

**WESTON-SUPER-MARE TOWN COUNCIL
NOTES OF THE
HERITAGE ARTS AND CULTURE COMMITTEE
HELD AT WESTON MUSEUM
ON 30th JUNE 2022**

Meeting Commenced: 10:03 am

Meeting Concluded: 11:28 am

PRESENT: Councillors John Crockford-Hawley (Chairman), Jan Holloway, Peter Crew, Richard Tucker and Marcia Pepperall; Malcolm Nicholson (Town Clerk), Sarah Pearse (Deputy Town Clerk), Fay Powell (Assistant Town Clerk - Operational Services), Lisa Clemons (Acting Museum Manager), Molly Maher (Development Officer), Sally Heath (Theatre Manager), Becky Walsh (Communications Officer), Jasmine Ryle (Events and Marketing Officer), Mike Solomon (North Somerset Councillor), Bethan Murray (South West Heritage Trust), Tom Newman and Paula Birtwistle (Culture Weston) and Heather Morrissey (Chair of the Friends of the Museum).

46	Election of Chairman Nominations for the position of Chairman were invited. PROPOSED BY: Councillor Peter Crew SECONDED BY: Councillor Jan Holloway A vote was taken and carried , and accordingly it was: RESOLVED: That Councillor John Crockford Hawley be elected Chairman of the Heritage Arts and Culture Committee for the year 2022-23.
47	Apologies for absence and notification of substitutes Apologies for absence were received Councillor Peter McAleer, who was substituted by Richard Tucker, and Cara MacMahon.
48	Election of Vice Chairman Nominations for the position of Vice Chairman were invited. PROPOSED BY: Councillor Jan Holloway SECONDED BY: Councillor John Crockford Hawley A vote was taken and carried , and accordingly it was: RESOLVED: That Councillor Peter Crew be elected Vice Chairman of the Heritage Arts and Culture Committee for the year 2022-23.
49	Declarations of interest There were no declarations of interest received.

<p>50</p>	<p>To approve the accuracy of the Minutes of the last meeting held on 12th May 2022</p> <p>The minutes of the meeting had been previously circulated with the agenda.</p> <p>PROPOSED BY: Councillor John Crockford Hawley SECONDED BY: Councillor Peter Crew</p> <p>RESOLVED: That the minutes be approved and signed by the Chairman</p>
<p>51</p>	<p>Budget for 2022/23</p> <p>The detailed income and expenditure for the Blakehay Theatre and Weston Museum had been previously circulated.</p> <p>The report detailed the end of month two and demonstrated steady levels of income. The Blakehay studio and bar income was doing well. The Museum was in a better position than the same time the previous year.</p> <p>The Chairman asked for an update on the proposed Town Council insignia cabinet in the Museum. It was confirmed that the order had been placed and the case was being built. The South West Heritage Trust had agreed to support with display and interpretation of the insignia. Graphics would require additional funding. Members were informed that it was envisaged that the display case would be empty initially, with the Trust not having capacity until Autumn to complete the interpretation.</p> <p><i>Councillor Marcia Pepperall entered the meeting at 10:07am.</i></p> <p>RESOLVED: That the report be noted.</p>
<p>52</p>	<p>Marketing Report</p> <p>The report of the Communications and Marketing Officer had been previously circulated.</p> <p>Evergreen social media posts had been set up to present a constant presence across platforms.</p> <p>A Museum leaflet had been produced. A member queried the accuracy of the map included on it. The Town Clerk advised for copyright reasons that it was not easy to obtain a map and it was suggested that a volunteer could create one. It was agreed the current map could be used until a new one was created.</p> <p>RESOLVED: That the report be noted</p>
<p>53</p>	<p>Weston Museum Management Report</p> <p>The report of the Acting Museum Manager had been previously circulated.</p>

	<p>New staff had been welcomed to the Museum and services were running well.</p> <p>Members noted improvement in the café, with changes to the menu. The new Catering Supervisor was switching to local suppliers where possible, in order to cut down food miles.</p> <p>RESOLVED: That the report be noted.</p>
54	<p>Blakehay Theatre Report</p> <p>The report of the Theatre Manager had been previously circulated with the agenda.</p> <p>The Theatre Manager informed members of an increase in audience members in May. There were 96 booked performances in the auditorium in the coming year. Members agreed there had been a shift in local perception of the theatre, with the Town Council survey praising the theatre. It was suggested that there was more interest from audiences coming into Weston than from the local community. A member suggested advertising the Theatre and Museum in the monthly Worle publication 'Local'. This would be explored by officers.</p> <p>Members were informed that the Theatre Manager was receiving around 45 enquiries a day for use of the Blakehay Theatre. Due to a staffing issue, the review of these requests was falling to the Theatre Manager. It was explained that the reason the theatre had become so successful, with 96 upcoming bookings, was because the Covid-19 closure had freed up time for programming. This level of workload would not be able to continue now the theatre had been reopened.</p> <p>PROPOSED BY: Councillor John Crockford Hawley SECONDED BY: Councillor Peter Crew</p> <p>RECOMMENDED: that the Personnel Committee review operational staff at the Blakehay Theatre.</p> <p>The Chairman noted that the Civic Society had decided to move their meetings from the Museum to the Theatre, and asked whether there was an agreed parity on price.</p> <p>The current charges were reviewed by the Expenditure and Governance Working Party and were set so the venues did not inadvertently compete with each other, whilst still recognising the overheads and other costs at each venue would vary. It was felt that the venues were similar in price, when considering costs, however they would be reviewed again in the future.</p> <p>RESOLVED: That the report be noted.</p>
55	<p>WSMTC Grant Development</p> <p>A verbal update was given by the Development Officer.</p>

	<p>Members were informed that Arts Council England's Museum Estate and Development Fund had been explored, however due to staff resources and a tight application turn around it would not be possible to apply this year. The fund would be reopened in 2023, and it was felt it would be better to apply when more time could be spent on an application.</p> <p>RESOLVED: That the report be noted.</p>
56	<p>Community Event Grant applications</p> <p>The grant application and summary report had been previously circulated with the agenda.</p> <p>The application submitted was for a programme of events link to SEE Monster. The proposed activities had been developed through think tanks involving the local community and would celebrate Weston's identity. Funding had already been secured for the following:</p> <ul style="list-style-type: none"> • Arts Council England • North Somerset Council • Burnham and Weston Energy • Bristol Water <p>The original schedule for events was designed in line with the opening of SEE Monster. Whilst the SEE Monster installation had been delayed, events were still taking place as schedule. There would still be events ongoing when SEE Monster was in place.</p> <p>A member asked how audience size had been estimated. It was explained that data was collected from North Somerset Council's about typical audience size for events, as well as experience from Theatre Orchard's own previous events. It was explained that the audience size had been underestimated to allow for fluctuations.</p> <p>A member raised concerns regarding the event ROAR which was described as "protest marches". It was explained that the event would be working with a group of young people and discussing issues such as climate change and encourage them to make banners and walk along the seafront. Members were concerned that the event would encourage protesting as this was political in nature and as such could not be funded by a public body. Tom explained that the other funding received was also from public bodies and as such, were already aware of the need to ensure no political involvement in events.</p> <p>A member queried why the target audience for the events had been listed as Central Ward and South Ward. It was explained that there was a long standing relationship with groups in these areas and that there was a need to engage marginalised communities, as stipulated by New Substance and Unboxed and this was not representative of the entire expected audience. Members were concerned that the wider Weston audience was being forgotten. Tom reiterated that over 50 events would be taking place across</p>

	<p>Weston and engaging with the whole community. PROPOSED BY: Councillor Peter Crew SECONDED BY: Councillor Richard Tucker</p> <p>A vote was taken and was carried</p> <p>RESOLVED: That Theatre Orchard be awarded £26,623 from the 2022/23 community events grant budget, with the condition that the event which proposed protests be nonpolitical.</p>
57	<p>Arts Installation in High Street</p> <p>The report the of the Town Clerk had been previously circulated with the agenda.</p> <p><i>The Theatre Manager left the meeting at 10.57am</i></p> <p>Theatre Orchard had asked for permission to use the catenary wires in the High Street (which were there for the purpose of installing Christmas Lights annually) for the purpose of an art installation. The current proposal was for installation of colourful flags hanging off the catenary wires. They hoped also to extend the installation into Grove Village and Orchard Street using both wires and rigging for lampposts. The Town Clerk felt that this was a suitable request.</p> <p>Members asked for confirmation that insurance and repairs would be covered. It was confirmed that this would be covered by Theatre Orchard.</p> <p>PROPOSED BY: Councillor John Crockford Hawley SECONDED BY: Councillor Peter Crew</p> <p>A vote was taken and was carried</p> <p>RESOLVED: That Theatre Orchard be given permission to use the catenary wires in the high street for the purpose of the arts installation</p> <p><i>Paula Birtwistle left the meeting at 10:58 am</i></p>
58	<p>South West Heritage Trust Update Report</p> <p>The report of Bethan Murray had been previously circulated with the agenda.</p> <p>The SWHT Museum Development Officer asked if the Museum wanted to continue its subscription to the Harwell Disaster Recovery Support Scheme for £71.50 annually. Bethan was asked if the information could be sent to the Deputy Town Clerk to arrange.</p> <p><i>The Theatre Manager re-entered the meeting at 11:00 am.</i></p> <p>Members asked for an update regarding the copyright for Ivy Millicent James images. It was explained that the copyright was still with her estate. Members</p>

	<p>asked it would be possible to obtain permission for use of the images. The Town Clerk would explore this with the SWHT.</p> <p>Official opening events for the temporary exhibitions were being explored again. It was felt that it was important to reach new people and not just invite the same people each time.</p> <p>RESOLVED: That the report be noted.</p>
59	<p>Friends of Weston Museum Verbal Report</p> <p>Heather Morrissey provided a verbal update</p> <p>The Friends were holding coffee mornings monthly; however, they were being suspended until September.</p> <p>Talks at the Museum were well attended. The last talk had been from the RNLI about saving lives at sea. A donation had been given to the local branch of RNLI, who were collecting for the new centre on the pier.</p> <p>The next event would be a cream tea at Weston Museum, with 30 people already signed up.</p> <p>Stalls had been booked at Weston Museum's market on the 10th September and 3rd December, where they would be selling books and other items.</p> <p>The AGM would be taking place on the 21st September and members would be renewing subscriptions. There were currently 52 members and it was hoped there would be more.</p> <p>Grant information was being send to the Senior Development Officer for potential funding opportunities.</p> <p>RESOLVED: That the verbal report be noted.</p>
60	<p>North Somerset Council and Heritage Action Zone Report</p> <p>The report of the Heritage Action Zone Officer had been previously circulated with the agenda.</p> <p><i>The Events and Marketing Officer left the meeting at 11:13 am</i></p> <p>The Town Clerk advised members that it was hoped that the Town Council would include their sites in Heritage Open Days this year.</p> <p>RESOLVED: That the report be noted.</p>
61	<p>Culture Weston and Theatre Orchard Update Report</p> <p>Tom Newman provided a verbal report.</p> <p>Tom listed upcoming events for Culture Weston including:</p>

	<ul style="list-style-type: none"> • Monthly poetry events, with every other month taking place in person. • Party on the Green at Coniston Green Park 9th July • Whirligig Festival 9th-10th September • Arts and Health programme 7th-9th October <p><i>The Events and Marketing Officer reentered the meeting at 11:15 am</i></p> <ul style="list-style-type: none"> • Constanzi Consort 16th July • Brothers Across the Decades, event at Pride 3rd July. • Queer Tales of Weston 12pm 2nd July. <p>As well as events there were several project updates:</p> <ul style="list-style-type: none"> • Planning permission had been received for the Super Shrine installation and was due to be in place from September • Working on a project welcoming refugees • Completed application for Art Council England's national portfolio funding which would like Theatre Orchard and Culture Weston, and well as requesting an uplift. • Culture Weston were working with Upfest on extending the Weston Walls Trail with locations still to be confirmed. <p>The Chairman asked members to ensure they were coordinating with the college regarding events in September, as the college graduation normally spanned the Italian Gardens.</p> <p>RESOLVED: That the report be noted.</p>
62	<p>Consider future Blue Plaque scheme</p> <p>Members had resolved previously to explore buildings as the subject for the new Blue Plaque Scheme.</p> <p>A member suggested a blue plaque to Jill Dando be installed on the former Mercury Building where she started her career in journalism.</p> <p>It was suggested that something should be produced to detail the lives of the previous blue plaque recipients.</p>
63	<p>Printing local history books</p> <p>Jane Evans had launched her book on George Cumberland at Weston Museum, as well as Tales of a Museum Curator. A member asked if North Somerset Council Libraries were stocking these books. Councillor Mike Solomon explained that he had contacted the team and was waiting to hear.</p> <p>The Chairman informed that he was rewriting a book on Weston at War and had produced an information sheet on the heraldry of Weston for use by the Civic team. It was suggested this could be useful for the interpretation of the Civic Insignia.</p>

64	Local History Update The Chairman informed members that he had addressed a series of local groups since the last meeting including: <ul style="list-style-type: none">• Yatton history society• Milton Methodist ladies• St Monica's retirement village Sanford• HAZ opening in the museum• Uphill village society• North Somerset heritage forum• Marine lake official opening• Not Able club
	There being no further business the meeting concluded at 11:28 am Signed.....Dated..... Chairman of the Heritage Arts and Culture Committee

	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	(108)	5,184	4,968	(216)			104.3%
Blakehay Central Costs :- Income	(108)	5,184	44,206	39,022			11.7%
4000 Staffing Costs	5,189	25,315	57,206	31,891		31,891	44.3%
4013 Training	445	728	2,077	1,349		1,349	35.1%
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	658	(2,601)	7,500	10,101		10,101	(34.7%)
4031 Equipment - Rental	0	710	5,300	4,590		4,590	13.4%
4034 Equipment Repairs	63	194	3,500	3,306		3,306	5.6%
4035 Telephone	131	416	1,272	856		856	32.7%
4036 Stationery	0	93	500	408		408	18.5%
4043 Ink Cartridges/printing	0	86	200	114		114	43.0%
4044 Insurance	7,462	9,640	3,055	(6,585)		(6,585)	315.6%
4102 NNDR	314	1,571	3,493	1,922		1,922	45.0%
4104 Utilities - Water	68	306	924	618		618	33.1%
4105 Utilities - Heat & Light	1,663	11,457	7,500	(3,957)		(3,957)	152.8%
4107 IT Support & Upgrade	30	1,121	2,004	883		883	55.9%
4109 Alarm system	0	0	1,000	1,000		1,000	0.0%
4110 Cleaning	1,483	8,080	17,801	9,721		9,721	45.4%
4111 Window Cleaning	75	225	300	75		75	75.0%
4114 Refuse Removal	177	260	2,284	2,024		2,024	11.4%
4131 Licenses	223	350	1,191	841		841	29.4%
4136 Credit Card Chgs	50	169	130	(39)		(39)	130.0%
6000 Admin Salaries Recharge	1,580	8,562	7,860	(702)		(702)	108.9%
6005 Admin Overhead Recharge	680	1,669	2,080	411		411	80.2%
6007 Grove House Recharge	(33)	236	1,257	1,021		1,021	18.8%
6008 Grove Lodge Recharges	57	233	2,095	1,862		1,862	11.1%
6010 Grounds Salaries Recharge	437	2,129	2,660	531		531	80.0%
6015 Grounds Overhead Recharge	398	1,129	935	(194)		(194)	120.7%
6030 Operational Staffing Recharge	875	4,438	7,840	3,402		3,402	56.6%
6035 Operational Overhead Recharge	38	114	660	546		546	17.3%
Blakehay Central Costs :- Indirect Expenditure	22,063	76,628	146,124	69,496	0	69,496	52.4%
Net Income over Expenditure	(22,171)	(71,444)	(101,918)	(30,474)			
121 Blakehay -Auditorium							
1013 BH annual membership	0	0	100	100			0.0%
1090 Bookings	3,365	24,454	11,000	(13,454)			222.3%
Blakehay -Auditorium :- Income	3,365	24,454	11,100	(13,354)			220.3%

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
4000 Staffing Costs	1,871	11,086	39,520	28,434		28,434	28.1%
4039 Advertising & Marketing	0	631	3,650	3,019		3,019	17.3%
4224 Blakehay Performing Rights	0	0	522	522		522	0.0%
Blakehay -Auditorium :- Indirect Expenditure	1,871	11,717	43,692	31,976	0	31,976	26.8%
Net Income over Expenditure	1,494	12,738	(32,592)	(45,330)			
<u>122 Blakehay - Upper Studio</u>							
1014 BH evening classes income	0	250	1,050	800			23.8%
1015 Internal Bookings (Council)	234	432	3,660	3,228			11.8%
1090 Bookings	475	2,918	10,125	7,207			28.8%
Blakehay - Upper Studio :- Income	709	3,600	14,835	11,235			24.3%
4141 BH evening classes expenditure	0	313	1,050	738		738	29.8%
Blakehay - Upper Studio :- Indirect Expenditure	0	313	1,050	738	0	738	29.8%
Net Income over Expenditure	709	3,288	13,785	10,498			
<u>123 Blakehay Bar</u>							
1090 Bookings	(25)	0	0	0			0.0%
1193 Blakehay Bar Events Hire	0	0	2,025	2,025			0.0%
1194 Blakehay Bar Income	0	3,617	17,500	13,883			20.7%
Blakehay Bar :- Income	(25)	3,617	19,525	15,908			18.5%
4000 Staffing Costs	824	5,076	18,604	13,528		13,528	27.3%
4031 Equipment - Rental	44	242	2,432	2,190		2,190	9.9%
4405 Blakehay Bar Expenditure	81	1,756	8,000	6,244		6,244	22.0%
Blakehay Bar :- Indirect Expenditure	949	7,075	29,036	21,961	0	21,961	24.4%
Net Income over Expenditure	(974)	(3,458)	(9,511)	(6,053)			
<u>125 Blakehay -Live Shows</u>							
1106 Blakehay events income	(73)	(1,229)	48,000	49,229			(2.6%)
Blakehay -Live Shows :- Income	(73)	(1,229)	48,000	49,229			(2.6%)
4016 Show costs	900	3,100	24,000	20,900		20,900	12.9%
4039 Advertising & Marketing	0	0	7,300	7,300		7,300	0.0%
Blakehay -Live Shows :- Indirect Expenditure	900	3,100	31,300	28,200	0	28,200	9.9%
Net Income over Expenditure	(973)	(4,329)	16,700	21,029			

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
Grand Totals:- Income	3,868	35,627	137,666	102,039			25.9%
Expenditure	25,783	98,832	251,202	152,370	0	152,370	39.3%
Net Income over Expenditure	<u>(21,914)</u>	<u>(63,205)</u>	<u>(113,536)</u>	<u>(50,331)</u>			
Movement to/(from) Gen Reserve	<u>(21,914)</u>	<u>(63,205)</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	0	30,881	0	(30,881)			0.0%
1100 Miscellaneous Income	1,004	32,954	5,000	(27,954)			659.1%
Museum Central Costs :- Income	1,004	63,835	5,000	(58,835)			1276.7%
4000 Staffing Costs	9,152	41,412	92,287	50,875		50,875	44.9%
4013 Training	0	76	3,262	3,186		3,186	2.3%
4014 P P E / Health & Safety	7	193	500	307		307	38.7%
4019 Website Costs-TC	0	38	600	562		562	6.3%
4030 Equipment Purchase	(354)	675	1,500	825		825	45.0%
4031 Equipment - Rental	(108)	315	1,616	1,301		1,301	19.5%
4034 Equipment Repairs	0	76	1,000	924		924	7.6%
4035 Telephone	240	980	3,042	2,062		2,062	32.2%
4036 Stationery	31	124	500	376		376	24.8%
4039 Advertising & Marketing	45	801	6,500	5,699		5,699	12.3%
4041 Fees, Subs and Conferences	30	(180)	666	846		846	(27.0%)
4044 Insurance	7,462	9,640	1,200	(8,440)		(8,440)	803.3%
4102 NNDR	6,885	28,346	53,248	24,902		24,902	53.2%
4104 Utilities - Water	39	122	750	628		628	16.3%
4105 Utilities - Heat & Light	48	4,774	12,000	7,226		7,226	39.8%
4107 IT Support & Upgrade	29	570	4,509	3,939		3,939	12.6%
4109 Alarm system	16	124	1,500	1,376		1,376	8.3%
4110 Cleaning	888	4,441	12,000	7,559		7,559	37.0%
4111 Window Cleaning	50	250	600	350		350	41.7%
4114 Refuse Removal	219	1,211	2,373	1,162		1,162	51.0%
4131 Licenses	432	949	1,600	651		651	59.3%
4214 Somerset County Council - SLA	0	0	72,260	72,260		72,260	0.0%
6000 Admin Salaries Recharge	1,319	7,148	6,560	(588)		(588)	109.0%
6005 Admin Overhead Recharge	568	1,393	1,735	342		342	80.3%
6007 Grove House Recharge	(34)	239	555	316		316	43.1%
6008 Grove Lodge Recharges	59	239	665	426		426	35.9%
6010 Grounds Salaries Recharge	723	3,523	4,400	877		877	80.1%
6015 Grounds Overhead Recharge	659	1,870	1,550	(320)		(320)	120.6%
6030 Operational Staffing Recharge	1,404	7,120	12,575	5,455		5,455	56.6%
6035 Operational Overhead Recharge	61	183	1,060	877		877	17.3%
Museum Central Costs :- Indirect Expenditure	29,870	116,653	302,613	185,960	0	185,960	38.5%
Net Income over Expenditure	(28,866)	(52,819)	(297,613)	(244,794)			
141 Museum Learning and Events							
1006 Learning Income	300	3,543	4,500	958			78.7%

