

**WESTON-SUPER-MARE TOWN COUNCIL
NOTES OF THE MUSEUM AND HERITAGE
SUB-COMMITTEE MEETING
HELD AT GROVE HOUSE ON 6th December 2018**

Meeting Commenced: 10.01 am

Meeting Concluded: 12.30 pm

PRESENT: Councillors John Crockford-Hawley, Catherine Gibbons, Jan Holloway, Peter Crew, Malcolm Nicholson (Town Clerk), Sarah Pearse (Deputy Town Clerk and RFO), Matt Hardy (Visitor Services Manager), Lisa Clemons (Volunteer Coordinator), Molly Maher (Development Officer), Amal Khreishah (South West Heritage Trust), Jonathan Rose (Volunteer), Peter Johnson (Volunteer), Steve Matthews (SJ Surveyors) Cara MacMahon (Heritage Action Zone Officer, North Somerset Council); Heather Morrissey (Friends Group).

256	Apologies for absence and notification of substitutes Apologies were received from Councillor Robert Cleland and Councillor James Davis
257	Declarations of interest There were no declarations of interest received.
258	To approve the accuracy of the Minutes of the last meeting held on 18th October 2018 The minutes of the meeting had been previously circulated with the agenda. PROPOSED BY: Councillor Crockford-Hawley SECONDED BY: Councillor Peter Crew RESOLVED: That the minutes be approved and signed by the Chairman
259	Members to receive HLF project reports on: - South West Heritage Trust (SWHT) progress It was agreed that this item be deferred until later in the meeting to accommodate the presence of the SWHT member.
260	Museum Operations/Business Plan and Activity Plan reports 260.1 Update from the Learning and Events Officer (attached) The report of the Learning and Events Coordinator(s) had previously been circulated with the agenda. RESOLVED:- That the report be noted. 260.2 Museum operations from the Visitor Services Manager (attached) The report of the Visitor Services Manager had previously been circulated with the agenda.

The Chairman enquired the number of ticket sales. It was noted that around 60 tickets had already been sold. Members registered interest in the event. It was noted that the bar will be open. It was noted that this event was the same night at the next Policy and Finance Committee meeting.

RESOLVED: - That the report be noted.

260.3 Community Engagement report (attached)

The report of the Community Liaison Officer had previously been circulated with the agenda.

RESOLVED: - That the report be noted.

260.4 Retail, Marketing & External Bookings (attached)

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

It was noted that there was currently a Christmas sale on in the gift shop.

RESOLVED: - That the report be noted.

260.5 Café Report (attached)

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

A member who had hired the Learning Space previously in the week was impressed with the catering. It was felt that the follow up satisfaction email was good.

It was noted that Clara's Café now had a page on the Visit Weston site.

RESOLVED: - That the report be noted.

260.6 Volunteer Engagement report from the Volunteer Coordinator (attached)

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

The Volunteer Coordinator noted that the Museum is currently recruiting engagement volunteers. It was noted that the title had changed from 'invigilator' to 'engagement volunteer' to avoid comparison to exam invigilators which may have negative connotations.

It was noted that the Clevedon Torc must be invigilated at all times. New volunteer recruitment leaflets had been produced, if anyone could assist in circulating or putting on noticeboards it would be appreciated. A taster morning for potential volunteers had taken place the previous Monday. Volunteer recruitment was an ongoing process.

The chairman noted that he had received a few complaints concerning the closure of the Alfred Leete exhibition, regardless of the sign on the door that the exhibition could be opened by staff if required. The Visitor Services Manager advised that the Art Gallery had also been closed due to maintenance issues.

Amal Kbreisbeh entered the meeting at 10:09.

Volunteer Peter Johnson entered at 10:11.

The Volunteer Coordinator noted that Councillor Porter had suggested that Weston College students could potentially take part in work experience through the Museum.

The Chairman asked if councillors had been asked to volunteer to invigilate Alfred Leete. It was noted that councillors had been emailed. There was an issue accessing the online programme which scheduled shifts. The Chairman suggested that an 'emergency list' could be created comprising of councillors as a contingency plan, to be used when Alfred Leete was closed.

The Deputy Town Clerk asked if Alfred Leete's artwork could be roped off with a pressure pad and alarm to notify staff if someone gets too close. It was clarified that it must be invigilated by a person. The invigilator must be in the room.

RESOLVED: - That the report be noted.

