

**WESTON-SUPER-MARE TOWN COUNCIL
NOTES OF THE MUSEUM AND HERITAGE
SUB-COMMITTEE MEETING
HELD AT GROVE HOUSE ON 18th October 2018**

Meeting Commenced: 10.10am

Meeting Concluded: 11:43 am

PRESENT: Councillors John Crockford-Hawley, James Davis, Robert Cleland, Peter Crew, Malcolm Nicholson (Town Clerk), Sarah Pearse (Deputy Town Clerk and RFO), Matt Hardy (Visitor Services Manager), Molly Maher (Development Officer), Cara MacMahon (Heritage Action Zone Officer, North Somerset Council); Heather Morrissey (Friends Group) and Peter Johnson (Museum Volunteer).

172	<p>Apologies for absence and notification of substitutes</p> <p>Apologies were received from Councillors Jan Holloway and Catherine Gibbons, and Amal Khreisheh</p>
173	<p>Declarations of interest</p> <p>There were no declarations of interest received.</p>
174	<p>To approve the accuracy of the Minutes of the last meeting held on 16th August 2018</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 James Davis</p> <p>RESOLVED: That the minutes be approved and signed by the Chairman</p>
175	<p>Members to receive HLF project reports on:- South West Heritage Trust (SWHT) progress</p> <p>A report from Amal Khreisheh was read by the Development Officer. The Chairman asked if the report could be emailed to Councillors.</p> <p>175.1 Alfred Leete</p> <p>It was noted that the Alfred Leete exhibition was now up and running. It was noted that further publicity was being looked into by the South West Heritage Trust.</p> <p>Members acknowledged that the publicity for the exhibition had been good so far.</p> <p>A member suggested that the Alfred Leete exhibition could be publicised again in line with centenary commemoration of the First World War.</p> <p>175.2 Small Grant Big Improvement</p> <p>It was noted in the report that a partnership between the SWHT, Weston-super-Mare Town Council and the Somerset Military Museum Trust had been successful in a grant application which would allow the capturing of data concerning museum visitors, to begin January 2019.</p>

<p>176</p>	<p>Renewal of Agreement for SWHT Curatorial Services A verbal report was given by the Town Clerk.</p> <p>It was noted that a meeting took place between the Chairman, Town Clerk, Deputy Town Clerk, Tom Mayberry and Sam Astill, in which it was noted that temporary exhibitions had been more time consuming than previously envisaged. The current financial budgets were not fully covering the costs of the service delivered by SWHT. The Town Clerk had made it clear to the SWHT that a proposal for further funding should be given to the Town Council before the budget setting process in December.</p> <p>RESOLVED: - That the report be noted.</p>
<p>177</p>	<p>Business Plan and Activity Plan development as approved</p> <p>The Chairman acknowledged the high level of detail in officers' reports.</p> <p>177.1 Learning and Events The report of the Learning and Events Coordinator(s) had previously been circulated with the agenda.</p> <p>It was noted that there was to be a private family event in the Museum in November.</p> <p>It was noted that there was to be a Christmas themed event in December called 'Clara's Christmas' at which traders would have stalls in the Museum.</p> <p>It was noted that a Christmas Carol event would also be taking place in December.</p> <p>RESOLVED: - That the report be noted.</p> <p>177.2 Museum Operations The report of the Visitor Services Manager had previously been circulated with the agenda.</p> <p>The Chairman addressed the issue of Anti-social Behaviour in the report and suggested that contact be made with town centre police sergeant Lee Kerslake. These instances had involved people in the road who were not in any way associated with visiting the museum.</p> <p>A member queried the closing of Weston Museum on Monday 12th November. With extra visitors in town on Carnival Night (9th) and Remembrance Sunday (11th) it was suggested there could be more potential museum visitors over the weekend. It was suggested the Town Clerk make contact with coach companies to direct people to the Museum.</p> <p>RESOLVED: - That the report be noted.</p> <p>177.3 Community Engagement The report of the Community Liaison Officer had previously been circulated with the agenda.</p> <p>RESOLVED: - That the report be noted.</p> <p>177.4 Retail, Marketing & External Bookings The report of the Visitor Services Supervisor had previously been circulated with the agenda.</p>

It was suggested that events at the Museum could link with Clara's Café to increase business. It was suggested that leaflets could be used.

