Emerging producer roles (funded by Esmee Fairbairn) extended until July 2022.

Launchpad 2022 - Skills development scheme for emerging theatre-makers: September-December 2022 (1 day per week)

Project plan in place, culminating in a schools project (TBC). Places to be advertised this month.

Online artist training offer co-developed through WEVAA partnership with Visual Arts South West - building on last years Creative Futures workshops

Partnership conversations with creative companies who are based outside Weston or North Somerset which will create opportunities for new skills development and creative opportunities in the region:

- exploring collaboration with Bristol Old Vic and Tobacco Factory to extend their Connecting the Dots artist support and development programme to North Somerset
- Arcadia Spectacular: carving creative development pathways for production skills that connect Weston College with opportunities springing from Arcadia’s base in Backwell
- St George’s Hall: skill sharing between team members, adoption of Cosmos choir model across two pilots in North Somerset
- Ad Infinitum - funded micro commissions and skills support for North Somerset based creatives
- In Between Time: working together to manifest their Queer School of Live Arts (piloted digitally during lockdown) as a physical artist-led network based from Weston, r&d 22/23.

- Creativity Works: exploring opportunity for artists training within arts+health context, and delivery partnership with Museum sector

Looking Ahead - We are in the process of re-applying to Arts Council for our National Portfolio Organisation Status funding to run from 2023-2026. The request is to merge Theatre Orchard and Culture Weston into one organisation and request a funding uplift to acknowledge the increased breadth of activity.

Recommendation: Members are asked to note the report