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
1008 Museum handling box hire	105	735	1,800	1,065			40.8%
1103 Other event misc income	75	572	0	(572)			0.0%
Museum Learning and Events :- Income	480	4,850	6,300	1,451			77.0%
4000 Staffing Costs	3,103	15,088	30,704	15,616		15,616	49.1%
4020 Learning/Event education equip	148	458	1,000	542		542	45.8%
4030 Equipment Purchase	28	28	0	(28)		(28)	0.0%
4058 Learning/Events Museum events	150	250	1,750	1,500		1,500	14.3%
Museum Learning and Events :- Indirect Expenditure	3,429	15,825	33,454	17,629	0	17,629	47.3%
Net Income over Expenditure	(2,949)	(10,975)	(27,154)	(16,179)			
142 Museum Cafe							
1004 Cafe Sales	5,118	16,739	62,000	45,261			27.0%
Museum Cafe :- Income	5,118	16,739	62,000	45,261			27.0%
4000 Staffing Costs	3,162	16,408	39,884	23,476		23,476	41.1%
4014 P P E / Health & Safety	143	143	1,500	1,358		1,358	9.5%
4017 Museum cafe equip rental	825	925	1,980	1,055		1,055	46.7%
4030 Equipment Purchase	191	1,650	2,000	350		350	82.5%
4031 Equipment - Rental	(204)	0	0	0		0	0.0%
4110 Cleaning	(49)	(8)	845	853		853	(1.0%)
4114 Refuse Removal	0	0	2,462	2,462		2,462	0.0%
4406 Bar Stock	244	1,635	2,500	865		865	65.4%
4407 Museum cafe stock	1,804	8,181	15,000	6,819		6,819	54.5%
Museum Cafe :- Indirect Expenditure	6,115	28,934	66,171	37,237	0	37,237	43.7%
Net Income over Expenditure	(997)	(12,194)	(4,171)	8,023			
143 Museum shop/retail							
1005 Museum Shop Sales	1,768	5,002	13,500	8,498			37.1%
1009 Museum sale or return comm	659	659	4,000	3,341			16.5%
Museum shop/retail :- Income	2,427	5,662	17,500	11,838			32.4%
4031 Equipment - Rental	13	65	156	91		91	41.6%
4136 Credit Card Chgs	50	169	110	(59)		(59)	153.6%
4408 Museum shop stock	1,913	3,858	7,500	3,642		3,642	51.4%
Museum shop/retail :- Indirect Expenditure	1,976	4,092	7,766	3,674	0	3,674	52.7%
Net Income over Expenditure	451	1,570	9,734	8,164			

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
145 Museum Function							
1019 Internal Bookings (Council)	195	350	2,040	1,690			17.2%
1103 Other event misc income	0	78	9,000	8,922			0.9%
1104 Function Income	1,224	9,619	9,000	(619)			106.9%
Museum Function :- Income	1,419	10,047	20,040	9,993			50.1%
4000 Staffing Costs	(244)	(244)	15,249	15,493		15,493	(1.6%)
4030 Equipment Purchase	233	1,449	3,000	1,551		1,551	48.3%
Museum Function :- Indirect Expenditure	(11)	1,205	18,249	17,044	0	17,044	6.6%
Net Income over Expenditure	1,430	8,842	1,791	(7,051)			
Grand Totals:- Income	10,447	101,132	110,840	9,708			91.2%
Expenditure	41,378	166,709	428,253	261,544	0	261,544	38.9%
Net Income over Expenditure	(30,931)	(65,576)	(317,413)	(251,837)			
Movement to/(from) Gen Reserve	(30,931)	(65,576)					

Heritage, Arts and Culture Committee Oct 2022

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

Agenda Item No. TBC – Communication and Marketing Report

BLUE PLAQUE JOHN LEWIS

We have been approached to put a Blue Plaque on a property that John Lewis founder of the department store of the same name lived in. This plaque will be funded by the department store. However, the owner is in the process of selling the property.

I have spoken to Nicola Mason at John Lewis who is happy to pay for the Blue Plaque. She is aware of the situation and is happy to wait until the new owner has taken on the property and then ask for permissions for the blue plaque.

Members are requested to decide if they are happy with this approach or to go ahead with the Blue Plaque and the permissions from the current owner.

A printed book for the Blue Plaques is now in print and can be found in various places around the town. It includes adverts for the Museum and the Blakehay.

Articles and advertising

Articles were printed in Local reach for Weston and Worle with Weston Museum featuring on the front cover of the Weston edition.

Articles and events listing for the Blakehay and the Museum were in the Placemaking newsletter

Articles in 'Signal' newsletter for the Museum

Due to the passing of the Queen Social media posts were stopped for the period of mourning and the websites had a black front page as per London Bridge protocol.

Facebook and Instagram states for Weston Museum from July to 16th September are accompanying this report.

All marketing strategy objectives have been achieved. Please see attached plan.

Members requested to note this report.



Facebook Page Report: **Weston Museum**

August 17, 2022 - September 15, 2022



Audience insights

**Measure your performance by analyzing your
Facebook Page activity**

August 17, 2022 - September 15, 2022



Overview

Key performance metrics for the selected period.



Fans

5,402

2.3%



Engagement

1,907

18.8%



Impressions

88,275

-16%



Brand awareness

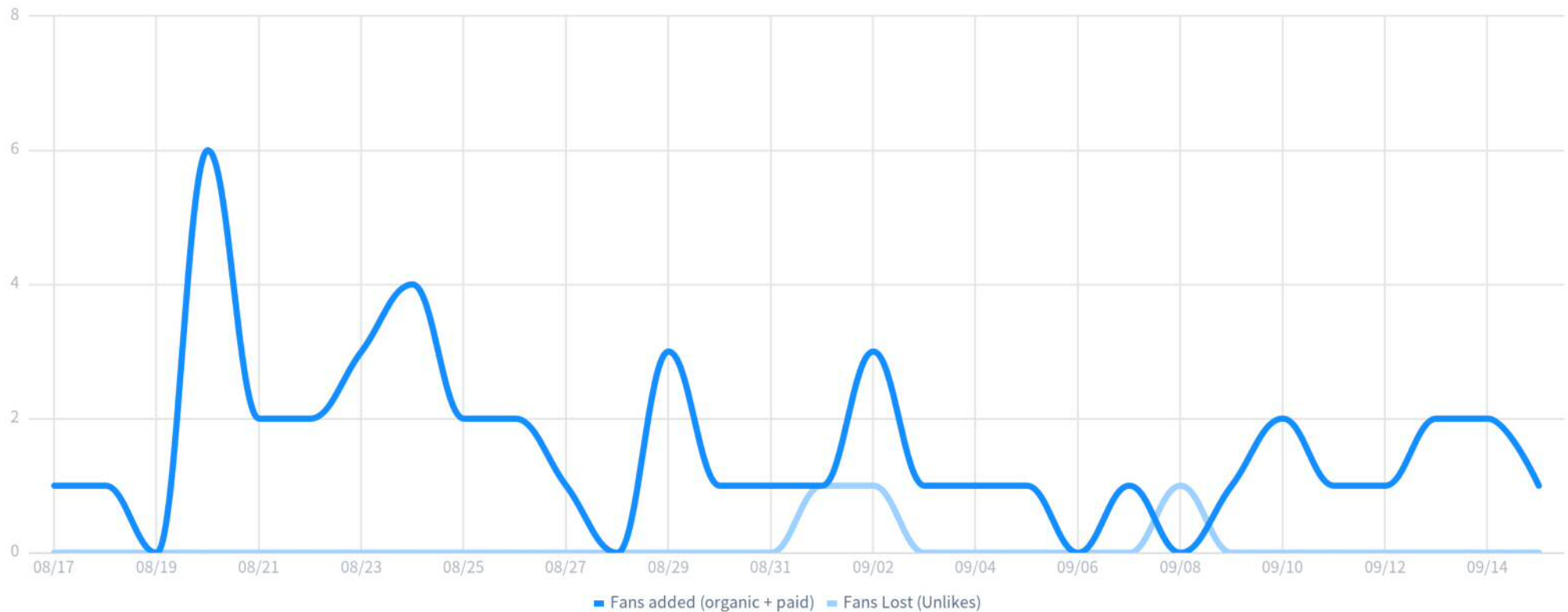
88

-15.4%

Audience growth



Number of fans gained and lost for the selected period.



New Organic Fans	47
New Paid Fans	0
Fans Lost (Unlikes)	3
New Fans (Net)	44



The total audience is

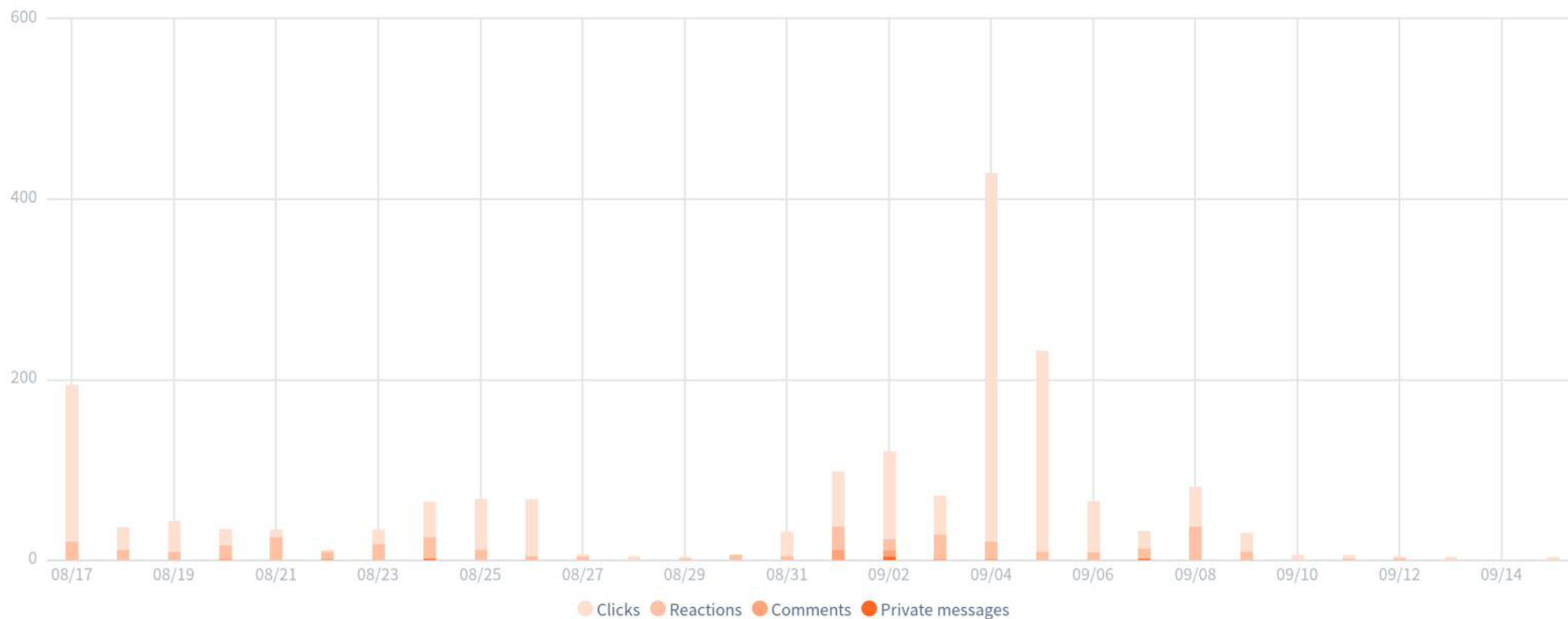
5,402 fans

representing a variation of **+2.3 %**
compared to Jul. 18 2022 - Aug. 16 2022

Engagement



Number of fans interactions (reactions, comments, shares, clicks and private messages) with your Facebook page for the selected period.



Reactions 285 37 0 1 8 0 331

Clicks Link: 246 Photo: 1.2K Video: 11 1.5K

Comments 28

Private messages 13

Shares 67

Total Engagement 1.9K



The total engagement is

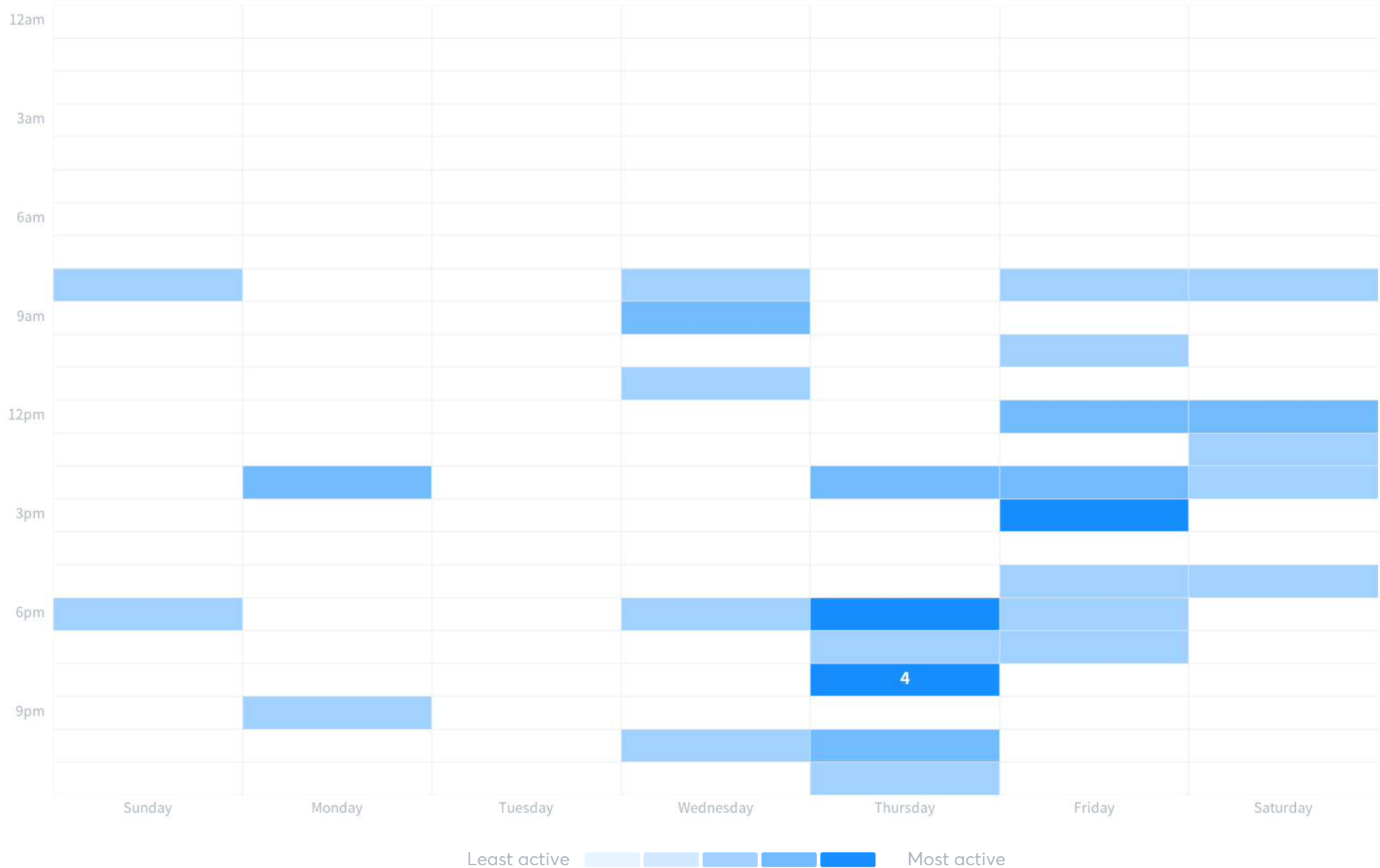
1,907 interactions

representing a variation of **+18.8 %**
compared to Jul. 18 2022 - Aug. 16 2022

Users' activity



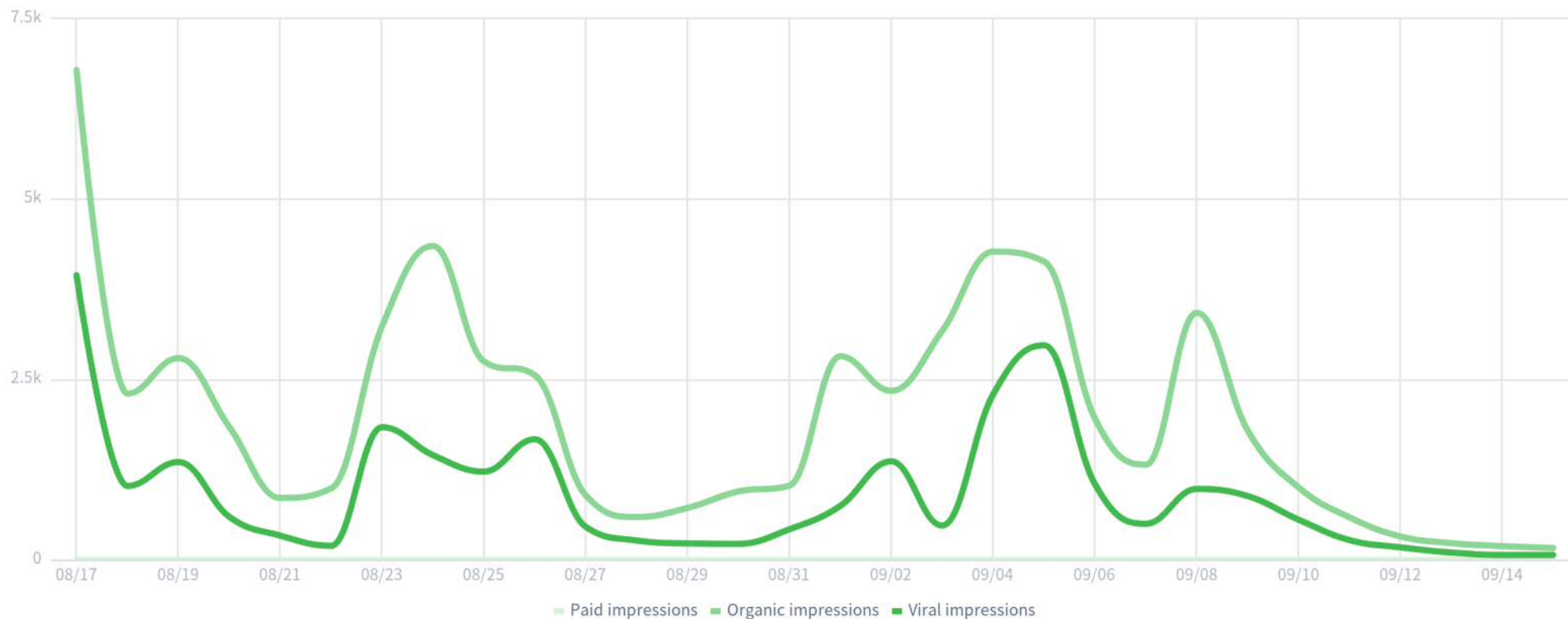
Average day and hour users interacted the most with the page's content.
Based on inbox activities (comments, private messages and post).



Impressions



Number of times your page's content has been viewed during the selected period.
This includes paid, organic and viral impressions.



Paid impressions	0
Organic impressions	60K
Viral impressions	28K
Total impressions	88K



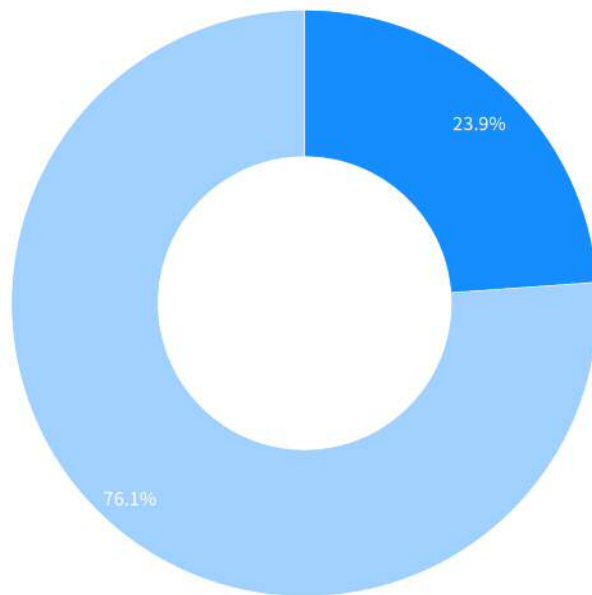
The total impressions are

88,275

representing a variation of **-16 %**
compared to Jul. 18 2022 - Aug. 16 2022

Brand awareness score

Number of mentions of your page and shares of your content for the selected period.



Mentions	21
Shares	67
Brand awareness	88



The brand awareness score is

88

representing a variation of **-15.4 %**
compared to **Jul. 18 2022 - Aug. 16 2022**

Label distribution

Distribution of labels applied to inbox items and published items (publishing).

Labels applied to inbox items (your audience's content)



Data unavailable



Label distribution

Distribution of labels applied to inbox items and published items (publishing).

Labels applied to publishing items (your content)



Data unavailable



Demographics

Demographic information about your audience: age, gender, location and language.