RESOLVED: - That the report be noted.

177.5 Café Report (attached)

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

A question was asked about the profit that had been made, and it was clarified that a slight profit had been made in August. It was noted that there were still challenges for the café.

It was noted that starting on Monday 22nd October visitors would be handed a 10% off voucher for the café upon entry to the Museum with the aim of increasing the number of customers for the café and to be able to understand the conversion rate of guests to the café.

A member stated that the presentation of cakes in the café was poor. Another member agreed that it was unappealing, although the coffee was good. It was acknowledged that word of mouth be used to get more café visitors, but there was a lack of consistency in the quality of service.

The Christmas buffet menu was discussed and needed to include vegetarian options.

It was noted that consistency of service and food presentation also needed to improve.

Debated ensued. It was agreed that customer service **should** be addressed.

RESOLVED: - That the report be noted.

177.6 Volunteer Engagement

The report of the Volunteer Coordinator had previously been circulated with the agenda.

It was noted that the lack of invigilators for the Alfred Leete exhibition had, on a few occasions, caused the doors to the exhibition to be closed but anyone specifically wishing to see the exhibition had been granted access.

The Visitor Services Manager noted that they were attempting to increase the number of volunteer 2-hour session invigilators in order to keep the William Mable gallery open at all times.

The chairman suggested that councillors may like to offer their assistance. A member also suggested that the Friends of the Museum could be asked, and that we should approach other community groups to see if they had members who could help.

RESOLVED: - That the report be noted.

177.7 Events & Functions Programme – Autumn to Winter 2018

An events and functions programme had previously been circulated with the agenda.

It was noted that a number of events were coming up, including a carol concert on 17th December with tickets going on sale soon, and an evening for the Friends of the Museum on 13th December

	<p>RESOLVED: - That the programme be noted.</p>
<p>178</p>	<p>Museum fundraising/grant status</p> <p>178.1 Sharing Heritage The Development Officer reported that the Sharing Heritage Grant was complete. It was noted that the Museum will feature in the next issue of Some Such Magazine with an advertorial about the sharing heritage project.</p> <p>A member noted the success of the moveable walling system and handling boxes which were purchased using the grant.</p> <p>178.2 Know Your Place The Heritage Action Zone Officer reported a new grant opportunity that had been discussed which would create a partnership between North Somerset Council, Weston-super-Mare Town Council and Weston Museum. The grant would enable Weston Museum Volunteers to receive training on how to use the programme ‘Know Your Place’ which is invigilated by North Somerset Council. The objective was to be able to build the community layer onto the portal via a volunteer led project. The grant could fund additional hours for the Volunteer Coordinator and fund training for volunteers.</p> <p>The sub committee noted that this was a positive partnership and promotes community engagement.</p> <p>It was noted that an application will be made before Christmas.</p> <p>178.3 Museum in Somerset The Development Officer reported that they had attended a Museum’s in Somerset meeting in Chard, Somerset. The theme of this meeting was funding, with Samuel Rowlands from Arts Council England present for a talk. It was suggested that Weston-super-Mare was an area of interest for the Arts Council.</p> <p>178.4 HLF The Deputy Town Clerk reported that a meeting with the Heritage Lottery Fund was due to take place the previous week but had been cancelled. It was noted that there was no more news concerning phase two of Weston Museum’s refurbishment, however planning was going on whilst waiting for further instruction from the HLF. The meeting with the HLF had not yet been rescheduled.</p> <p>RESOLVED: - That the verbal report be noted.</p>
<p>179</p>	<p>The Blue Plaque Scheme Agenda item 8 was discussed after agenda item 9</p> <p>The report of the Communication Officer had previously been circulated with the agenda.</p> <p>It was noted that wording on certain plaques still needed to be agreed and that, in relation to the Emmeline Pethick-Lawrence plaque, contact with building owners still needed to be made. The chairman offered to knock on doors. Conversation ensued.</p> <p>The plaques for Edward Long Fox and Hans Fowler Price were due to go up soon. It was noted that a descendant of Edward Long Fox had been invited to the unveiling. It was noted that nearer the time of unveiling more relatives would be contacted.</p>