260.7 Volunteer Engagement including Wikipedia work undertaken (verbal report)

A presentation was given by a Museum Volunteer concerning the progress of the Wikipedia work being undertaken.

The volunteer advised that the current Wikipedia page for Weston Museum was outdated.

Weston Museum in Weston-super-Mare now held the primary topic spot for a 'Weston Museum' search which was previously taken by Weston Museum in New Jersey USA. It was noted that the history of the Museum on the page was accurate, using published works. It was highlighted that the page contained sections concerning the building, the refurbishment, the funding, current exhibitions, Clara's Cottage, associated events such as the Literary Festival and contained pictures.

The street map for the page was also discussed. The Chairman noted that he had previously assisted the Museum with producing a street map. There will be an interactive street map on the page when it goes live.

It was noted that the example images used in the presentation are only place holder images and he would need to gain permission for this images to be used in the live page. It was also noted that when the editing of the page is done, it will need to be fact checked.

It was noted by the volunteer that he wishes to liaise with social media sites including the Museum's page and the Town Council's page to publicise the Wikipedia page. It was noted that this will ensure that page visitors remain high and that Weston Museum in Weston-super-Mare could stay as the primary topic.

The Chairman asked when the page would be live. It was suggested that in January 2019 it could be live. The volunteer said that he would keep members updated.

It was suggested by the Surveyor that information used in the previous HLF application concerning the building was all fact checked and could potentially be viewed if necessary. It was also noted that there are historic images of the building that could be viewed.

	<p>The Deputy Town Clerk asked if the map could link to the Museum website. The volunteer stated that he would see if this was possible.</p> <p>A member asked if there could potentially be a rivalry issue with the New Jersey Wikipedia page. It was discussed whether both sites could have equal weighting and distinguish by having the country in the page title. It was clarified by the volunteer that this decision could be made by Wikipedia editors and taken out of his hands.</p> <p>It was noted by the chairman that press coverage should be looked at for the launch. A member noted that the volunteer element of the redesign should be recognised in any publicity done.</p> <p>RESOLVED: - That the presentation be noted.</p>
261	<p>At this point in the meeting the South West Heritage Trust (SWHT) report was given</p> <p>A report from Amal Khreisheh was previously circulated with the agenda.</p> <p>261.1 Alfred Leete</p> <p>It was noted that the Alfred Leete exhibition was now up and running with positive feedback from volunteers.</p> <p>It was noted that visitors to the museum had reduced as a result of the Alfred Leete exhibition being closed.</p> <p>The Deputy Town Clerk volunteered to work at the Museum one afternoon a week if necessary to ensure that Alfred Leete remained open. It was also suggested that other staff members such as the Development Officer could work at the Museum when necessary.</p> <p>A member enquired whether lack of knowledge of Alfred Leete from staff would be an issue when invigilating. It was clarified that there were information sheets in the exhibition.</p> <p>The Chairman asked if information being given to the visitors by invigilators was correct, as he was aware of false information being given out. The Volunteer Coordinator and the Visitor Services Manager agreed to look into this.</p> <p>The chairman asked for clarification concerning the fall in visitor numbers, as to whether this was a direct result of the Alfred Leete closure. Amal Khreisheh stated that having been in the Museum when the exhibition had been open, she noted a five and a half times increase in visitor numbers, compared to when the exhibition was closed. She also noted that further promotion could be done, but that there was little point if it is not remaining open.</p> <p>The Town Clerk and Deputy Town Clerk agreed to work something out to support the Museum team.</p> <p>The Visitor Services Manager noted that priority had gone to the Torc which could affect the whole Museum if not invigilated.</p>

261.2 Clevedon Torc

It was noted that the installation of the Torc had gone smoothly. It was also noted that the British Museum had to sign off before any press releases were sent out.

The Chairman noted that there should be a big publicity push as the Museum now had two items of national significance.

It was noted that there was not much information attached to the Torc. The Volunteer Coordinator stated that the writing team were working on information sheets to accompany the Torc.

It was noted that the press coverage for the Torc should be national and not just local.

A member queried if there was any Torc related merchandise. It was stated that there were replica items available for the gift shop, but they were very expensive. The Chairman asked if one replica piece could be purchased for the gift shop, with the understanding that staff could order more if members of the public enquired. The Chairman offered to pay for a replica, and asked the Visitor Services Manager to purchase one.