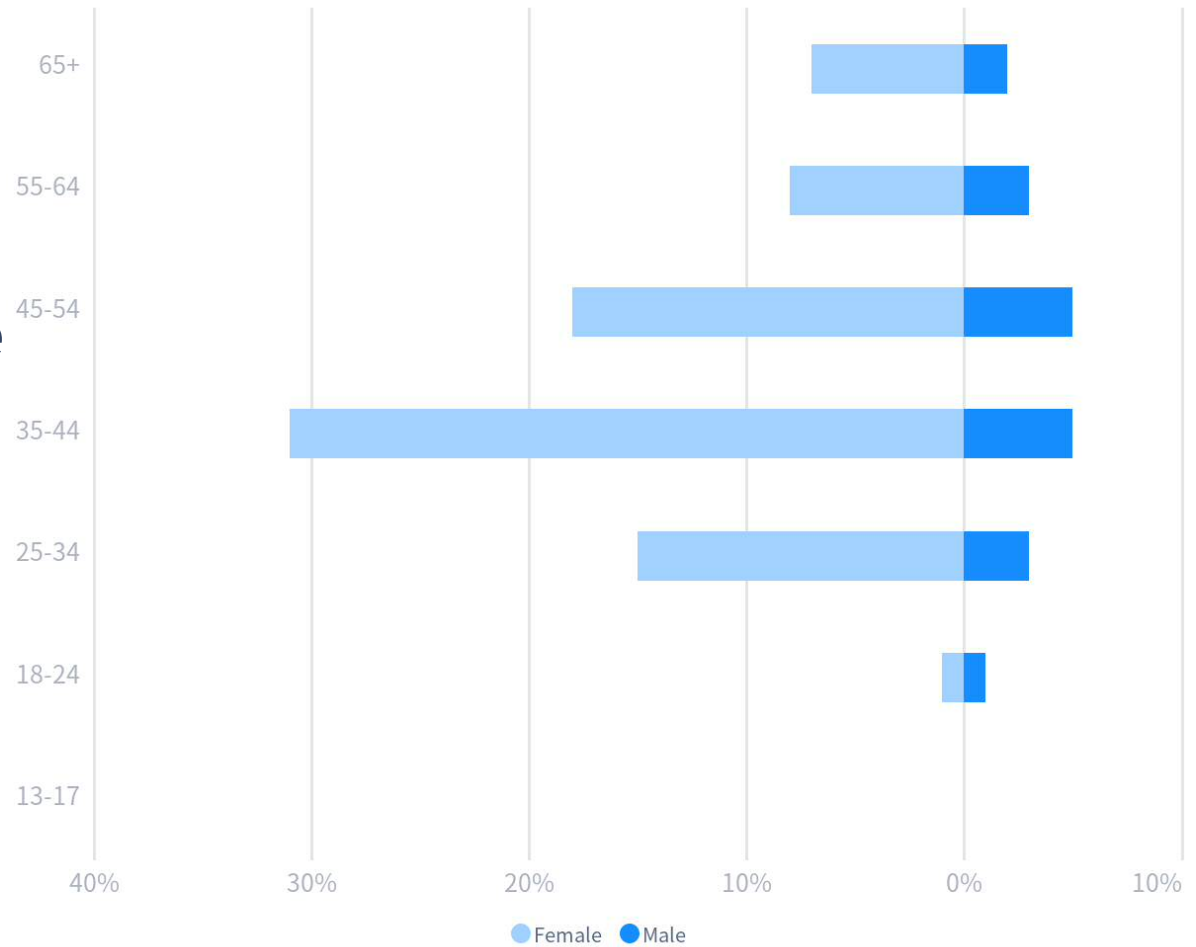


Your average fan is a

35-44 years old Female

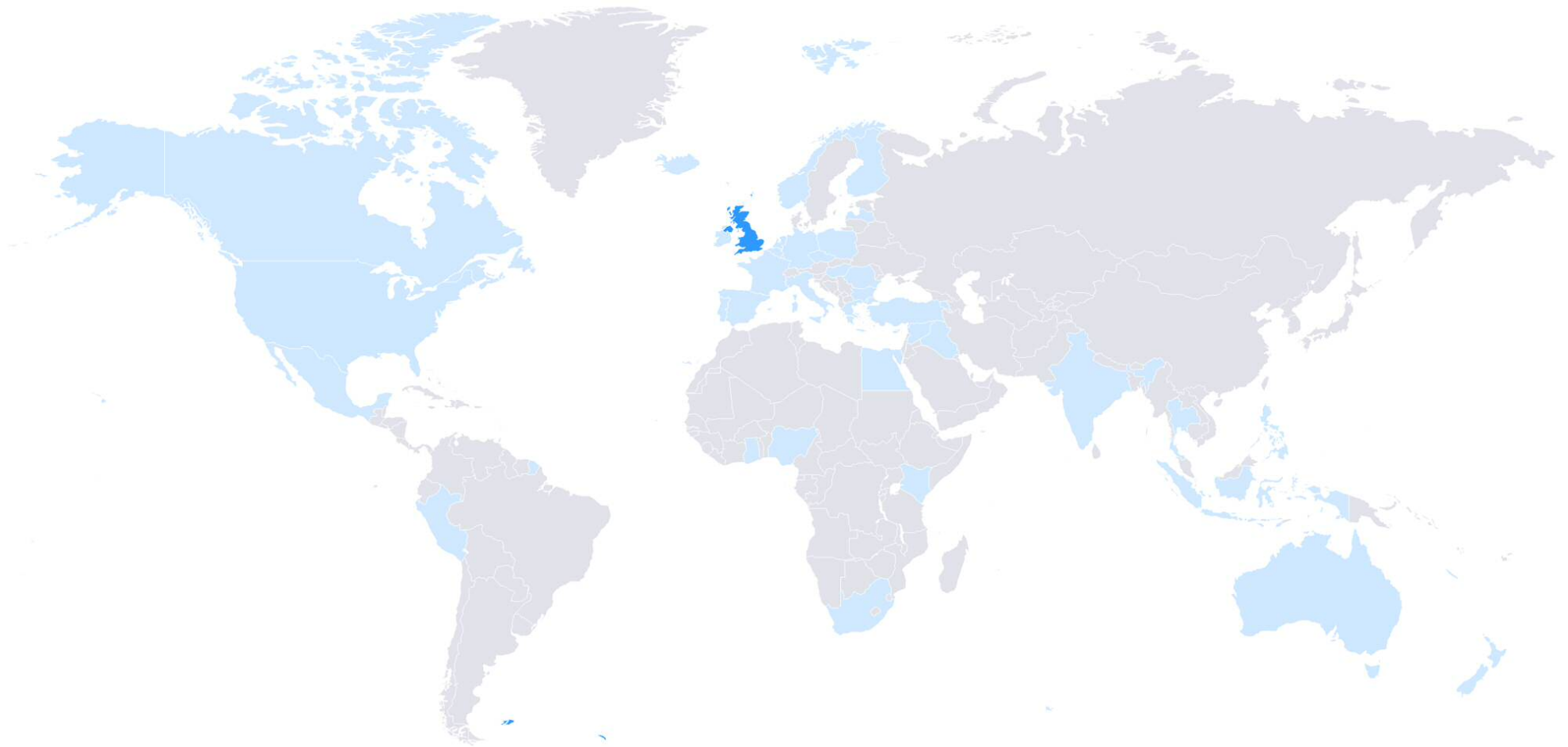
from

United Kingdom



Demographics

Demographic information about your audience: age, gender, location and language.

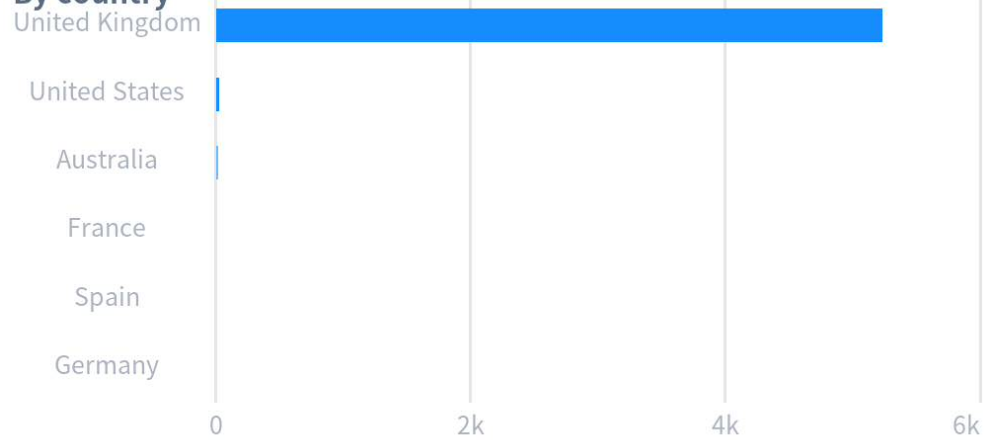


Demographics

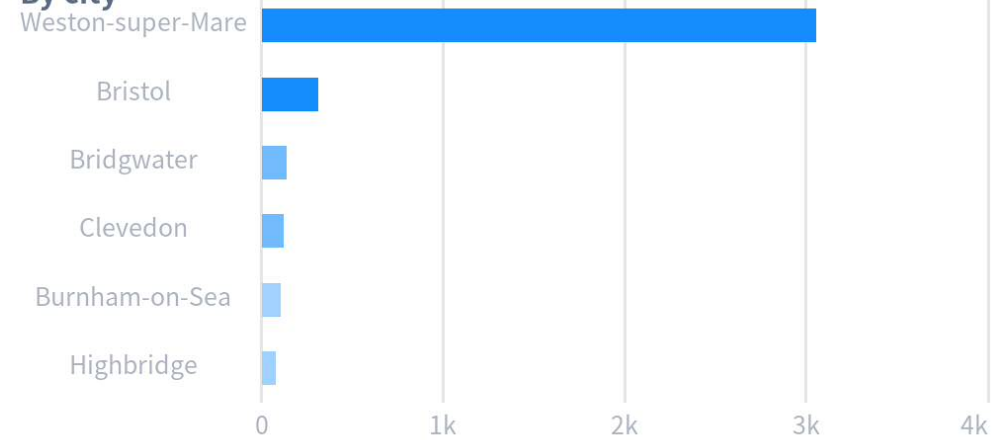


Demographic information about your audience: age, gender, location and language.

By country



By city

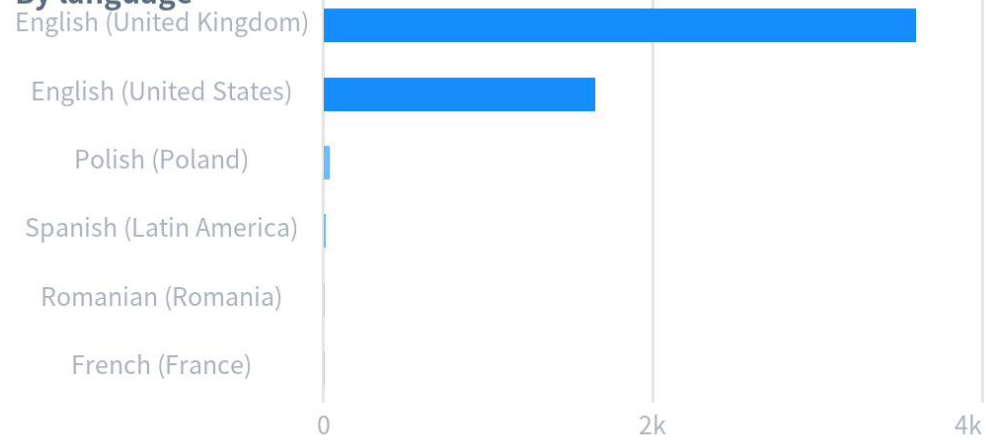


Demographics



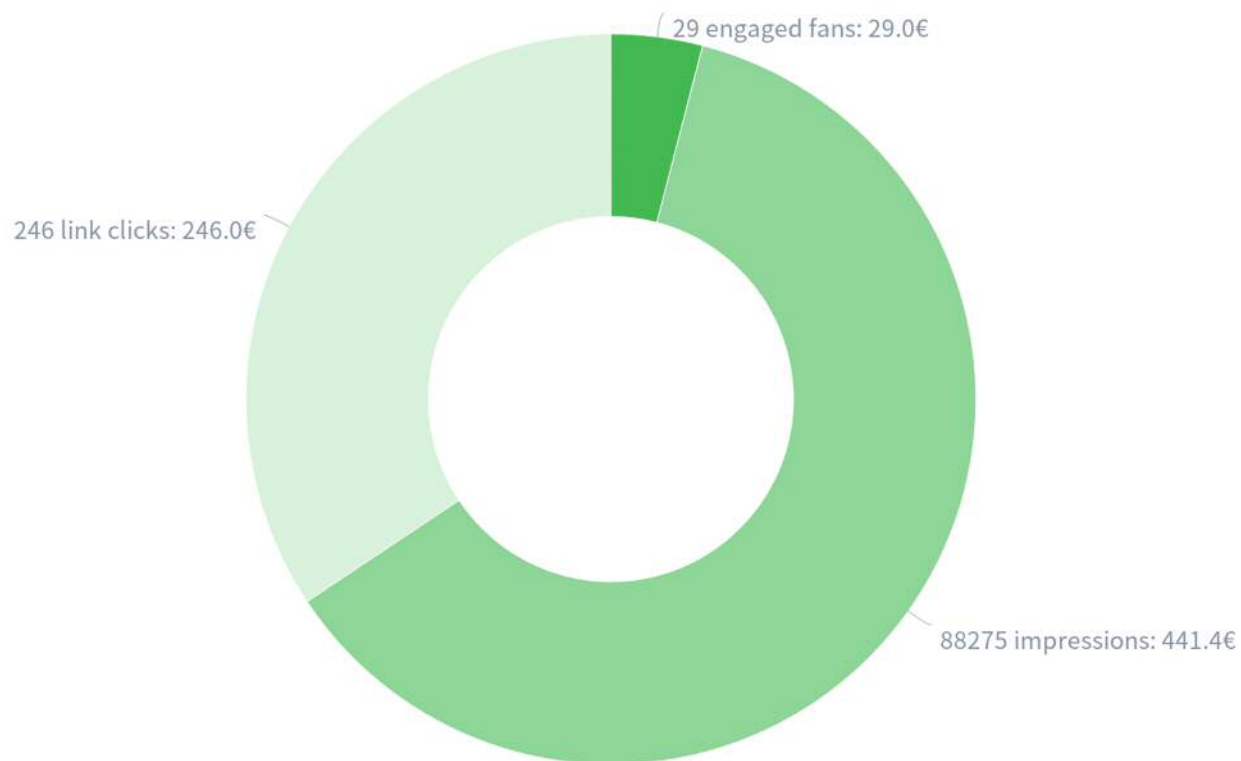
Demographic information about your audience: age, gender, location and language.

By language



ROI

Value generated by your page for the selected period.



The total generated value is

716.4€

representing a variation of **+7 %**
compared to **Jul. 18 2022 - Aug. 16 2022**



Content summary

**Evaluate the lifetime performance of
published content on your Facebook Page**

August 17, 2022 - September 15, 2022



Overview

Lifetime metrics of content published during the selected period.

 Posts published

27

 -40%

 Posts reach

26,216

 -47.1%

 Engaged users

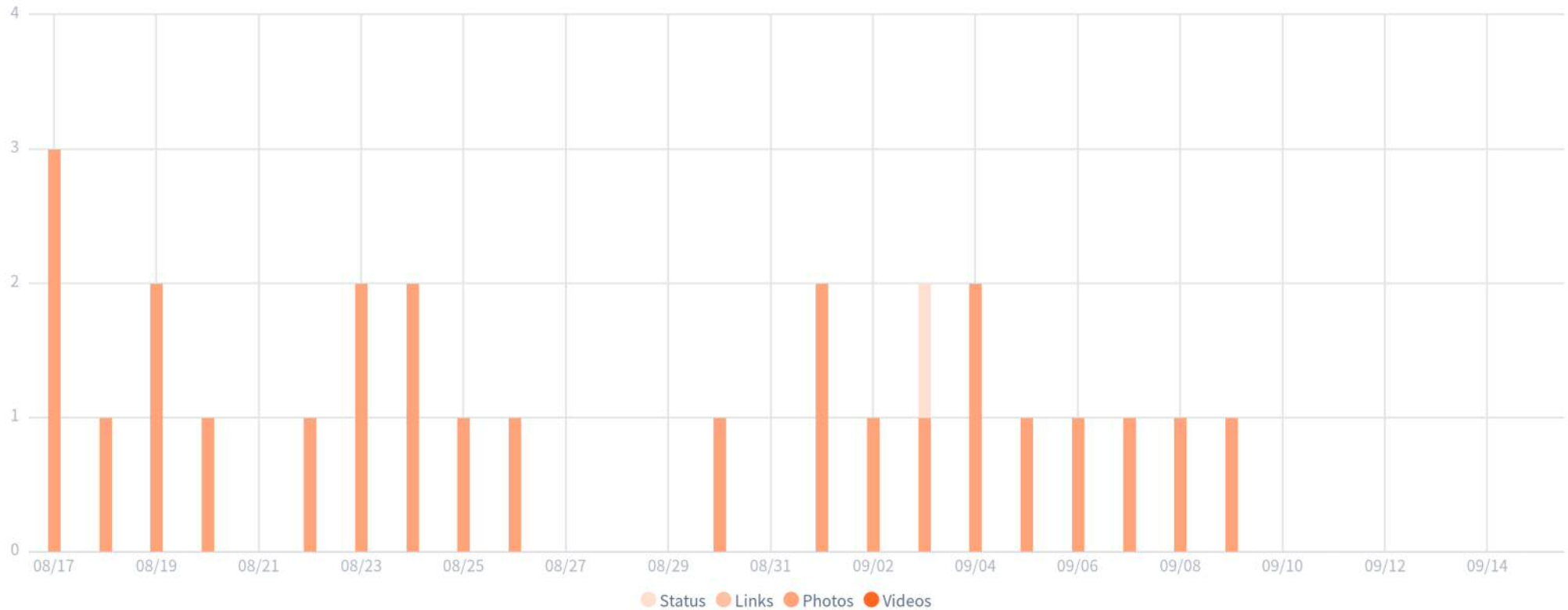
742

 -35.4%

Publishing



Number of Posts published during the selected period- with breakdown by type.



Status	1
Links	0
Photos	26
Videos	0
Total posts published	27



The total number of Posts published is

27

representing a variation of **-40 %**
compared to Jul. 18 2022 - Aug. 16 2022





Top content

Best performing content published during the selected period. Based on reach.



Sep. 1 2022





The dinosaurs are back! This October half term the...

 Reach	3.4K
 Engaged Users	165
 Clicks	81
 Other clicks	68



Sep. 3 2022





We've stopped for lunch at our rusty club dig, san...

 Reach	2.6K
 Engaged Users	131
 Clicks	98
 Other clicks	40



Aug. 17 2022

It was a wonderful event thank you The Stable for ...

 Reach	1.6K
 Engaged Users	59
 Clicks	19
 Other clicks	29

Top content

Best performing content published during the selected period. Based on reach.



Aug. 18 2022

Keep your mini archaeologist busy at our Young Arc...

Reach	1.6K
Engaged Users	42
Clicks	17
Other clicks	23



Aug. 25 2022

The Weston Museum is the perfect location to tie t...

Reach	1K
Engaged Users	26
Clicks	12
Other clicks	5



Aug. 24 2022

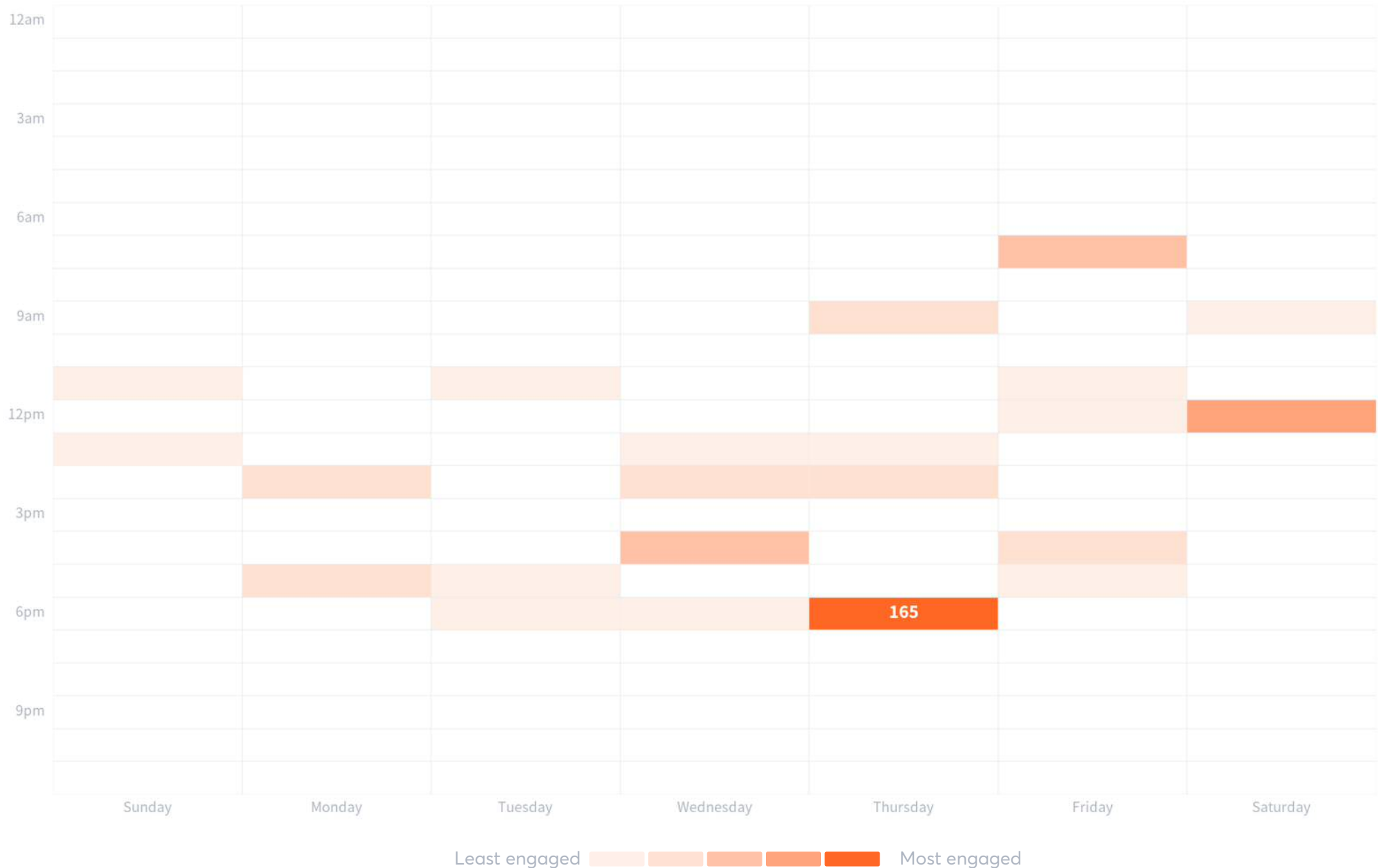
Become a permanent fixture in the museum's floor, ...