	<p>The college building had been confirmed for the Hans Fowler Price blue plaque.</p> <p>The chairman suggested that when more plaques have been placed a leaflet could be made as a guided tour of blue plaques in Weston-super-Mare.</p> <p>The Worle Village School Plaque was discussed. A member asked who was leading the installation of this blue plaque. Worle History Society took responsibility for the organisation and installation, and noted that they would contact the Town Council if they required assistance. The Deputy Town Clerk informed the committee that the current contractors for the installation of Blue Plaques required 10 days notice, and that installation was likely to be in January 2019.</p> <p>RESOLVED:- That the report be noted</p>
<p>180</p>	<p>Grants for the Arts Project A report by the Development Officer and Deputy Town Clerk was tabled at the meeting.</p> <p>Prior to the meeting the artist approached the chairman with the newest design concept for the sculpture for Weston Museum.</p> <p>The chairman reported the artists design concept which would include a collection of bricks laid on the floor of the Museum Courtyard. It was noted that the artist would not fix the blocks to the ground, and foresaw no issues with members of the public moving the bricks. It was felt that the design posed a number of issues.</p> <p>Debate ensued.</p> <p>The Deputy Town Clerk presented the options moving forward.</p> <p>PROPOSED BY: Councillor James Davis SECONDED BY: Councillor John Crockford Hawley</p> <p>RESOLVED: - That option 3 of the Development Officer and Deputy Town Clerk’s report was adopted. That Arts Council England would be contacted concerning the future of the project.</p>
<p>181</p>	<p>Heritage Action Zone update A report from the Heritage Action Zone Officer had previously been circulated with the agenda.</p> <p>181.1 Weston Conservation Area Appraisals and Management Plans It was noted that one of the key objectives of the Heritage Action Zone was to review the Town’s conservation areas. Formal adoption of these areas would be at North Somerset Council’s 4th December Meeting.</p> <p>181.2 Research It was noted that a book entitled ‘Weston-super-Mare – The Town and its Seaside Heritage’ was having a launch on 13th March 2019 which members could attend. A member mentioned a potential clash of events on that date which might discourage some councillors from attending. It was clarified that the Chairman of Historic England would be in attendance and that this was the only suitable day.</p>

	<p>181.3 Heritage Open Days It was noted that as a result of the successful Heritage Open Days, an agreement had been reached concerning Heritage Open Days 2019, taking place between the 13th- 22nd September 2019. The chairman noted that the 2018 Heritage Open Days were a success.</p> <p>181.4 Worlebury Hillfort Public consultation was taking place to ensure that the management plan of Worlebury Hillfort was favoured by the community. This consultation portal was due to close the 9th November.</p> <p>Debate ensued. Members noted that more needed to be done to showcase the history of the Worlebury Hillfort, such as interpretation boards.</p> <p>The Chairman and the Town Clerk agreed to work together on the consultation.</p> <p>RESOLVED:- That the report be noted</p>
182	<p>To receive a verbal report from the Friends of Weston Museum</p> <p>Heather Morrissey from the Friends of Weston Museum Group reported that a tree donated by Thatchers had been planted outside Clara's Cottage. The A1 Camera Club attended and took photographs.</p> <p>It was noted that 'wassailing' would take place in April 2019, potentially involving the Rusty Club. On Wednesday 17th October a meeting had taken place with a speaker.</p> <p>It was noted the membership to the Friends had increased.</p> <p>It was noted that an appointment had been made between the Friends and the Development Officer to discuss grant opportunities.</p> <p>RESOLVED:- That the verbal report be noted</p>
183	<p>Accreditation update</p> <p>Nothing to report.</p> <p>RESOLVED:- That the verbal report be noted</p>
184	<p>Hillfort Consultation</p> <p>This item had already been dealt with in the report from the Heritage Action Zone Officer.</p>
	<p>There being no further business the meeting concluded at 11.43 am</p> <p>The next meeting will be on Thursday 6th December at 10am at the Weston Museum.</p>

Signed..... Dated.....
Chairman