The Deputy Town Clerk noted that there needed to be a specific a marketing strategy for the Torc to include time scales and to be coordinated amongst members. The Town Clerk suggested having a meeting with key members to draft this.

RESOLVED: - That a meeting be set up between the Town Clerk and the Communications Officer.

It was noted by Amal that Julia Farley will be doing a Torc talk in January.

The Town Clerk left the meeting at 10:49.

A member suggested that a deal for accommodation for the talk could be done.

261.3 Temporary exhibitions

It was noted that there was an ongoing discussion between SWHT and the Town Council concerning funding.

Three potential future temporary exhibitions were discussed including 'From Spinning Tops to Space Hoppers: Growing Up in Somerset', 'Microsculpture: The Insect Portraits of Levon Biss' and 'Revolutionary Artist: The Life and Works of Doris Hatt'

The Town Clerk reentered the meeting at 10:52

It was noted by the Chairman that the Doris Hatt exhibition could provide a good link with Emmeline Pethick-Lawrence the local Suffragette who was being commemorated by the Blue Plaque Scheme.

It was suggested by Amal that members noted the programme subject to the future budget. It was noted that two of the three exhibitions would be more likely than having all three in the Museum in 2019.

261.4 Funding

It was noted that there was ongoing funding for visitor insight information at the Museum.

	<p><i>Heather Morrissey left the meeting at 10:55</i></p> <p>A visitor insight survey had been created. It was suggested that engagement volunteers could assist by doing this survey whilst with the Torc. It was suggested that paper surveys could be placed in the café so that people could fill them out in the own time.</p> <p><i>Heather Morrissey reentered the meeting at 11:01</i></p> <p>It was noted that people counting technology was to be installed in January 2019.</p> <p>RESOLVED: - That the report be noted.</p>
<p>262</p>	<p>Clara's Café Review</p> <p>The recommendations of the Expenditure and Governance Working Party on the 5th November and the report of the Deputy Town Clerk were previously circulated with the agenda.</p> <p>It was noted that a detailed analysis was provided for the Expenditure and Governance Working Party (E&G). It was noted that the café expected a loss of £8,000-£9,000 in 2019. It was agreed at E&G that expenditure needed to be reduced, and the best way to do this was staffing costs. It was agreed that changes would be made to the café apprentice role, as this role had to be supervised at all times. It was agreed that the hours of this position would be changed from 37 to 20 hours.</p> <p>The Chairman asked if these changes would affect the person currently in this role. It was clarified that the current apprentice would not be affected.</p> <p>It was noted that income needed to be increased by a minimum of 10%. It was noted that prices were slowly increasing in the café. The number of volunteers needed to increase. It was noted that the Volunteer Coordinator and the Café Supervisor were currently adapting volunteer roles to increase the number of volunteers. It was noted that current café volunteers were feeling unsupported, and that it was a hard position to recruit.</p> <p>The events programme was key to café business. It was noted that when events were on the business in the café peaks. There were recognised areas in the café that needed improvement, including day to day consistency and improvements with the cakes display.</p> <p>The Deputy Town Clerk advised that she was working with the Café Supervisor on a Friday afternoon for additional support. A booking form had been produced, as well as a more standardised menu. The Town Council were committed to keeping the café open subject to the budget. It was noted that the café would be reviewed next year.</p> <p>A member recalled the comments from E&G that the current level of loss was acceptable for a business in its first year.</p> <p>The Deputy Town Clerk noted the support of the Visitor Services Supervisor in the increase in the number of events.</p> <p>A member suggested catering students from Weston College could be approached for work experience.</p> <p>RESOLVED: - That the report be noted</p>

263 Museum Refurbishment Phase 2 and building considerations

263.1 Update report on HLF application process from the Development Officer

It was noted that the Development Officer and Deputy Town Clerk had visited the Heritage Lottery Fund (HLF) offices in Exeter. A new case officer was engaged with. It was stated that the new HLF grant scheme would launch in January 2019, and it was suggested that the new scheme would be more competitive and more formal. An expression of interest would have to be submitted before applying for round 1 funding, with only 12 months from the expression of interest to get the round 1 application in. It was noted that there could be little deviation from the initial expression of interest through to round 2, and any difference in the application could result in not being funded.