Reach	980
Engaged Users	27
Clicks	21
Other clicks	2

Best day and time to publish

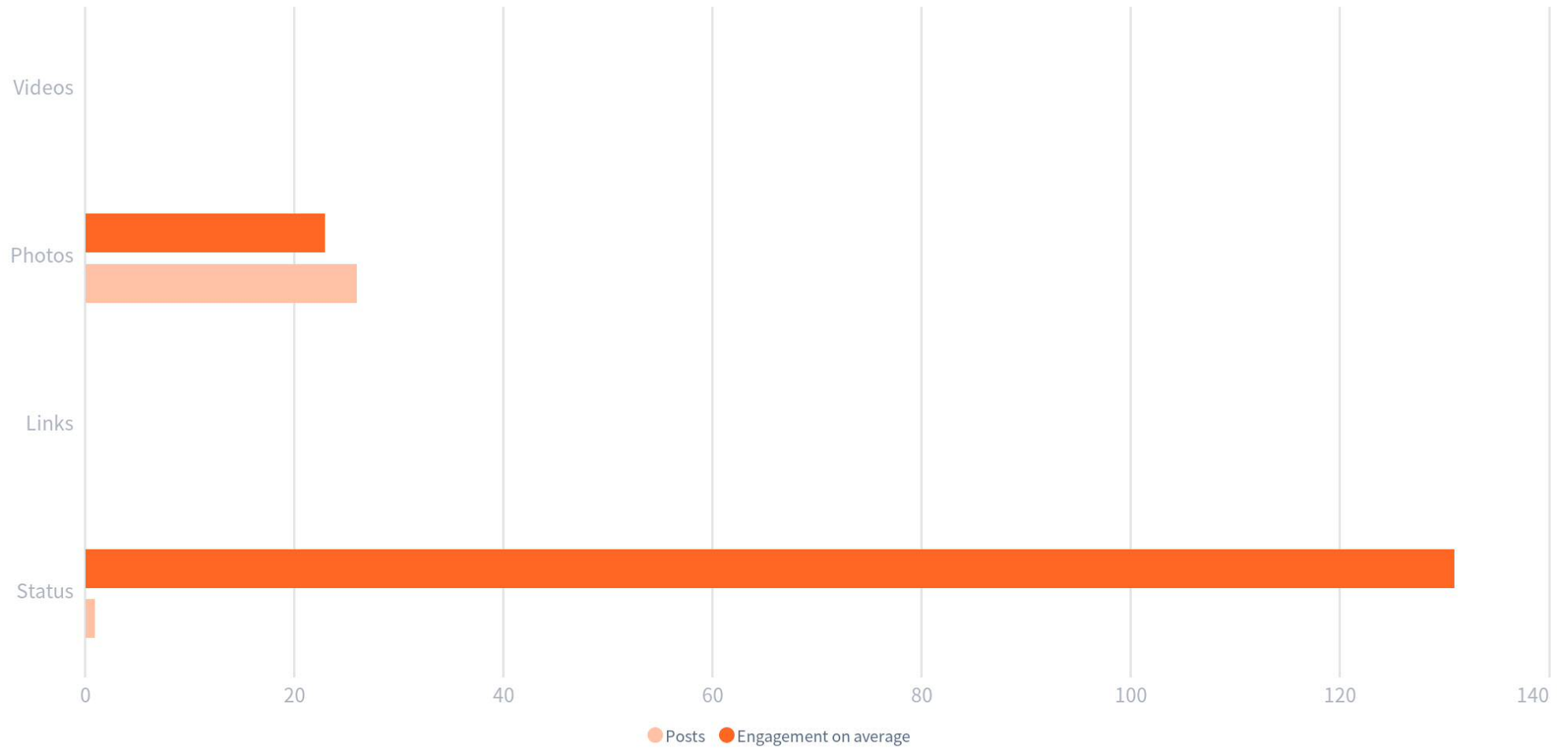


Average day and hour fans are most likely to engage with published posts.



Best post type to publish

Type of post fans are most likely to engage with.



Best label to use

Label that fans are most likely to engage with.



Data unavailable





Competitors

**Discover how your Facebook Page is performing
compared to your closest competitors**

August 17, 2022 - September 15, 2022

Competitors



Page name	Fans	Talking about this	Fan posts	Page posts	Interactions	Engagement
 Weston Museum	5.4K 1.6/day	32 0.6% of fans	1 0/day	27 0.9/day	426 15.8/post	7.9 0.3% post



Instagram Profile Report: **Weston Museum**

August 17, 2022 - September 15, 2022



Audience insights

**Measure your performance by analyzing your
Instagram Profile activity**

August 17, 2022 - September 15, 2022



Overview

Key performance metrics for the selected period.



Followers

1,297

↗ 0.1%



Engagement

41

↘ -77%



Impressions

1,383

↘ -77.2%



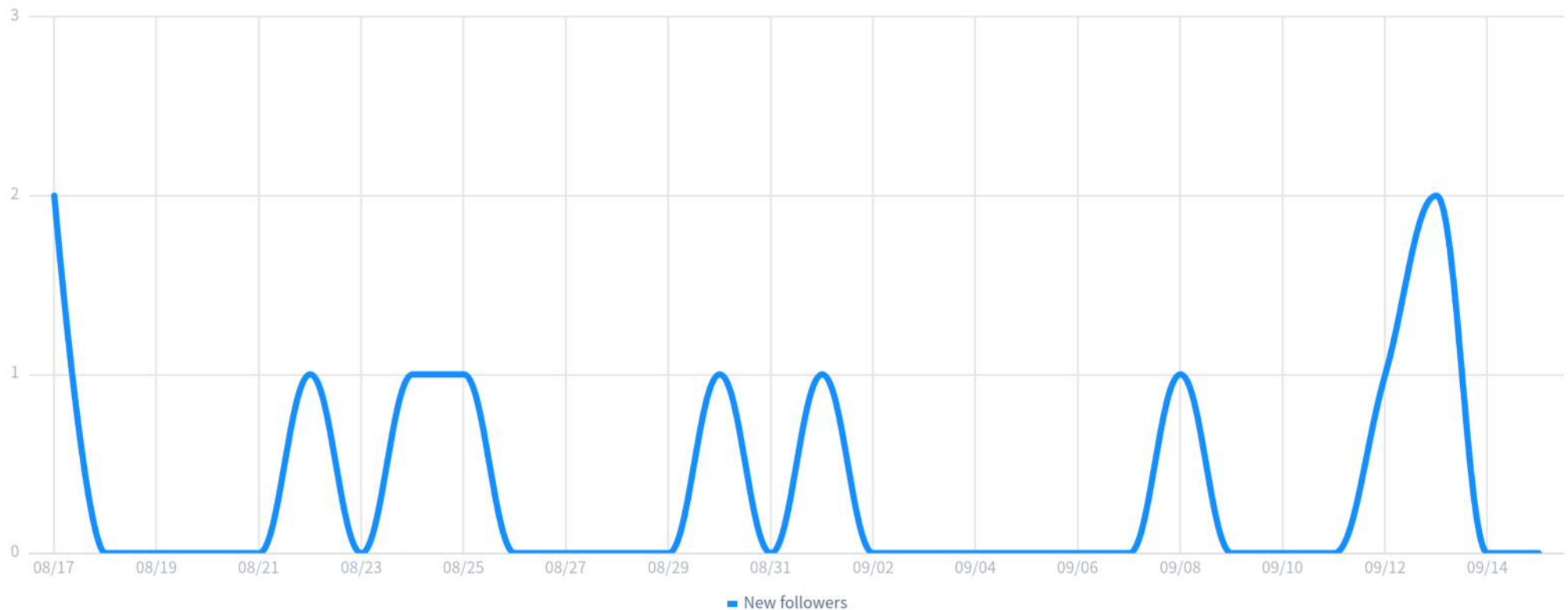
Brand awareness

19

↗ 18.8%

Audience growth

Number of followers gained during the selected period.



The total audience is

1,297 followers

representing a variation of **+0.1 %**
compared to Jul. 18 2022 - Aug. 16 2022

New followers (net)

11

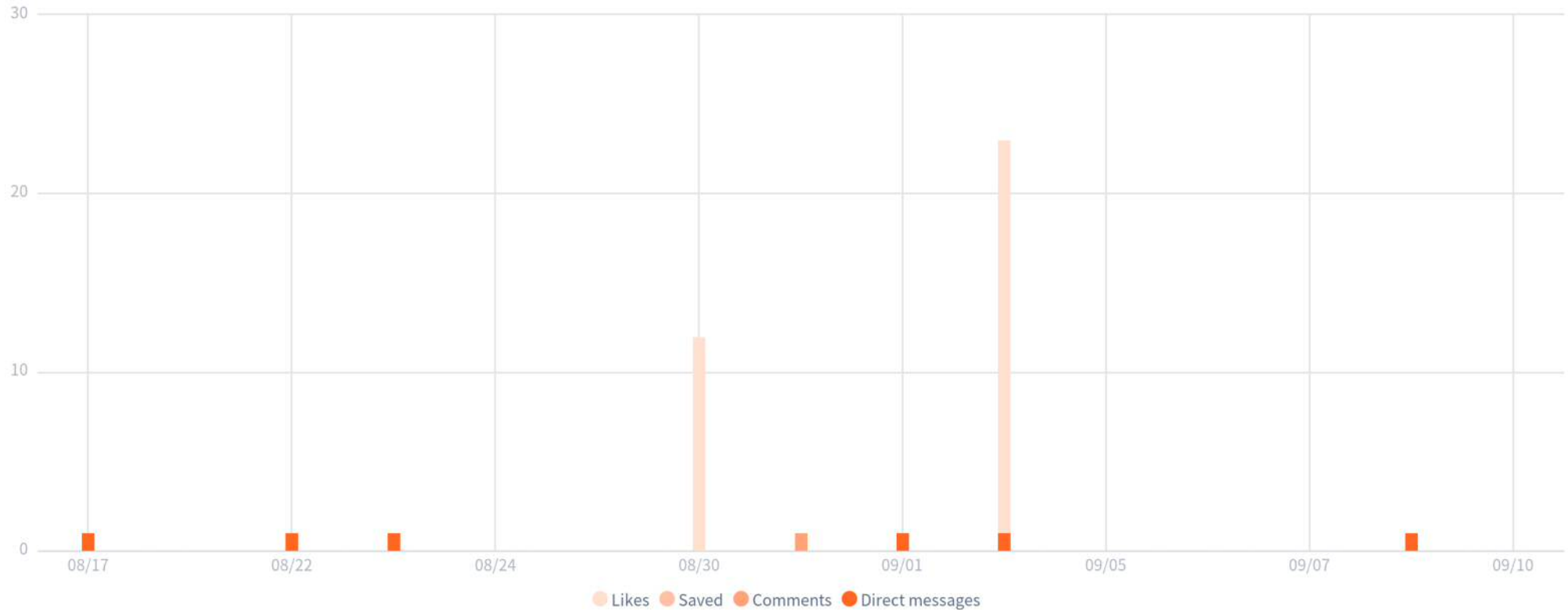
Total followers

1.3K

Engagement



Number of followers' interactions (likes, saved, comments and direct messages) with your profile for the selected period.



Likes	34
Saved	0
Comments	1
Direct messages	6
Total interactions	41

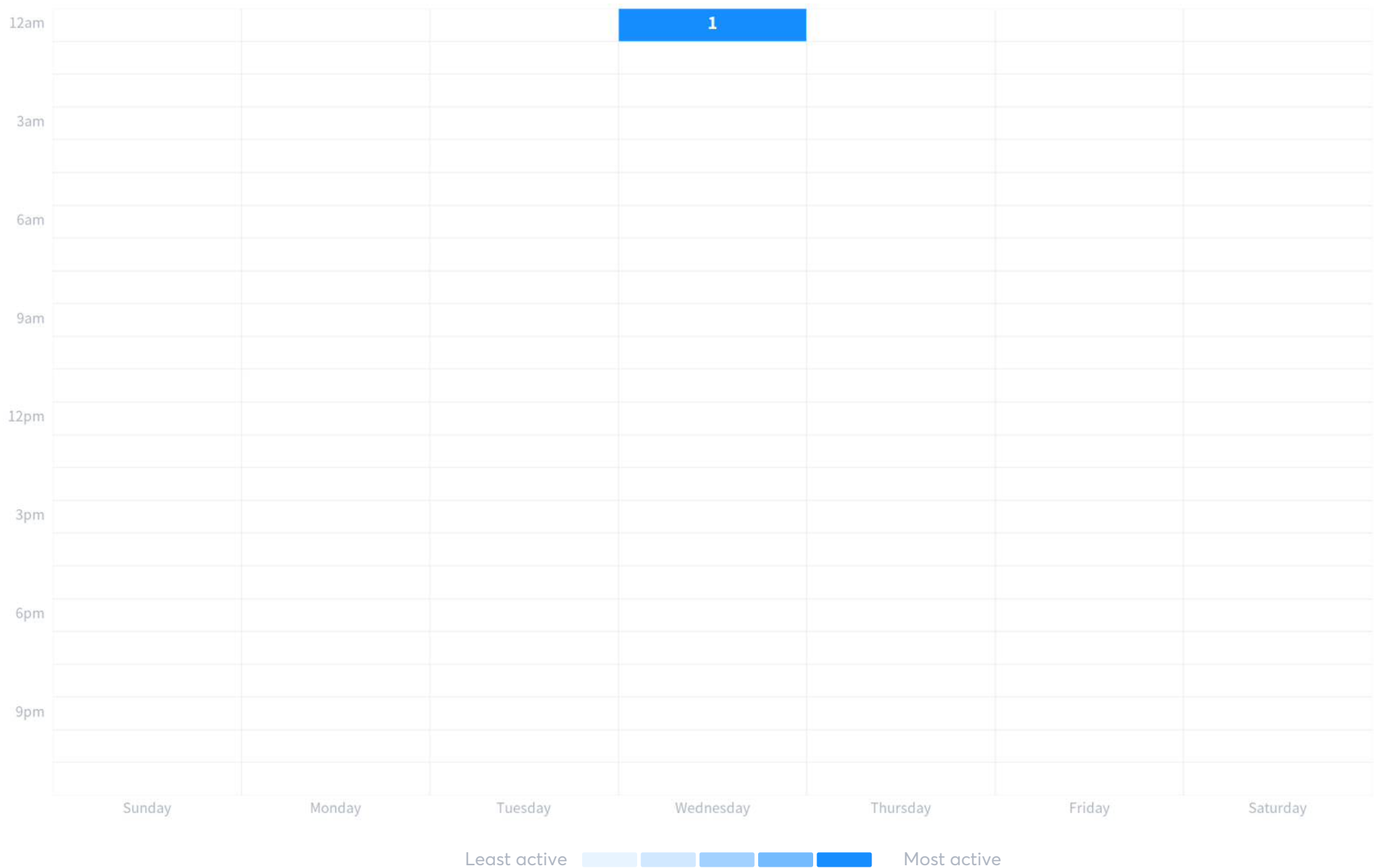


The total engagement is
41 interactions
representing a variation of **-77 %**
compared to Jul. 18 2022 - Aug. 16 2022

Users' activity



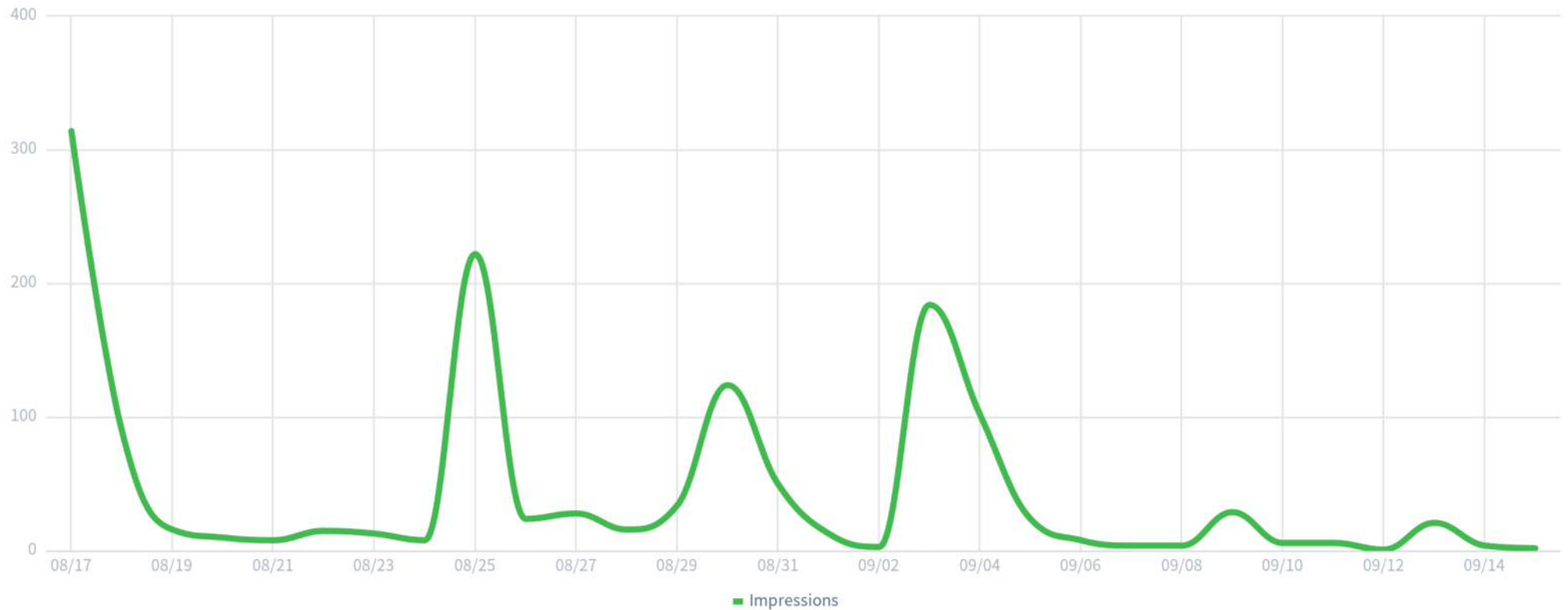
Average day and hour users interacted the most with the profile's content.
Based on inbox activities (comments).



Impressions



Number of times your profile's content has been viewed during the selected period.



The total impressions are

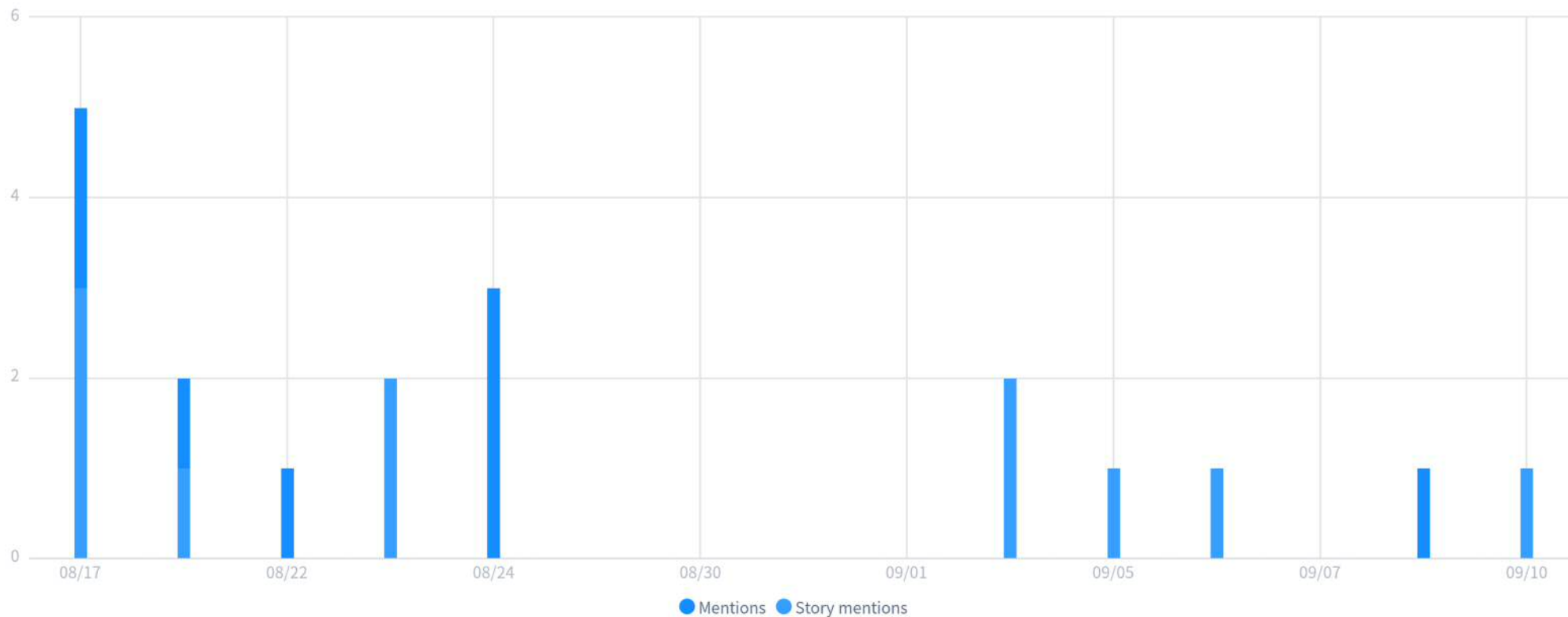
1,383

representing a variation of **-77.2 %**
compared to **Jul. 18 2022 - Aug. 16 2022**

Brand awareness score



Number of mentions of your brand account and listening searches containing your brand name and links to your website.



Mentions	8
Story mentions	11
Total brand awareness	19



The brand awareness score is

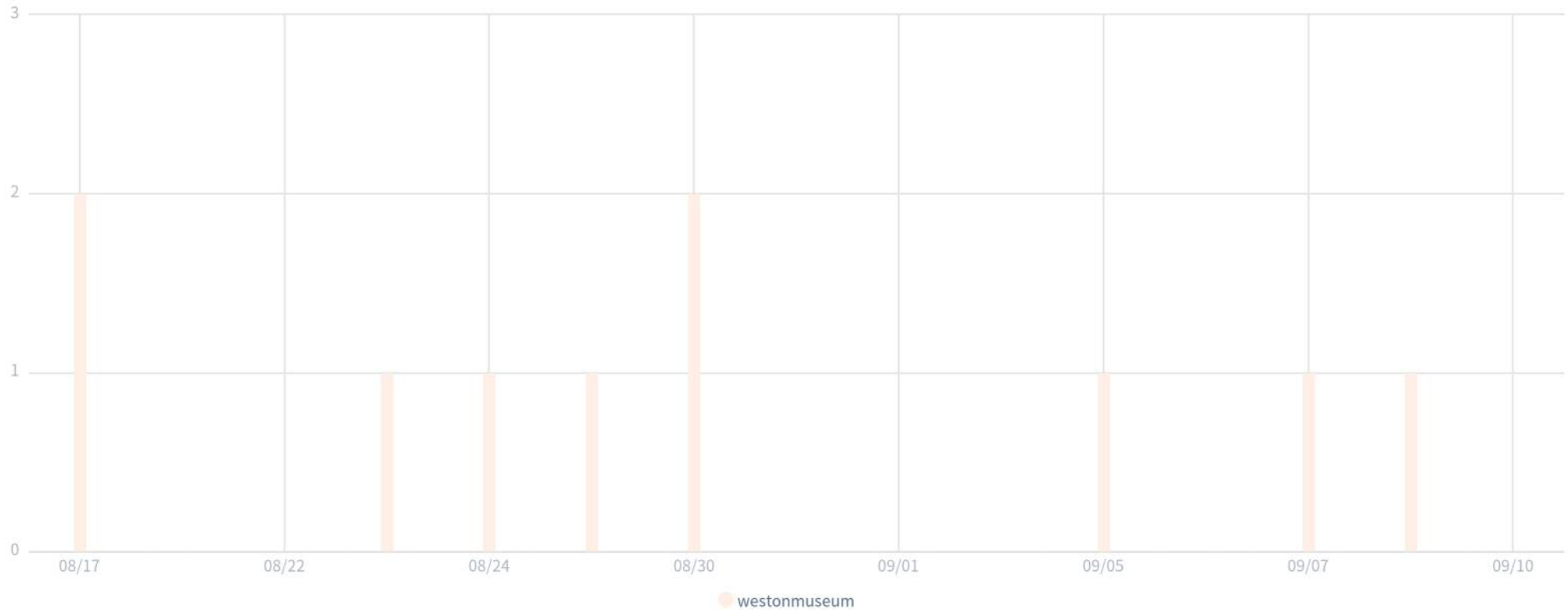
19

representing a variation of **+18.8 %**
compared to Jul. 18 2022 - Aug. 16 2022

Listening



Number of items found in the listening searches you have created
(brand searches are not included).



#westonmuseum

10

Total items found

10



The listening searches found

10 items

representing a variation of **+25 %**
compared to Jul. 18 2022 - Aug. 16 2022



Hashtags & interactions

Number of interactions generated by hashtags used in your posts.

#archaeology

22 interactions

#dig

22 interactions

#rustyclub

22 interactions

#westonmuseum

22 interactions

#westonmuseumrusty

22 interactions

#yac

22 interactions

#youngarchaeologistsclub

22 interactions

Label distribution

Distribution of labels applied to inbox items and published items (publishing).

Labels applied to inbox items (your audience's content)



Data unavailable



Label distribution

Distribution of labels applied to inbox items and published items (publishing).

Labels applied to publishing items (your content)



Data unavailable



Demographics

Demographic information about your audience: age, gender, location and language.

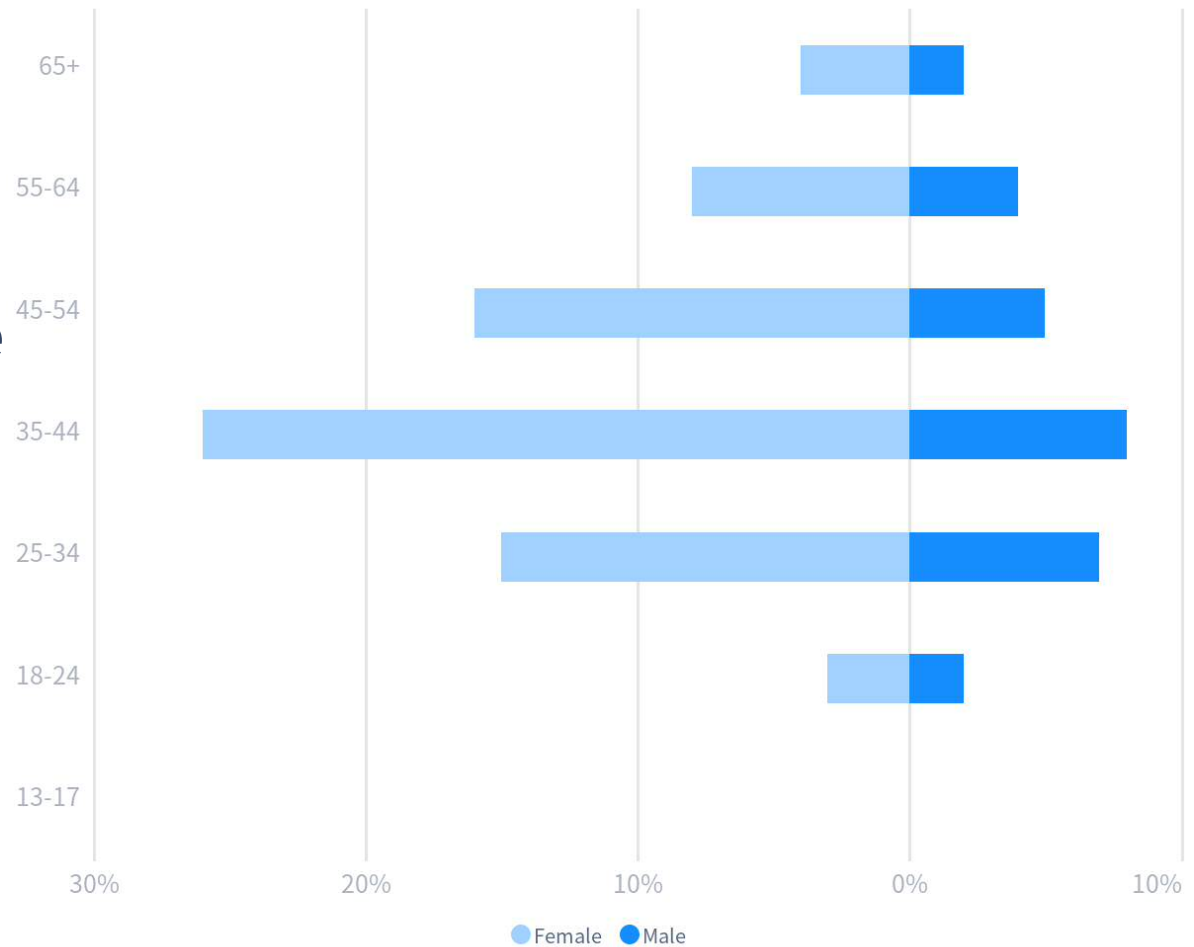


Your average follower is a

35-44 years old Female

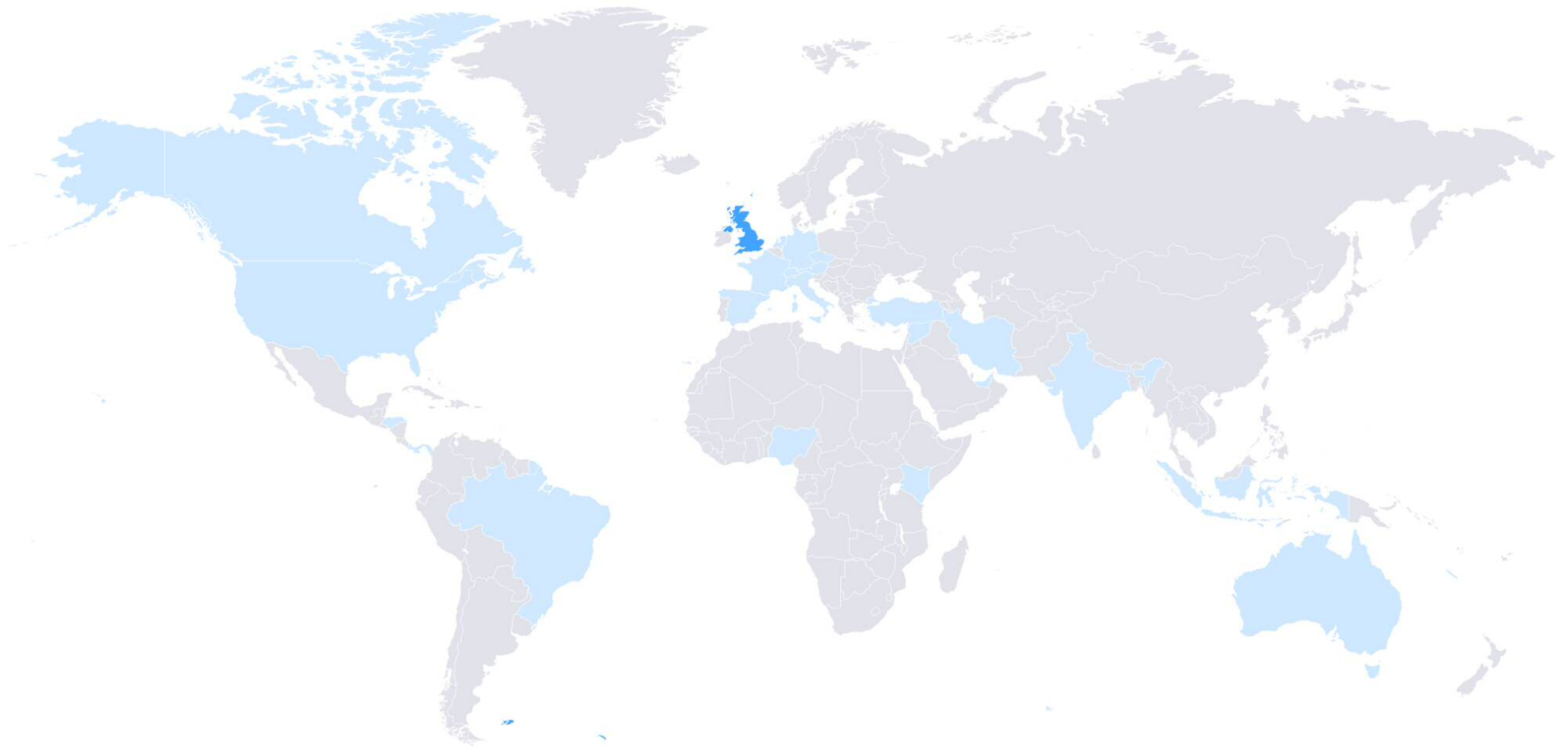
from

United Kingdom



Demographics

Demographic information about your audience: age, gender, location and language.

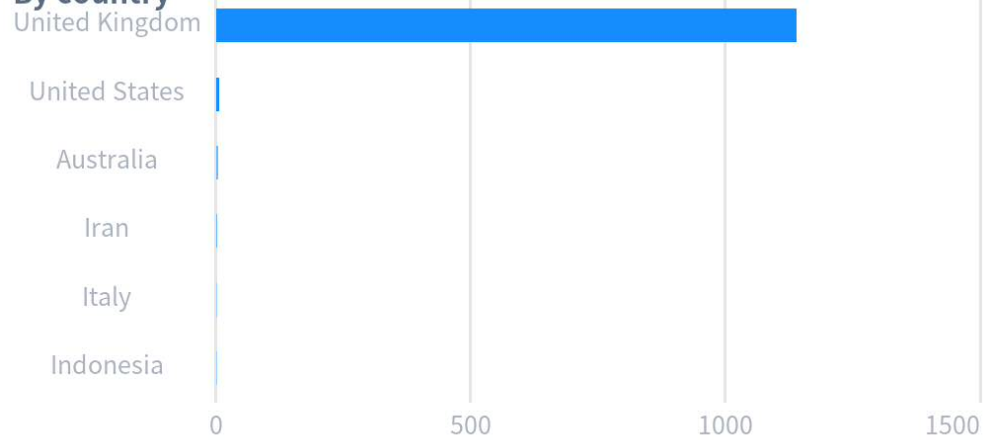


Demographics

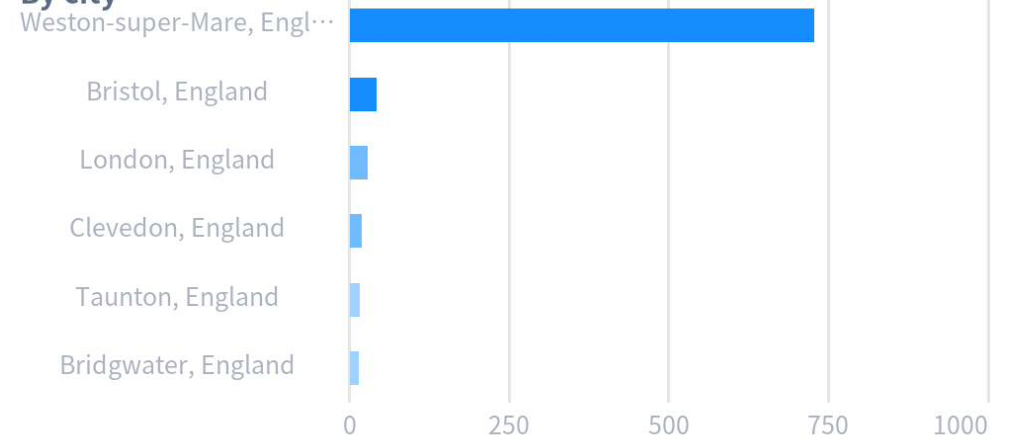


Demographic information about your audience: age, gender, location and language.

By country



By city

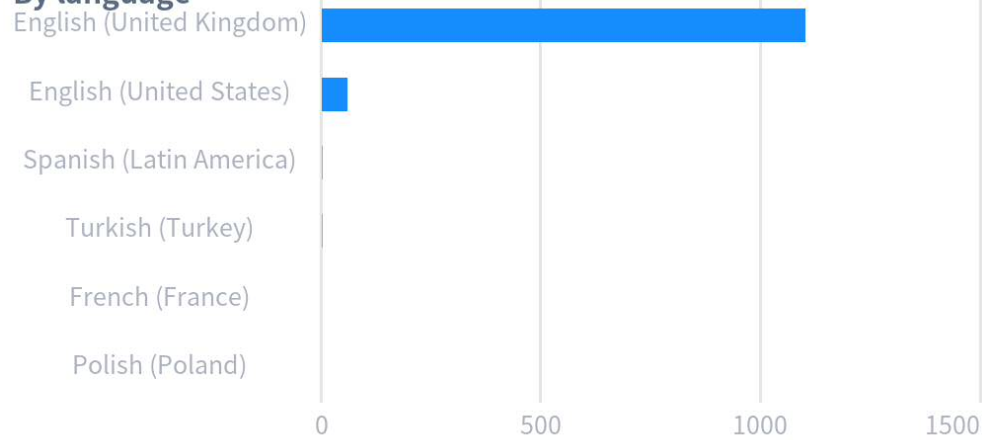


Demographics



Demographic information about your audience: age, gender, location and language.

By language





Content summary

**Evaluate the lifetime performance of
published content on your Instagram Profile**

August 17, 2022 - September 15, 2022



Overview

Lifetime metrics of content published during the selected period.

 Posts published

2

 -50%

 Posts reach

428

 -92.4%

 Posts engagement

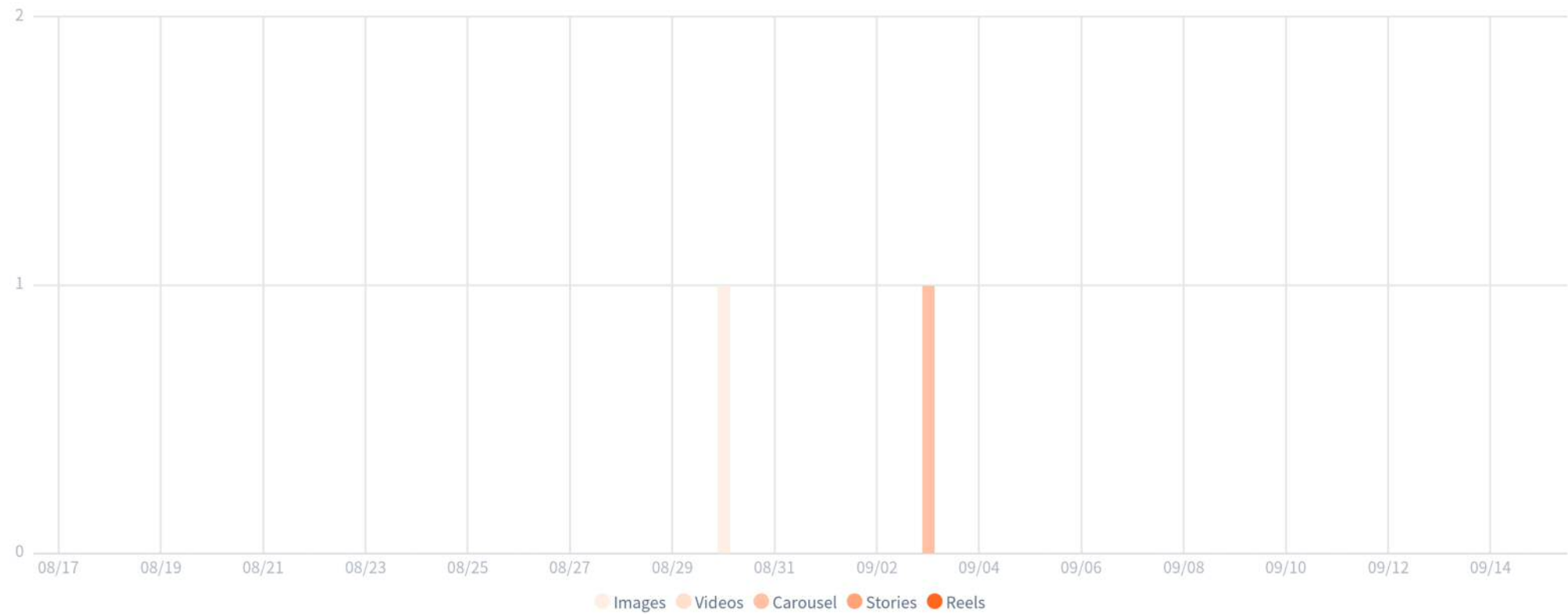
35

 -79.9%

Publishing



Number of Posts published during the selected period- with breakdown by type.



Images	1
Videos	0
Carousel	1
Stories	0
Reels	0
Total posts published	2



The total number of Posts published is

2

representing a variation of **-50 %**
compared to Jul. 18 2022 - Aug. 16 2022

Top content

Best performing content published during the selected period. Based on reach.



Sep. 3 2022

We've stopped for lunch at our rusty club dig, san...

Reach	254
Comments	0
Likes	22
Saved	0
Engagement	22



Aug. 30 2022

What does our waste say about us? To an Archaeolog...

Reach	174
Comments	1
Likes	12
Saved	0
Engagement	13

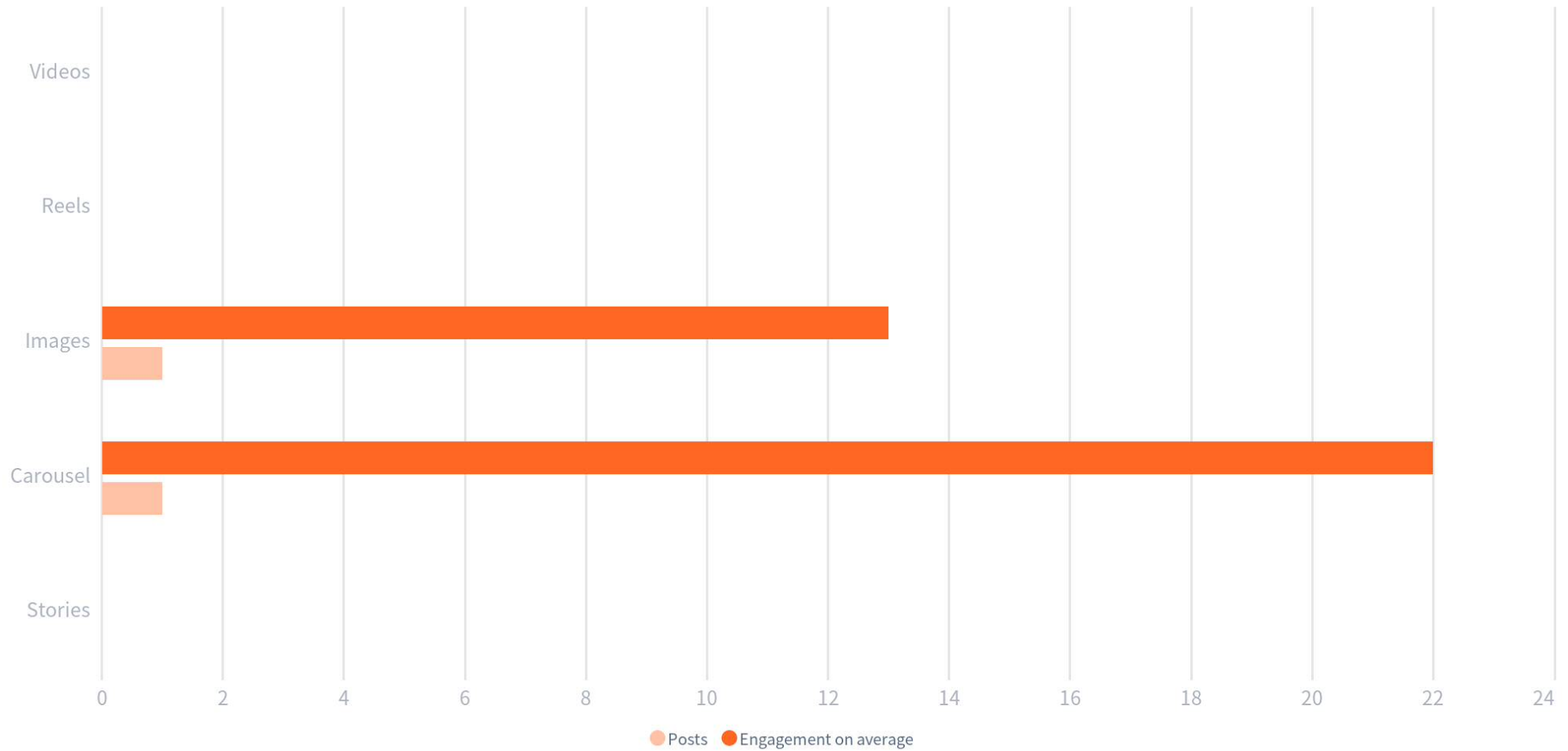
Best day and time to publish

Average day and hour followers are most likely to engage with published posts.



Best post type to publish

Type of post followers are most likely to engage with.



Best label to use

Label that followers are most likely to engage with.



Data unavailable





Stories summary

**Evaluate the lifetime performance of
published stories on your Instagram Profile**

August 17, 2022 - September 15, 2022



Overview

Key metrics of Stories published during the selected period.



Stories published

0

No data



Stories reach

0

No data



Stories engagement

0

No data



Stories impressions

0

No data

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.

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 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
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.

Heritage and Arts Committee Meeting: 6th October 2022

Blakehay Theatre Management Report written by Sally Heath, Theatre Manager

Overview

Since the last HAC report the theatre has been busy and so please see an [update](#) on information reported in the last management report in June 2022.

Box Office Sales

Update

Further to the report to committee of June 2022 regarding Theatre Bookings and a staff review, the theatre Manager has reviewed the current provision of theatre staff and Job descriptions and submitted the required staffing provision for the theatre to be able to sustain the current rate of bookings to the senior Management Team for review. Staff are awaiting the decision on this as soon as possible as the high rate of theatre booking enquiries has continued over the summer months, and staff are unable to keep up with current demand.

During August the theatre had a 'Pop-Up Box Office' in the Waterpark and at Weston Museum. Unfortunately, due to the passing of HM Queen Elizabeth II, it was decided as a mark of respect not to go ahead with the Heritage Open Day on Saturday 10th September, however we hope that we will be able to have an open day at a later date.

The Technician with casual technicians were able to spend a week ensuring that the Studio Theatre was able to re-open for performances and were able to set up our Cinema facility in this room since we re-opened. Our first Cinema showing is in October half term of Disney's Encanto as a Sing-A-Long. The theatre management is in contact with local groups about using this space as a performance facility.

As well as completing the annual maintenance in the Main House of the theatre, the technicians also spent time painting the seating bank in the theatre. This was a large job that took several days, but the steps and seats have all been repainted, a job that we do not believe has been done since 2010. All of our seats have now had fresh numbers attached and new letter stickers for the aisles and stickers for the backs of seats.

Box Office Sales

After an increase in Box Office Ticket sales in May through to July 2022, there has been an expected drop off in August 2022. This is a seasonal and predicted trend in ticket sales for the theatre as people enjoy the Summer. However, once schools re-open the theatre normally expects to see a sharp increase in ticket sale from the beginning of September. Unfortunately, this has not happened so far this year.

Despite an increase in Marketing and exposure for both the theatre and for individual shows, the box office sales have not been as expected during September 2022. After speaking with companies and venues, this seems to be a national trend and it is felt that this is both a combination of the national 'Cost of Living Crisis' and the sad passing of HM Queen Elizabeth II, impacting on Box Office sales.

This has impacted on several shows at the theatre with 'Dom Joly' postponing a number of his performances around the country, including that at the Blakehay Theatre, to later in the Autumn season and Bonny & Read cutting from two performances to only one.

Local shows that are later in this season are also being impacted. Where we would normally be selling tickets for these at a forecasted 70-80% capacity, at present the average capacity for our autumn/winter performances is 22% capacity (at the time of writing).

The situation is not as bad as April 2022 as yet, as on average the current box office sales are at an average of 13 tickets per day, where as in April 2022 this was 0.3 tickets per day.

The main reason that this is being brought to your attention is that companies are getting nervous about their shows and so we are working harder than ever to reassure them and to help with their marketing of shows, which is impacting on staff time and so this is the reason to be aware of the situation.

Members are requested to;

1. Note the Managers report



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:
 - a. Is the organisation serving a significant proportion of residents in Weston-super-Mare (which includes Worle and Uphill)?
 - b. What benefit does it provide to the town and its inhabitants?
 - c. How much resource does the organisation have in total, and how much money is in its balance sheet/bank balance?
 - d. Have other sources of funding been secured or are they being sought for the project?
 - e. Has the organisation received similar grant funding in recent years?
 - f. Is the organisation a new start up?
 - g. 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

Theatre Orchard Projects Limited

2. Contact details

Contact name	Tom Newman
Job Title	Executive Director
Contact Number	07791010546
Email	tom@cultureweston.org.uk
Web address (if applicable)	https://www.theatreorchard.org.uk/ https://cultureweston.org.uk/
Social media accounts (if applicable)	@TheatreOrchard @CultureWeston
Address	Weston Artspace 73 High Street Weston-super-Mare BS23 1HE

3. Applicant type (tick)

Constituted community organisation	
CIC	
Registered Charity	Yes
Other (please specify)	

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

Our mission is to grow an ambitious & playful creative culture in North Somerset through participation, a professional live arts programme & artist development, bringing to life stories that inspire thinking, engage emotions, fire imaginations & expand horizons.

In order to achieve these aims, we focus on three key areas:

1. Enabling outstanding arts and cultural experiences for everyone that redefine North Somerset as a high profile cultural destination
2. Engaging and empowering communities in and through creative activity
3. Building a creative and cultural ecology where people can develop and sustain careers as creatives.

We're specialists in community participation, creating and presenting diverse work with, for and by the people of NS. We became an Arts Council NPO in 2018. Since then we've reached 125k+ live audiences, 200k+ print/digital, created paid opportunities for 400+ artists; including 6 international companies, presented 160+ productions, 6 festivals, 28 commissions, and worked with 6k through creative engagement.

5. Make up of your organisation if applicable

Category	Number
Full time paid staff	3
Part time paid staff	3
Volunteers	50
Management Committee/Board	11
Other _____	Regular freelancers: 7

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
£20,000	2021/22 for GLOW 2022
£26,623	2022/23 for Weston Presents (SEE MONSTER wraparound programme)

Event Details

7. Name of event/activity

GLOW 2023

8. Start Date: End Date:

28/11/2022	24/03/2023
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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?

GLOW 2023 is Weston's second annual light festival. Following sell-out success in 2022, it will be expanded to new town centre locations, showcasing new commissions & community projects – aimed at local people & visitors, offering free access to spectacular art they might not normally see.

Over 4 days, GLOW will transform public space with spectacular and enchanting illuminations with site-specific light and sound installations, projection mapping and live performance, showcasing artwork from renowned national and local artists and the community.

It will be free to attend, aimed at local people and visitors from the West of England. An imaginative participation programme will draw together many of Weston's local communities to place community involvement, voices and stories at the heart of the festival.

GLOW 2023 will build on the creative ambition and participatory ethos of 2022 and enable a step change in scale, expanding to new town centre locations and establishing itself as a flagship event in the town's cultural calendar.

The extension of GLOW to new include town centre locations aims to increase the impact of the festival – driving evening footfall and dwell time during the off-season, encouraging expenditure within the local economy. A regional PR campaign aims to increase WsM reputation as a high quality cultural destination.

The Grove Park element will be free but ticketed (with donations encouraged) and with a significantly expanded capacity on 2022. The town centre locations (Grand Pier, Princess Royal Square, Town Hall, Marine Lake) will be free and walk up anytime between 6pm-10pm.

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

GLOW is an ambitious 4 day light festival. Following sell-out success in 2022, it will be expanded to new town centre locations, showcasing exciting new commissions & community projects.

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

Start date	End date	Activity or task details
28/11/2022	02/12/2022	Inform all partners about successful funding bid.
28/11/2022	02/12/2022	Contract creative and production team, artists and PR agency.
28/11/2022	30/03/2023	Fortnightly operational planning & delivery meetings
05/12/2022	09/01/2023	Recruitment of Emerging/Assistant producer (professional development opportunity)
05/12/2022	12/12/2022	Meetings with community partners to finalise participation programme
05/12/2022	12/12/2022	Site visits with creative team/artists to assess/confirm locations
05/12/2022	12/12/2022	Event application (event management plan documentation inc RAMS) submitted to NSC
23/01/2023	23/01/2023	SAG meeting with Council & Partners

05/12/2022	12/12/2022	Book travel & accommodation for artists
12/12/2022	19/12/2022	Finalise marketing plan and media campaign with Purple Fish
28/11/2022	31/03/2023	Go and sees to other UK light festivals
12/12/2022	16/01/2023	R&D period for creation of new artworks
19/12/2022	16/01/2023	Promotion of participation projects
23/01/2023	03/02/2023	Participation project - Dylan Barker lantern installation with SWAN
23/01/2023	03/02/2023	Participation project - Sophie Shepherd poetry projections with Boombox/OTR
23/01/2023	03/02/2023	Participation project - Jasmine Thompson illustrated projection with YMCA
23/01/2023	03/02/2023	Participation project - Bev G Star project with We Are With You
23/01/2023	03/02/2023	Participation project - Felix Ruth Roseberry FIRE GARDEN
23/01/2023	03/02/2023	Participation project - Chila Kumari Singh with RENS
03/02/2023	10/02/2023	Production of co-created & new artworks
13/01/2023	15/02/2023	Launch marketing & media campaign, full event listings on website
13/01/2023	15/02/2023	Print distribution
13/01/2023	15/02/2023	Volunteer recruitment
01/02/2023	01/02/2023	Finalise production schedule/ RAMS
06/02/2023	14/02/2023	Pre-event briefings
11/02/2023	14/02/2023	Festival install
15/02/2023	18/02/2023	GLOW
20/02/2023	22/02/2023	Festival derig
20/02/2023	10/03/2023	Post-event evaluation
20/02/2023	10/03/2023	Evaluation meeting with creative team/artists
20/02/2023	10/03/2023	Evaluation meeting with community partners
20/02/2023	10/03/2023	Edit and publish promotional film
06/03/2023	17/03/2023	Produce promo/sponsor pack for GLOW24
01/03/2023	31/03/2023	Without Walls Green Production Lab network - sharing
13/03/2023	24/03/2023	ACE Final Report submitted

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

Objective 1

GLOW combines bringing high quality, international work to the town with showcasing local talents, offering different ways for people to take part and engaging people in new ways to experience the place they live and it is accessible to everyone as it is free.

Objective 2

The scaling up of GLOW will create more opportunities to build skills and capacity in the local cultural sector through strengthening local producer networks and supporting greater collaboration and skills exchange for 5 local artists including through R&D space/support with Pytch.

Core project team will be comprised of a team of creative freelancers based in WsM.

Objective 3

This project benefits from significant additional investment including:

Arts Council England - £63,000

Grand Pier - £3,000

Historic England HAZ - £10,000

Objective 4

We estimate the programme will reach 32,000 live audiences - promoting tourism, visitor spend and growing WsMs reputation as a high quality cultural destination.

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

Partners include:

NSC – Will support with marketing and communications. One of the projects will be part of NSC's Historic England Heritage Action Zone cultural programme and will be one of a number of semi-permanent installations, providing a longer term legacy for GLOW.

Weston Place Agency – will support promotion of GLOW through new shared marketing resource.

Grand Pier - Funding partner, hosting artworks and will support marketing and promotion

Purple Fish PR - creative communications agency who specialise in the not-for-profit/cultural sector including delivering campaigns for Bristol Light Festival and St Pauls Carnival. Will deliver the GLOW23 regional PR campaign. Their PR campaign for Bristol Light Festival reached 72 million people through regional and national coverage and helped attract 97,967 visitors to the event, exceeding targets by 147%

SWAN - Will support with lantern making on South Ward and grassroots event promotion.

YMCA - Will support engagement with young people for Jasmine Thompson's project.

Boombox Youth Project - Will support engagement with young people for

Sophie Shepherd's project.

We Are With You - will support engagement for Bev G Star's project.

Friends of Grove Park and Osprey Outdoors – will support with volunteer recruitment and managing the event site.

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)

GLOW aims to attract local residents – particularly families – by creating a fun & inspiring event that places community involvement and stories at its heart. Target audiences have been informed by data from GLOW 2022.

This project has been shaped through discussions with partners including NSC, Weston Town Council, Grand Pier, local creatives and young people from SWAN's Youth Board involved in GLOW 2022 projects.

The participatory programme will enable residents to take a lead creatively, working with professional artists to co-create new to be exhibited at GLOW.

- local artist Dylan Barker will work with CYP, families & school groups via SWAN to create a new lantern installation.
- local artist Bev G Star will work with members of We Are With You addiction recovery group.
- local poet Sophie Shepherd will work with CYP on the South Ward via Boombox Youth Project & OTR
- Jasmine Thompson will work with CYP from YMCA youth service
- Felix Rowberry will work with CYP from South Weston to create a new fire sculpture Activities Network.
- Chila Kumari Singh will work with RENS and a newly established refugee and asylum seekers social club for 16-24 year olds

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

Number	Target Audience
32,000	<p>Data from 2022 showed:</p> <ul style="list-style-type: none"> -90% of audiences were from WsM, -Audiences were less frequent attenders (48% were engaging in 'culture' for the first time in 12 months) -38% were in groups of 4 or more and -44% were under 16 -Audiences broadly reflected the gender, age, ethnic and socioeconomic profile of the town. -50% of attendees were from Central, South and Worle wards <p>The aim is to sustain this audience but to attract wider audiences from North Somerset, West of England and Somerset.</p>

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 X
- Disability X
- gender reassignment
- marriage and civil partnership
- pregnancy and maternity
- race X

- religion or belief
- sex
- sexual orientation
- None of the 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	15
Period of employment for creatives (in days)	220
Number of performances or exhibition days	4
Number of sessions for education, training or participation	30

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)

We have embedded evaluation systems to measure project outcomes. Based on feedback/ findings from 2022, and to understand the impact of expanding the festival this year, we have identified key areas to evaluate:

Event management

- Impact of extending GLOW for a longer duration (1 day extra) and increasing the footprint

- Environmental impact of the event

Audiences – measured using surveys, feedback cards and ticketing data

- Sustaining audience numbers from Central, South ward and Worle postcodes

- Growing audience % from outside of North Somerset

- Levels of civic pride in the event and perceptions on the quality of artwork

Participation

-For participants we will measure impact of participating by collecting qualitative info on confidence, self-esteem, access to art, feeling valued, ability to express yourself creatively and building social connections

Local Artists

-Impact of involvement in the project on progression (e.g. skills, confidence, networks, further commissions, but defined by the artist)

Place impact

-An economic impact study (using eventIMPACTS toolkit)

-Analysis of local and regional, national media coverage (done by PR company)

Example 2022 feedback:

"[Made me feel] very in touch with my inner child, so happy and great atmosphere"

"[Made me feel] grateful to live in Weston and have cool experiences like this. Very impressive!"

"[Made me feel] proud to live here and amazed. So beautiful!"

"[Made me feel] so proud of all the local artists - their imagination and creativity"

93% of attenders rated the experience 9/10 or above.

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	X
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20. Tell us about your relevant experience which will assist you in delivering the project (up to 200 words)

Theatre Orchard was founded in 2007, and has since pioneered an accessible and original programme of community engagement and live arts that has reached out to North Somerset communities far and wide. The TO team are highly experienced in delivering large scale public programmes, in-depth long-term community engagement and co-produced community projects.

Our SLT comprises of Creative Director (Fiona Matthews), Exec Director (Tom Newman) & Participation Director (Angela Athay-Hunt). Each brings extensive experience in managing and delivering ambitious/inclusive cultural programmes that create high quality engagement opportunities and impact in terms of place-making.

GLOW 2023 will have a dedicated project director (Paula Birtwistle) who is the creative brains behind the project and will oversee day to day management/delivery. Paula is WsM based and has over 27 years experience producing multi-disciplinary programmes and events.

This year Paula will work with an expanded creative team including a Producer, Production Manager and Assistant Producer - this will create more time for her to focus on the creative elements of the project. The Assistant Producer will be early-career and work alongside Paula and the Producer in the development and delivery of the participation programme so they acquire learning new skills about light art events.

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

Participants

We have excellent, and long established local networks and will work through existing local groups to engage participants. These groups are well established within their communities will hold space to enable people to engage. We are specifically working with groups that our previous engagement has identified that they do not currently feel represented in Weston.

Audiences

We will will devise bespoke campaigns to inform comms for the programme. We'll promote these through:

- Print: leaflets distributed to schools, cafes, community hubs, and posters located around Weston including the council's central poster sites
- Radio: Promotion via BBC Radio Bristol & Somerset and WSMs community radio station reaching 10,000+
- Press: Purple Fish PR will deliver the GLOW23 regional PR campaign. Their PR campaign for Bristol Light Festival reached 72 million people through regional and national coverage and helped attract 97,967 visitors, exceeding targets by 147%
- Social media: strong focus on social media to attract families including Insta, Twitter and Facebook with 10,000+ reach
- Website: GLOW will be promoted through our and partner websites and targeted e-newsletters reaching 3000+
- Billboards – working with Global Advertising to advertise GLOW at railway stations in West of England and Somerset.

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

Factor	Details
Accessibility	<p>Accessibility – Following feedback and learning from GLOW22 a number of improvements to event accessibility:</p> <ul style="list-style-type: none"> - Improved signage around the site, and access information online - Increased multi-sensory installations (combining sound, light and touch) - Offer a BSL tour via local support groups - Offering Accompanied Tours working with the Theatre Orchard participation team <p>All workshops will be held in accessible spaces.</p> <p>The entire programme is free to access – minimizing financial barriers.</p> <p>We will offer free transport to/from Worle and South Ward which are less well served by public transport and places where the participation programme is taking place.</p>
Inclusivity	<p>GLOW aims to showcase a combination of established national and emerging artistic talent – creating a platform that gives equal billing to both. By programming a diverse range of artists to work with community groups we hope to deliver an ambitious socially engaged programme that is reflective of Weston's local communities, but that is also outward looking.</p> <p>Through the participation programme there is a particular focus on amplifying young people's voices – sharing their stories and perspectives on issues that matter to them.</p> <p>There is a particular focus on presenting work by female and working class artists who are underrepresented in the light art sector.</p>
<p>Social value –</p> <p>Looking beyond the financial cost/reward and consider how services might improve the economic, social and environmental well-being of an area.</p>	<p>The programme is designed to give local people opportunities to create artistic work together, to work with professional artists from a range of different cultural backgrounds, to learn new skills, and make connections.</p> <p>The project will grow capacity, skills and networks of local artists and creative practitioners and support development of local producing networks.</p>
Covid 19 (or any potential imposed government restrictions)	<p>Theatre Orchard Production Manager will risk assess all projects. We will adhere to any relevant government guidelines at the time.</p>
Climate change – environmental sustainability	<p>GLOW 23 will foreground the theme of climate change and nature through artworks designed to make audiences stop and consider our impact on our natural world (in a positive rather than a guilty way).</p>

	<p>Artworks will highlight creative use of repurposing materials which aims to stimulate conversation and ideas around developing creative solutions and action on climate change.</p> <p>Theatre Orchard have signed up to the Vision:2025 Green Code of Conduct and operate to a set of good practice principles for environmental standards.</p> <p>We will take the following actions to minimise environmental impacts of this project as follows:</p> <ul style="list-style-type: none"> - Energy - All work will use mains power (0.27 Kg CO2 per KW hour vs 6.67 for a generator). Last year we used 350 kWh - significantly lower than many other comparative events that often use diesel generators. - Artist/creative team travel + transport – focus on local/SW based artists/creative practitioners. Procurement focus on local goods/services. - Audience Travel – working with NSC sustainable transport to raise profile active transport solutions. Last year 60% drove, 35% walked and 5% cycled. But 90% of attendees were from within Weston so average travel distance was low. - Resource use + waste – vegan and zero single-use plastic events for food and beverages, only compostable or recyclable materials used. Focus on digital marketing to reduce paper and print waste.
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Finance

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

£117,000

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

£10,000

25. Income

Income Heading	Amount
Weston-super-Mare Town Council Events Grant request	£10,000
Other public funding	£88,000
Earned Income	£2,000
Private income	17,000
Support in kind	£8,000
**Income Total	£117,000 (ex support in kind)

26. Expenditure

Expenditure Heading	Amount
Staffing costs	£0 (covered by support in kind)
Artistic and creative costs	£92,300
Making your work accessible	£1,000

Expenditure Heading	Amount
Marketing	£7,300
Overheads	£14,600
Other	£1,800
**Expenditure Total	£117,000 (ex support in kind)

**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	Tom Newman
Organisation	Theatre Orchard
Title	Executive Director
Signed	Tom Newman
Date	26/09/2022

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 Pearce 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.

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

Name of Applicant	Theatre Orchard Projects Limited		
Amount Requested	£	10,000.00	
Total event cost	£	117,000.00	
Date Received	28/09/2022		
Previously Awarded Funding	No	Yes	Dates / Amounts 2022-23 £ 26,623.00 2021-22 £20,000

Short Summary of the proposed event

GLOW is an ambitious 4 day light festival. Following sell-out success in 2022, it will be expanded to new town centre locations, showcasing exciting new commissions & community projects.

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		
Aplication 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 ?	£106,836.50
Is the a more appropriate source of funding the organisation should be direct to / Who?	Have already obtained £88,000 in other public funding, from ACE, Grand Pier and Historic England HAZ
Would there be a significant adverse effect on the town due to a lack of funds being sourced?	predicted local audience is 32,000, with specific emphasis on families. Amount requested from Town Council represents 8.5% of the total costs
What Benefit does it provide to the town, how does it support the HAC community and encourage further investment, and benefit the local economy?	<p>Objective 1 GLOW combines bringing high quality, international work to the town with showcasing local talents, offering different ways for people to take part and engaging people in new ways to experience the place they live and it is accessible to everyone as it is free.</p> <p>Objective 2 The scaling up of GLOW will create more opportunities to build skills and capacity in the local cultural sector through strengthening local producer networks and supporting greater collaboration and skills exchange for 5 local artists including through R&D space/support with Pytch.</p> <p>Core project team will be comprised of a team of creative freelancers based in WsM.</p> <p>Objective 3 This project benefits from significant additional investment including: Arts Council England - £63,000 Grand Pier - £3,000 Historic England HAZ - £10,000</p> <p>Objective 4 We estimate the programme will reach 32,000 live audiences - promoting tourism, visitor spend and growing WsMs reputation as a high quality cultural destination.</p>

**South West Heritage Trust (SWHT) Report
Heritage, Arts and Culture Committee
28.09.2022****Work programme:****Collections**

The A1 Camera Club volunteers have continued their work at the Somerset Heritage Centre, working through the postcard collection and assisting with producing media images for an upcoming exhibition.

The Curator assisted with two incidents which happened at the museum. The first was a fire in the café, a visit was made to check on the conditions for the collections. All was found to be fine. The second was a flood in the temporary gallery, this was resolved by the site team.

Some elements of the current temporary exhibition were replaced by the Design Team after they had been drawn on and peeled off.

The Head of IT and Operations for the Trust, Simon Hill, is currently working with the Curator to resolve the ongoing problems with the museum's environmental monitoring system. This was resolved initially to allow the Curator to view the data remotely, however, there has since been an IT problem which is going to require further work.

The Curator continued carrying out a locations audit of the collections. The audit will make the collections more accessible to the Weston Museum team and other users.

Exhibition Development:

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

2023 Slot 1	4 th March – 27 th May	Quentin Blake (<i>hired in exhibition</i>)
2023 Slot 2	17 th June- 7 th October	Myths and Monsters
2023 Slot 3	21 st October-TBC	Doctor Who
2024 Slot 1	Feb-May	Costume
2024 Slot 2	June-September	TBC
2024 Slot 3	Autumn/Winter	Eltonware

A meeting will be held on Tuesday 18th October between Lisa Clemons, Bethan Murray and Sarah Cox to discuss the upcoming exhibitions for the rest of the year.

Temporary Exhibitions:

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.

Heritage, Arts and Culture Sub Committee Meeting:

October 2022

Heritage Action Zones – written by Cara MacMahon. Heritage Action Zones Project Officer
(Agenda item No. TBC) Heritage Action Zones Report

HAZ and HS HAZ projects update report

1 Heritage Action Zone

Great Weston Heritage Action Zone Sept 2017- Sept 2022

The Great Weston Heritage Action Zone finished in Sept 2022. It has met its aims, and the programme in the Delivery Plan despite the challenge of Covid. It has clearly demonstrated how the town's heritage can play a role in the town centre's renaissance.

This short report provides a snapshot of the achievements

The report on achievements can be found at: www.n-somerset.gov.uk/GWHAZ.

1. **Understanding.** Technical research and evidence gathering including Historic Landscape Characterisation, a Conservation Area appraisal and a buildings listing review to better understand Weston's heritage significance and inform a targeted building repairs scheme and other initiatives.
2. **Protecting.** Two new designated listed buildings- The Railway Station and WH Smiths. The amalgamation of 4 separate Conservation Areas into one 'Great Weston Conservation Area'; their extension to include the town centre, and the adoption of a management plan to help inform positive change and future conservation initiatives in 2018.
3. **Celebrating.** A book, *Weston-super-Mare: The town and its seaside heritage*, written by Allan Brodie, Johanna Roethe, and Kate Hudson-McAulay, to spread Weston's appeal and celebrate the town's colourful history and heritage. An associated launch event held in The Blakehay March 2019 was sold out.
4. **Championing.** A series of heritage digital guides and walks including 'In the Footsteps of Hans Price' walk. Officers champion heritage as a fundamental part of their jobs.
5. **Safeguarding.** Planning and heritage management tools including the adoption of: a local authority Heritage Strategy, a Local Heritage List to acknowledge and help safeguard Weston's important local heritage assets; a shopfront design guide SPD (assisted by local university students), and an Article 4 Direction preventing the loss of boundary walls.
6. **Connecting communities.** Development of *Know Your Place*, a free digital mapping resource that enables local people to share information, knowledge and stories and to explore online maps, archive images and linked information.
7. **Conservation.** Physical improvements to the public Realm and several historic buildings, Walker & Ling 84/86 High Street, 59 High Street, 132 and 134 High Street, helping provide a more positive perception of the town and a better environment for investment.

8. **Participation.** A programme of heritage and cultural events for a variety of groups and audiences including: four years of Heritage Open Days Festival each September from 2017 to 2021 engaging over 30 organisations in celebration of our heritage, Civic Society led heritage lecture series, 2 major exhibitions on the Grand Pier and 3 exhibitions in The Museum , and a major Place Making exhibition in Sovereign centre featuring the Heritage Action Zone work.
9. **Capacity building.** A programme of training for council members, officers, walk leaders and local retailers.
10. **Local Authority commitment and investment.** The development of A *SuperWeston* Placemaking Strategy (2020) for the town, demonstrating a commitment to further positive design, planning, heritage and cultural initiatives. It joins individual schemes together in an overarching vision which the council is now delivering

Thank you to the investors in Great Weston Heritage Action Zone

Historic England, North Somerset Council, Weston Town Council ,Weston-super-Mare Civic Society, the retail sector investors and the communities in Weston who have supported the work.

HAZ Case studies

- <https://historicengland.org.uk/whats-new/news/heritage-regeneration-programme-revives-historic-towns/>
- <https://historicengland.org.uk/services-skills/heritage-action-zones/breathe-new-life-into-old-places-through-heritage-action-zones/>
- <https://historicengland.org.uk/services-skills/heritage-action-zones/weston-super-mare/high-street/>
- www.n-somerset.gov.uk/GWHAZ

and an essay on Birnbeck

<https://historicengland.org.uk/research/results/reports/72-2022?searchType=research+report&search=birnbeck>

2 High Street Heritage Action Zone

Our capital funding for Shopfront enhancement has now all been allocated. This means that unless we are successful in bidding for and gaining more funding the work will finish when the following buildings have been completed:

Fork n Ale- 18 Walliscote Road

Works completed

Kendall's Building- High Street/ Regent Street

Work has commenced on site.- Work to date includes:

- restoration of all mosaic tiles, windows and external render, repaired and restored.

We are awaiting delivery of railings and agreement with insurance company prior to completing the railing work.

We would like to restore the facias on all the individual shop units and are currently in dialogue with owners and tenants to enable that to happen.

4-8 Walliscote Road

Proposed work is 3 new shop fronts. Works are due to commence in October and finish by Christmas.

ss

Cara MacMahon

Heritage Action Zones Officer

October 2022

Culture Weston and Theatre Orchard Report, written by Fiona Matthews and Tom Newman

WESTON PRESENTS UPDATE

Weston Presents is an ambitious summer programme of creative and cultural events catalysed through the SEE MONSTER community Think Tank process and co-designed with communities and local artists and produced by Culture Weston.

The exciting, imaginative and diverse programme has been powered by the knowledge, imagination and passion of local residents with a plethora of things to see, do and experience for residents and visitors alike.

The programme has been enabled by funding from NSC, Arts Council England, WSMTC, Burnham & Weston Energy Fund.

Weston Presents engagement headlines:

- 10,600 have attended an event, activity or exhibition
- 13,000 users engaged online via the Culture Weston website
- 63,000 post reach on social media
- 13,161 post engagements (likes, comments etc)
- Coverage in Weston Mercury, Somerset Live, Bristol Live, Visit Bristol

Everyone who has walked down the high street, walked past the Grand Pier, swam in Marine Lake, been in a lift in the Sovereign Centre, sat in the beach front shelters, walked through Grove Park or past the old Putting Green has seen artwork created by

Below is a summary of the main programme to date:

WEATHERING TOGETHER

A collaborative, multi-generational community project that gathers the eclectic voices of Weston-super-Mare and explores our ever-volatile weather cycles.

An immersive audio experience has been co-created with community groups (100+ participants) by sound artist Joseff Harris, in conjunction with Theatre Orchard's participation team, exploring how the natural environment forms our identity and how human impact on the natural world is dramatically changing the landscapes we know and love. With original composition and sound design, the piece will transport you through vivid memories and nostalgia, but it will also harness the voices of the future and highlight how change must happen now.

<https://cultureweston.org.uk/projects/weathering/>

ROCKPOOL – AIR GIANTS

On a sunny July day, Air Giants shared Rockpool, a morphing and responsive installation of 2m tall soft robots. Their movement is organic and undulating; curling up to half their height, or stretching open in response to visitors. The four robotic creatures are made from fabric, valves, air and clever computing.

Rockpool is a multi-sensory experience which audiences were welcome to walk through and around. The creatures are tactile, inviting touches and squeezes. Each one has its own voice and once evening falls, the piece was internally illuminated. Everything shifts and changes in response to the people who came to visit.



MUSIC ROUND HERE

Presented by Culture Weston as part of 'Round Here – a new Historic England and [Live Music Now](#) project celebrating high street heritage and pride of place through unique music collaborations in the community.

This was a musical celebration with the premiere of a co-created, community song inspired by Weston-super-Mare high street and followed by a fusion of local and international music. We also offered have-a-go-at-circus workshops taking place with Circomedia throughout the event.

<https://cultureweston.org.uk/listings/music-circus-round-here/>



WESTON RE-MAKES IT

A summer of 13 free workshops offering participants the opportunity to create a unique, one-off, wearable outfit created through upcycling, transforming and re-using fabric, used clothing and other materials.

The sessions explored design themes ranging from coastal-inspired catwalk creations to re-invented outfits using up-cycling techniques, with inspiration and materials from Community Scrapstore North Somerset and Weston charity shops and sewing bee skills on tap and culminate is a sustainable fashion parade at Weston's Climate Carnival on Sunday 2nd October in the town centre

ROAR!

ROAR! was a 4 day summer course that took place in August, featuring a fun-filled & inspiring programme of workshops in movement, music and visual art.

Exploring themes of weather, climate change and activism, this young people's summer course was led by Theatre Orchard in association with acclaimed dance, drama, music and visual art professionals. The project worked with 39, 10–14 year olds, and featured fun-filled and inspiring workshops that built through the week towards a ROAR! finale – the public were invited to imbibe the energy of these future radicals on Friday 29 July and Friday 5 August in the Italian Gardens, when they shared their creativity with us in a parade performance!

FUTURE VISIONS

A new artwork created by local young people at YMCA youth club developed through a series of workshops led by illustrator Jasmine Thompson. Exploring topics around climate justice the work tells stories of the coastline, and their relationships to the seafront.

The resulting work displayed is selected from collaborative canvas which paints a colourful picture of a utopian coastline, to imagine a future without pollution and littered shores, with a sprinkle of Weston landmarks, memories, and burger vans!

On display at Weston Central Library and Central Walk (Dolphin Square, opposite Cineworld).

<https://cultureweston.org.uk/listings/future-visions-of-the-sea/>

GLOBAL CITIZEN

Global Citizen is a film project led by local film maker Farhath Siddiqui and students of University Centre Weston that explores young, inter-cultural perspectives on the future of our planet and its people. How can digital spaces and telematic art break down boundaries and re-energise dialogue across societies to map a shared and positive future? These weighty subjects are explored through playful collaborations and artistic interventions, with a final screening that harnesses modern technologies to mingle filmed and live content across continents.

CLIMATE CARNIVAL WORKSHOPS

A summer of workshop sessions that creatively explored environmental topics and sustainable themes, using reclaimed, re-used, ethically sourced materials to create spectacular flags, banners, costumes, headdresses, props, instruments for the climate carnival.

An opportunity for the wider Weston community to create together, whilst debating ideas, developing wider perspectives and creative solutions to action on climate change. Sessions were facilitated by local artists alongside larger-scale carnival workshops to work towards the climate carnival and procession event on Sunday 2nd October in Weston's Italian Gardens.



CLIMATE CARNIVAL

Come together on Sunday 2nd October for Weston's Climate Carnival to show solidarity for climate action and shine a light on how creativity and community can play their part in spreading a positive message for a sustainable and hopeful future world.

The free spectacle has been extended to include more family activities taking place at Weston's Italian Gardens from midday to 5pm and featuring the 'Actual Reality Arcade', a life-sized, low-tech interactive game zone; 'Circomedia' circus skills family workshops; arts & crafts with Community Scrapstore North Somerset; Cake Ladies stilt walkers; short

animation film screening 'Where did the Bats go?' and multi-generational, immersive audio experience 'Weathering Together'.

The Climate Carnival will showcase a community-led procession, gathering outside the Tropicana from 2pm for a kaleidoscopic display of environmentally-themed carnival arts along the seafront with its majestic SEE MONSTER backdrop.

<https://cultureweston.org.uk/listings/climate-carnival/>

FASHION PARADE

Showcasing a host of local talent, including designs by Weston College fashion students and the wider Weston community, a wonderful diversity of models will take to the green carpet to promote sustainable fashion with a strong environmental message.

Themes range from coastal-inspired catwalk creations to re-invented outfits using up-cycling techniques, with inspiration and materials from Scrapstore and Weston charity shops and sewing bee skills on tap throughout the Summer at bespoke workshop events.

All outfits have been created as part of Weston Re-Makes It workshops over the summer.

GREEN FUTURES

Green Futures is a programme of art, conversation and inspiration via workshops, talks and films to increase awareness of the climate and ecological emergencies, to explore how communities can make a difference at local level. Together, we will consider the power of dreaming of a better future, and how those dreams can become plans – of action.

Programmed by Shandin Rickard-Hughes, and Culture Weston

Shandin is an environmentalist and climate activist who since moving to Weston in 2021, has thrown herself into local efforts and recently founded the new group, (re)Generation Weston, as a platform to promote local action and pro-environmental change

<https://cultureweston.org.uk/green-futures/>

WESTON BANDSTAND SESSIONS

Outdoor live music sessions from diverse musicians and musical genres taking place at bandstands and stages around the town, to breathe life into public spaces through the sound of music. Presented in association with Loves Cafe and St George's Bristol, and with support from Weston BID.

Over 2000 people attended the shows in Grove Park this summer.

Musicians have come from Japan, Argentina, Poland, Spain, Columbia, Iran, France, Italy, Brazil, Malawi, India, Turkey, Syria, Wales and England.



WHERE DID THE BATS GO?

The House of Funny Noises, a Bristol-based film collective that makes short, experimental films, worked with students from IntoUniversity to bring back animals from the verge of extinction through the surreal magic of puppetry. The resulting short animation will be screened as part of a solar powered micro cinema installation at our [Climate Carnival](#) and [Environmental Fashion Parade](#) on Sunday 2 October, Italian Gardens.

THE FLOOD

Taking its title from a Weston Mercury editorial feature from this time, The Flood: "When the sea showed its teeth" was a new exhibition and installation co-created and imagined by filmmaker Sally Low, climate activist Ana Salote and producer Paula Birtwistle which attracted 4,200 visitors

Visitors to 'The Flood' took a journey back in time where the past is brought to life, and the future considered, through this powerful, immersive and thought-provoking installation.

The installation brought together a new short film, featuring compelling stories from local flood survivors with news archive footage; an informative exhibition display that looks at past, recent and future flood risk in Weston super Mare and a reconstructed, flood-damaged 1980's sitting room, where visitors can imagine the impact of flooding on individual lives.

"Amazing exhibition, really brings things home. Emotional beautifully curated. The film was so moving. Thankyou everyone involved for thinking of this."

"A poignant exhibition with an important message, inspiring"

"What a brilliant effort to gather all this information and interviews with people. The flood like all big floods, looked frightening and devastating. Shocking to see the area is the most at risk in the whole country"

Spectacularly brilliant. What an amazingly accurate depiction of the devatstaion. Love the writeups, brings it all home!"

"Wild~especially taking muddy selfies in the room of devastation"

Brilliant! So good to see local history in this way- to remember and look forward to what may happen next"

LOOK UP!

A colourful new flag installation is brightening up the High Street this summer, inspired by the sights of Weston, and co-designed by the Weston Artspace community and over 200 residents.

Led by local artist and screenprinter Zara Shepherd, the flags are repurposed from Luke Jerram's 'in Memorium' flag installation that took over Weston's beach in September 2021.

<https://www.thewestonmercury.co.uk/news/21224186.westons-culture-celebrated-artwork-across-town/>



WESTON PHOTOGRAPHY OPEN

Weston Photography Open aims to represent the colourful nature of the town and its unique landscape in a vibrant exhibition of eclectic images taken by both local residents and visitors, that showcases people's take on the town as seen through the camera lens.

With over 80 entrants taking part, from happy snappers, enthusiasts, students and young people to amateur and professional photographers. The exhibition has been shown in two venues - Unit 12, Sovereign Centre until Sunday 9 October and Loves Café, until Sunday 9 October – and has almost 5,000 visitors to the Sovereign Centre exhibition.



PICTURE

WESTON WANDERS ARTS TRAIL

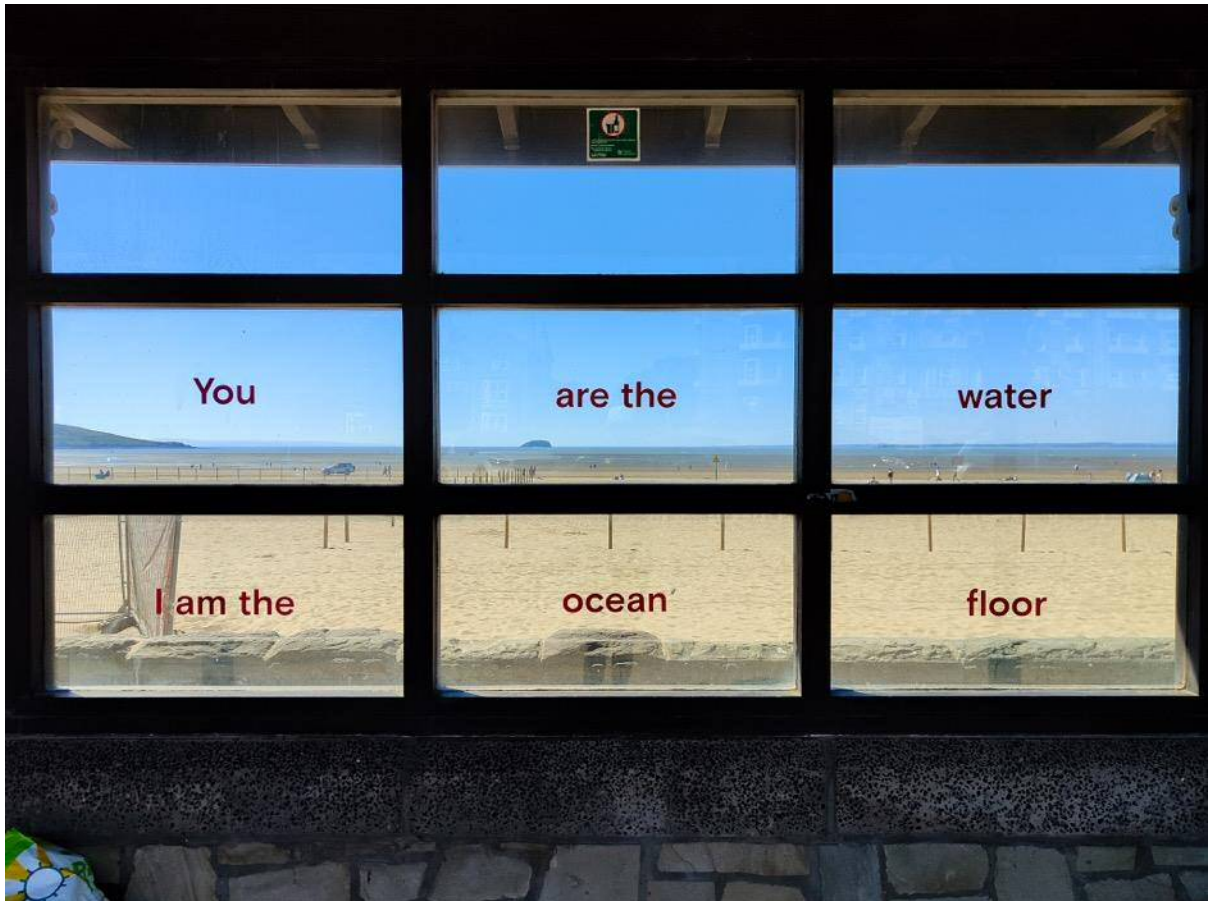
A multitude of creative encounters are popping up on the streets of Weston as the town showcases a trail of eclectic arts to discover in well-known, new and surprising spaces.

From giant words, haiku poetry and audio works to colourful High Street flags, transformed walls and windows, community artwork and nature projects, there is so much to experience.

<https://cultureweston.org.uk/journals/weston-wanders-arts-trail-hits-the-streets/>

<https://cultureweston.org.uk/listings/weston-super-mare-arts-trail/>

<https://cultureweston.org.uk/listings/letters-for-the-sea-letters-for-the-land/>

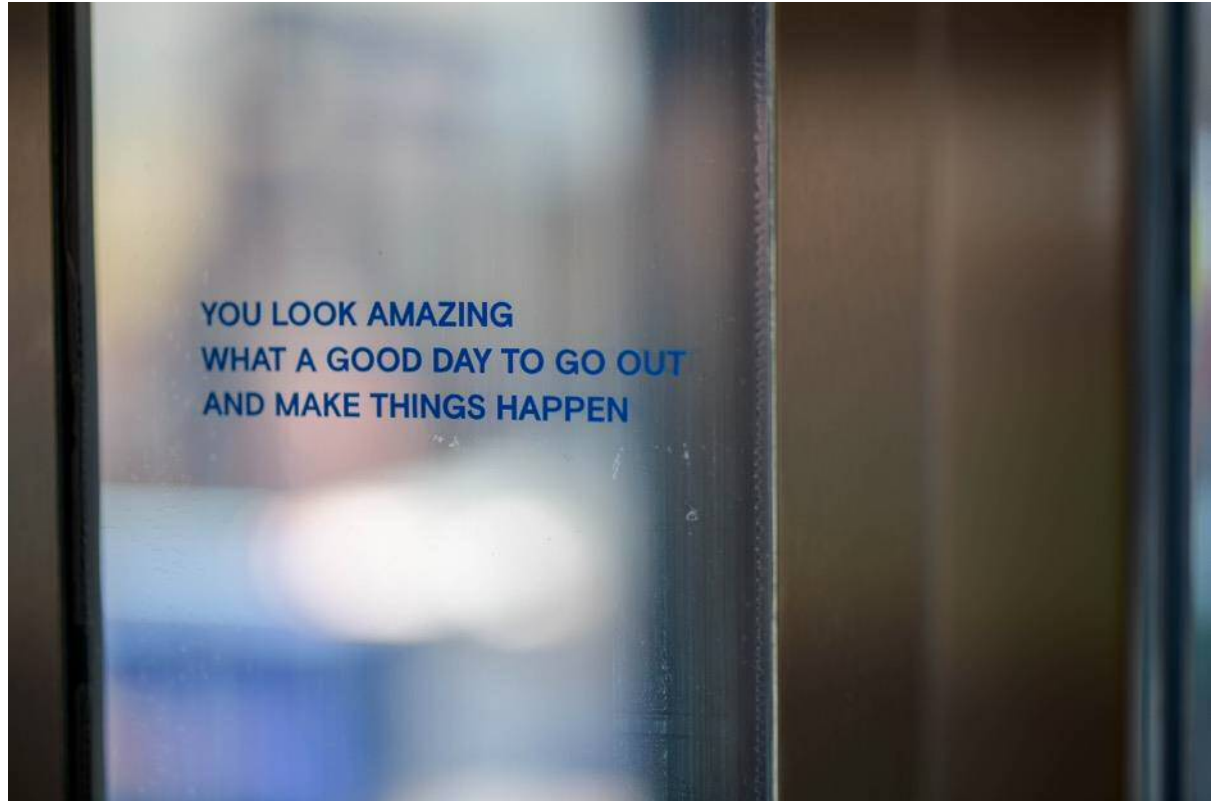


OFF THE WALL

A series of animated artworks and playful texts developed out of creative sessions with 11-16 year olds from OTR North Somerset in Hans Price, Westhaven, Broadoak and Winterstoke Hundred Academy, and led by artist and poet Sophie Shepherd.

<https://cultureweston.org.uk/listings/otr-off-the-wall/>

PICTURE



EVENT UPDATE

WHIRLIGIG - 9 and 10 September

This 2 day festival was cancelled due to the death of Queen Elizabeth II but will return to Italian Gardens next September. The short-notice around the cancellation meant that all artists' costs were fully payable, therefore a rescheduled date was not possible.

WESTON ARTS + HEALTH FESTIVAL - 5-9 October

Weston Arts + Health Festival returns to the town for the third year to present a diverse programme of free events to make you feel good.

Co-produced by Culture Weston and The Arts & Culture Programme, University Hospitals Bristol and Weston NHS Foundation Trust (UHBW), the theme of this year's annual Festival is Global Weston, celebrating the rich diversity of Weston and its hospital staff and the universal things that connect us - story, food, song and landscape.

From participatory projects and creative activities to performance and talks there is something for everyone, taking place at favourite locations across the town, at Weston General Hospital and online. Full programme details at <https://cultureweston.org.uk/arts-health-festival/>.

Plus see attached flyer.

The menu of opportunities includes international music, synchro swimming, poetry for wellbeing, live performance, special events at Weston General Hospital and a large scale photography exhibition at Princess Royal Square which will be the centrepiece of the Festival.

'In Our Hands' is a unique outdoor exhibition that celebrates the stories of Weston General Hospital's valued staff members, paying tribute to their huge contribution to the health of the town through a series of photographic portraits. Featuring some of the contributors' cherished objects and favourite Weston locations, the exhibition created by UHBW Arts & Culture with photographer Paul Blakemore and UHBW Medical Illustration, invites residents and visitors to come and share in the stories of some of the extraordinary people who care for the community of Weston.

The 'In Our Hands' exhibition will be installed at Princess Royal Square for the festival and open to the public every day throughout October.

Other Festival Highlights:

Thursday 6 October: Enjoy a day of poetry to mark National Poetry Day, including Global Citizen themed poetry workshop, 'The Elementalists' al fresco performance by Chapter One on SEE MONSTER and a Speakeasy evening at Loves Cafe. Beth Calverley's Poetry Machine will also be roving around town during the Festival period.

Friday 7 October, Go Global in Grove Park, 6pm – 9pm:

Premiere screening under the magical canopy of a stretch tent of University Centre Weston's short film 'Global Citizen', that explores young, intercultural perspectives on the future of our planet and its people. Including food and story tasters from Caribbean Cuisine, music and dance from Flamenco Loco plus tapas and drinks to purchase at Sprout café. Presented in association with Race Equality North Somerset and Loves Café and part of Weston's series of events for Black History Month:

Saturday 8 October, Bandstand Bonanza & Buffet at Grove Park, 1pm – 5pm:

A feast of free food and family entertainment for all to enjoy featuring a special community afternoon of song, dance, games and creativity. Including local choirs, singers from UHBW NHS Foundation Trust, St George's Bristol, the middle eastern Hazir Ensemble, Turkish and Chinese dancing, Carboot Disco Bingo, hula-hooping, audio installations, Global mural painting, poetry and more.

Middle Eastern Mezze from Sprout Cafe will be served from 1pm (until it's eaten up!) Stretch tent shelter provided for all-weather-entertainment.

Sunday 9 October:

'Almost Synchro Meets Bollywood', 11am – 11.30am:

An irresistible mash-up in the water taking place at Marine Lake. Come swim ready and learn some moves. Or dive into Shruti Bhoyar's sublime illustrations of cold water swimmers, at an exhibition at the hospital, window display at Weston Artspace and online at cultureweston.org.uk.

Autumnal Gathering with Grow Feral and Osprey Outdoors, 2pm – 4pm:

A free, drop-in meeting at the Grow Feral Community Micro Garden in the Italian Gardens. Find out more about the horticultural artwork, identifying and looking after plants, plus press your own apple juice and apple bobbing.

'The Ground Between Us', The Grand Atlantic Hotel, 3pm – 4.30pm:

Multi-media performance involving community members that creatively explores the experience of 'falling between the cracks'. Pay What You Decide. Details and tickets at cultureweston.org.uk.

Various times throughout the Festival:

- At Weston General Hospital enjoy drop-in craft sessions at Rafter's Café, plus The Poetry Machine, Music in Wards, Bike ride and Cold Water Swimming exhibition.
- Try out Creative Tasters in yoga, zine making and adult drama.
- Exercise your mind with talks and panel discussions that offer fascinating insights and fresh approaches to arts + health.

COMMUNITY PROJECTS

21st Century super Shrines

21st Century super Shrines is an exciting programme managed by Culture Weston as part of the four-year long High Streets Heritage Action Zones' Cultural Programme, funded by Historic England, in partnership with Arts Council England and the National Lottery Heritage Fund.

This pioneering heritage project, launched in May 2021, is designed to inject vibrancy and colour into Weston's high street and shine a spotlight on the local community in a number of creative events, including a new window exhibition and YouTube series.

Throughout the project, a series of innovative contemporary 'shrines' will appear on the high street from permanent art installations to live arts experiences that capture the vitality and values of the local community. The bandstand for the high street

Shrine 1 - High Street bandstand with Morag Myerscough

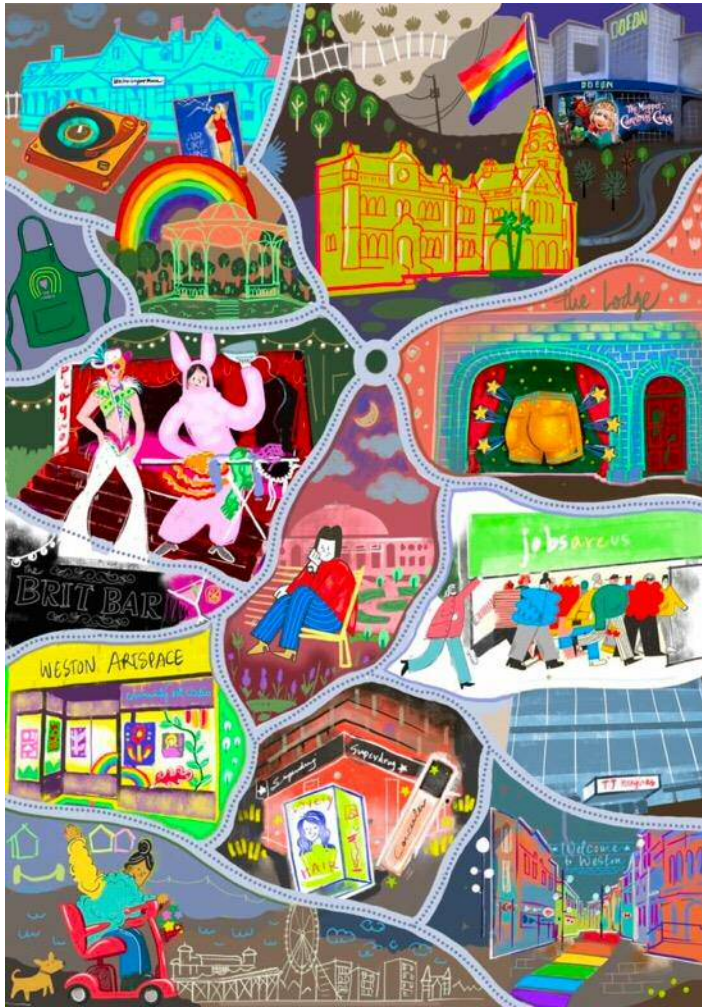
The design for this installation was co-created by this international artist with over 100 community members through a series of live and IRL workshops. It has now been approved by planning and the painting process is underway, involving 6 local creatives and over 35 students from Weston College. Installation is expected to start in early October and the bandstand will be in place until the end of the project (2024) before moving to the Loxton campus of UCW where students will maintain and develop it further.



Shrine 2

Audio tour and performance piece with Tom Marshman

Acclaimed LGBTQIA+ artist Tom Marshman gathered stories from the town's queer community through a tea party event and 1-2-1 meetings, leading to an audio tour as part of Pride Weekend (available online here; <https://cultureweston.org.uk/c21st-super-shrines/#Shrine2>), and visually represented in the attached postcard that promotes the tour more widely. A second outcome was a live performance at Grand Atlantic Hotel, that subsequently "took Weston on tour" to the Chelsea Theatre, and that was positively reviewed by Stagetalk.



PIC

Shrine 3 will be a light installation with Chila Burman Singh in 2023.

The whole programme is documented through a high street display in The Sovereign, and through a youtube series Chip Chat where national and local creatives talk culture over chips. The latest episode focuses on two locally based artists Bev G Star and Kelly Lewis.

REGULAR ENGAGEMENT OFFER

Theatre Orchard's regular engagement continues to be a staple of our provision for the local community:

Chapter One writing group - every second Tuesday (online)

Open Door theatre group - every Thursday (IRL in Weston)

Youth Theatre - junior and senior - every Thursday (Weston College and Blakehay Theatre)

All are invited to Open Door's next performance 'The Ground Between Us' on Sunday 9 October at 3pm at Grand Atlantic Hotel. This is the culmination of a two year project to understand, connect and foreground lesser heard community voices, also involving teenage members of the refugee community, older residents of South and Central Ward and young people with multiple disabilities.

<https://cultureweston.org.uk/listings/the-ground-between-us/>

THE WESTON arts health FESTIVAL



Weston-super-Mare

WEDNESDAY 5 – SUNDAY 9 OCTOBER 2022

Co-produced by **The Arts & Culture Programme,**
University Hospitals Bristol and Weston NHS
Foundation Trust and Culture Weston

BOOKING [CULTUREWESTON.ORG.UK](https://cultureweston.org.uk)

   ArtsUHBW

   cultureweston



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



October Wednesday 5

in town

Creative Taster

Yoga for Calm: 1-2-1 and group option.

3pm-5pm

The Other Place Community Hub

In Our Hands



A unique outdoor exhibition that celebrates the stories and passions of Weston General Hospital's staff members.

Open every day until late October

Princess Royal Square

National Poetry Day Thursday 6

The Poetry Machine

Beth Calverley's incredible roving poetry machine.

from 11am

Princess Royal Square

Talks and Panels:

NPAG Hospital Design

Exploring the impact of design on health and wellbeing.

11am-12pm

Check website for venue details

Creative Taster

Introduction to Chapter One creative writing group.

2pm-3.30pm

The Stable

Talks and Panels:

Tales from the Hospital

Artist Sofie Layton and Dr Giovanni Biglino share their collaborations across arts and science.

2pm-3pm

Loves Cafe and online

The Elementlists from Chapter One writing group

A vocal performance reflecting on our relationship with the environment, blending spoken word and percussion.

5.30pm-6pm

SEE MONSTER

Speakeasy

An evening of poetry from Beth Calverley and local voices.

7.30pm-9.30pm

Loves Cafe and online

Friday 7

Creative Taster

Introduction to drama for adults of all ages, no experience required.

11am-12.30pm

Ballroom of Grand Atlantic Hotel

Serving Sounds

Have some fun with this multisensory sound installation that creates connections through music.

from 3pm

49 Social Club

Talks and Panels:

Healing seeds - Nature and Health

With Dr Alice Walker, artist Sam Francis and sea swimmer Anna Southwell.

3pm-4pm

Loves Cafe and online

Talks and Panels:

Routes into Arts + Health

Join course leaders and students who have been specialising in arts and health as they undertake placements at UHBW NHS hospitals.

4.30pm-5.30pm

Sanctuary Cafe

Go Global in Grove Park, with RENS and Loves Cafe

Premiere of University Centre Weston's short film *Global Citizen*, alongside free food and story tasters from Caribbean Cuisine, live music & dance from Flamenco Loco and additional refreshments on sale from Sprout Cafe.

6pm-9pm

Grove Park

Saturday 8

Creative Taster

Drop in and create your very own handmade zine, sharing your views on how to care for the environment.

10am-11.30am

Weston Artspace

Bandstand Bonanza and Buffet

A feast of free food and entertainment for all to enjoy. Gather around the bandstand or relax in a deckchair for a special afternoon of song, dance, games and creativity. Middle Eastern Mezze from Sprout Cafe will be served from 1pm (until it's eaten up!). Stretch tent shelter provided for all-weather-entertainment, and don't forget your picnic blanket!

1pm-5pm

Grove Park

Sunday 9

Almost Synchro Meets Bollywood

An irresistible mash-up in the water.

11am-11.30am

Marine Lake

The Poetry Machine

With Beth Calverley

from 11am

Princess Royal Square

Autumnal Gathering with Grow Feral + Osprey

Find out about the town's latest planted artworks and gain some new green fingered skills with artist and horticulturalist Sam Francis.

2pm-4.30pm

Italian Gardens

Bike Ride

Bring your bike and explore the sites of Weston by joining a leisurely ride led by LifeCycle UK.

2pm

Princess Royal Square to Brean and back

The Ground Between Us

Multi-media performance involving community members, creatively exploring the experience of 'falling between the cracks'.

3pm-4.30pm

Grand Atlantic Hotel

Bike Ride

Tour the town on two wheels! Bring your bike and explore the sites of Weston by joining a leisurely ride led by LifeCycle UK.

10am

WGH to Princess Royal Square

at the hospital

Creative Resources

Meet the UHBW Arts & Culture Team and take away Creative Resources for your ward or department.

Afternoon

Rafters Cafe

Crafters in Rafters

Cooking with Paper

Explore food and cultures in a family friendly craft workshop.

Photo Challenge

Bring your smartphone for a short burst of playful photo challenges.

12pm-2pm, drop-in

Rafters Cafe

The Poetry Machine

With Beth Calverley.

from 11am

Main Entrance and Rafters Cafe

Crafters in Rafters

Bitesize creative activities including UHBW Volunteer Knitters' Surgery.

12pm-2pm, drop-in

Rafters Cafe

Visit **Cold Water Swimming** exhibition from Shruti Bhojar in the **Knightstone Corridor** at Weston General Hospital, in the Weston Artspace window and online.

Ballad of Anchor Head Cove See QR code on reverse. **SEE MONSTER** visit the epic installation at Tropicana. **Weston Arts Trail** See QR code on reverse.

All events are free and are offered subject to current COVID-19 guidelines; reservation is required for all digital events and some workshops. Please see website for full details: www.cultureweston.org.uk

beyond the festival



In Our Hands Celebrating Weston General Hospital staff

A unique outdoor exhibition that celebrates the stories and passions of Weston Hospital's staff members, paying tribute to their huge contribution to the health of the town through a series of photographic portraits. Featuring some of the contributors' cherished objects and favourite Weston locations, this exhibition - created by UHBW Arts & Culture with photographer Paul Blakemore and UHBW Medical Illustration - adds an extra dimension to one of the town's favourite public spaces.



National Poetry Day - 6 October

On National Poetry Day, why not try your hand at a Global Citizen themed poetry workshop, led by Bob Walton and Sue Hill who run the regular, free-to-access Chapter One writing group. Then hear Chapter One in action as they share their new vocal chorus 'The Elementarists', inspired by the weather in a nod to the epic SEE MONSTER installation. Finally sit back in Loves Cafe (or online) for an evening of poetry that will transport you to different worlds, featuring acclaimed poet Beth Calverley alongside open mic opportunities.



Go Global in Grove Park with Race Equality North Somerset and Loves Cafe

Premiere showing of University Centre Weston's short film *Global Citizen*, that explores young, intercultural perspectives on the future of our planet and its people. Join us under the stretch tent in Grove Park for delicious food and story tasters from Caribbean Cuisine, and music and dance from Flamenco Loco. SPROUT cafe open for tapas and drinks.

Part of Weston's series of events for Black History Month.



Creative Tasters

Let your worries slip away with a Yoga for Calm taster, incorporating mindful movement and gentle breathing practices designed to support people of all ages and abilities. Group and 1-2-1 sessions available to reassure absolute beginners. If you're looking for something more dramatic, come along to a taster session for adult theatre - friendly, welcoming and no experience necessary - with an open invitation to join the free-to-access Open Door drama group. Don't miss Open Door in action at the Grand Atlantic Hotel on Sunday afternoon.

Bandstand Bonanza and Buffet

A feast of free food and entertainment for all to enjoy. Gather around the bandstand or relax in a deckchair for a special afternoon of song, dance, games and creativity in Weston's glorious Grove Park. Including local choirs, singers from UHBW NHS Foundation Trust, St George's Bristol, the middle eastern Hazir Ensemble, Turkish and Chinese dancing, Carboot Disco Bingo, hula-hooping and more, there are sounds and experiences from near and far for everyone to enjoy. Lose yourself in audio installations, paint our Global Mural, or create a poem with the amazing Poetry Machine.

Middle Eastern Mezze from Sprout Cafe will be served from 1pm (until it's eaten up!). Stretch tent shelter provided for all-weather-entertainment, and don't forget your picnic blanket!



The Ground Between Us

The Ground Between Us is a story about the importance of community and connection. Based on personal, lived experiences, this multi-media theatre piece, performed by Theatre Orchard's Open Door adult drama group and co-created with young refugees, elders, youth groups and local writers, shines a light on those who 'fall down the cracks'. Followed by a post-show discussion. *Kindly funded by People's Health Trust using money raised by Health Lottery South West.*

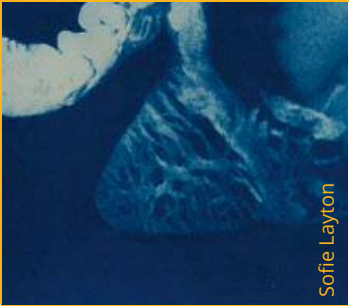


Almost Synchro Bollywood Mash Up!

Almost Synchro - the West of England's outdoor swimming synchro group (and Speedo pin-ups!) - join forces with Shruti Bhoyar and a blast of Bollywood to present a very special routine for Marine Lake. And if you are feeling brave, you can come along swim-ready and join in at the end!

While in Weston...

Be amazed by the epic SEE MONSTER installation at Tropicana brought to you by NEWSUBSTANCE as part of Unboxed, a unique celebration of creativity taking place across the UK. Or take in numerous artworks around the town, visual and audio, that have been created by artists and local communities. See the Weston Presents Arts Trail brochure here:



Exercise your mind! Talks and panel discussions

Feel inspired with talks and panel discussions that offer fascinating insights and fresh approaches in arts and health. Discover what's happening right here on the doorstep in Weston and beyond, from innovative arts and science collaborations to green social prescribing.



Grow Feral + Osprey

Grow Feral is a horticultural artwork and community micro garden, open to all, with a changing array of plants throughout the different seasons. Come along to this Autumnal gathering, and find out how to get involved in taking care of this space and benefit from engaging in activities in nature. Share harvested apple treats and press your own apple juice with apples harvested from Osprey's orchard + beyond. Look around the new structure that incorporates an innovative self-watering system designed by artist Jo Lathwood.

Listen to
*A Ballad of
Anchor Head Cove*
here:



The Poetry Machine with Beth Calverley

Throughout the Festival, Beth Calverley and her fantastic Poetry Machine will be roving around town creating pocket sized portions of poetry magic with and for local people.



The Poetry Machine with Beth Calverley

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A woman with blonde hair, wearing a red patterned dress, stands on a sandy beach. She is holding a small white pot with a green plant and has her arms outstretched. In the background, there are wooden posts in the sand and a body of water under a blue sky with clouds.

WELCOME TO

The third Weston Arts Health Festival

Building on the success of the 2021 festival, University Hospitals Bristol and Weston NHS Foundation Trust (UHBW) and Culture Weston are collaborating again to produce Weston Arts + Health Festival 2022. This year the festival focuses on 'Global Weston', celebrating the power of creativity and culture for connection and showcasing Weston as a vibrant and diverse place to live and work.

Central to the festival is a photography project celebrating the unique stories of Weston General Hospital's many and valued staff. The exhibition will be installed at Princess Royal Square for the festival and throughout October. Come and share in the stories of some of the fantastic people who care for the community of Weston.

Get together in Weston's parks, cafes, allotments, and the seafront to enjoy bandstand performances, pop-up poetry, community feasts, synchronised swimming, outdoor craft as well as a special programme of events at Weston

General Hospital. With something for everyone, Weston Arts + Health Festival 2022 explores and showcases the impact of creativity on health and wellbeing.

In the Arts Council England's Creative Health & Wellbeing plan, published this year, Chair Sir Nicholas Serota shares that "by ensuring everyone in the country has access to high quality creative and cultural activities, they will, in turn, lead happier and healthier lives."

**Dive in and explore your
Global Weston!**

A large, white, three-dimensional sculpture of the words "SKY SURROUNDS US" is mounted on a metal bridge structure. The sculpture is set against a blue sky with white clouds. The bridge has a complex metal framework.

SKY SURROUNDS US

Full details and booking at
cultureweston.org.uk