It was suggested by the case officer that a Resilient Heritage grant for up to £10,000 may be suitable before applying for phase 2 funding as it could assist the Museum team in making sure the service areas were resilient. This would be achieved by engaging with consultants, to review the current business model and improve areas such as audience development and income generation.

RESOLVED: - That the Resilient Heritage Grant be explored before applying for phase 2 funding.

263.2 Update report on building and conservation regarding phase 2 works

A report from the Deputy Town Clerk and the Town Council Surveyor was previously circulated with the agenda.

It was noted that the previously anticipated 'phase 2' may need to be split into phase 2 and 3, with Clara's Cottage being a stand alone project.

The Building Surveyor and Quantity Surveyor provided building costs for phase 2 addressing the issue of the urgent repairs to be done to the roof separately. It was noted that water was coming through into the Art Gallery, with clarification that the roof was not addressed during phase 1 of the Museum refurbishment because there was not enough money. It was noted that there were two options for the repair, a temporary fix which would last 5-6 years, or a full repair that will last 20+ years. It was noted that the second option, whilst more expensive, cost less each year. It was noted by the surveyor that if the main building were to be the next phase of the refurbishment, that the roof could be done then.

The options for either a glass roof or pitched roof was discussed. It was noted by the Deputy Town Clerk that a glass roof was more in keeping with the Heritage of the building, and would be more likely to assist with funding. Solar panels were discussed as grants could be obtained for sustainable energy.

It was noted by the Heritage Action Zone Officer that the Museum could potentially apply for a heritage at risk grant from Historic England, as the roofing issues had the potential to damage the heritage inside as well as the building itself. The Deputy Town Clerk suggested arranging a meeting with the Heritage Action Zone Officer.

Members discussed which repair option for the roof to do. It was noted that the more expensive option was more cost effective in the long term.

The Deputy Town Clerk suggested that discussions could take place with the Heritage Action Zone Officer, with any solutions reported back to members.

RESOLVED: - That the Deputy Town Clerk work with the Heritage Action Zone Officer for potential funding.

262.3 Phase 2 building works

It was noted that the previous issue of the round 1 and 2 applications for phase 1 evolving, cannot happen with phase 2. Given the new structure of HLF grants phase 2 must be completed to budget. It was noted by the surveyor that existing phase two area as well as Clara's Cottage and the Museum toilets were looked at.

A member queried what the issues were with the current museum toilets? The surveyor advised that the toilets were not in keeping with the building aesthetics which would be more noticeable when phase 2 was completed.

A meeting had taken place with the conservation officer. The budget that had been provided was based on building works, excluding the work that would need to be done by image-makers for the exhibitions. It was noted that the previously agreed phase 2 building designs had already been approved. It was noted that amendments could be made, including having a door directly from the Museum into Clara's Cottage, but that these amendments must be accepted by the conservation officer. In principle the conservation officer was happy to have a door into Clara's, however it was stated that this was dependent on design.

A potential idea for Clara's Cottage involved a set design, similar to National Trust properties. It was noted that the wallpaper was not original and as such could be replaced. It was estimated that the potential cost for image-makers for Clara's Cottage was £50,000-£70,000. It was estimated that the potential cost for image-makers for the remaining phase 2 work was £250,000.

It was noted that there needed to be consistency with the procurement procedure, ensuring that any builders or other trades people be appointed at day one of the project to remain until the end.

It was suggested that there could be an interactive aspect to the entrance to Clara's Cottage for those who cannot access the upstairs due to accessibility.

It was noted by Amal that the costs for phase 1 did not consider conservation costs which should be accounted for in phase 2. The Deputy Town Clerk noted that moving forward with phase 2, consultancy costs for SWHT needed to be accounted for.

The chairman noted that he was happy to proceed. The surveyor asked which was deemed a priority, either phase two, Clara's Cottage or the toilets. The chairman asked for clarification as to what was actually wrong with the toilets. It was noted that they will detract from the building when completed. The chair suggested that Clara's and phase 2 were the priority.

It was pointed out that there was some Efflorescence in the men's toilets as a result of damp. It was noted by the surveyor that due to the buildings previous status as a workshop it is not damp proof.

RESOLVED: - That the report be noted

<p>264</p>	<p>Other Museum Fundraising/grant applications</p> <p>264.1 Grants for the Arts Project – Courtyard Sculpture</p> <p><i>Councillor Jan Holloway left the meeting at 11:56</i></p> <p>It was noted that the working relationship with the artist had been terminated. It was noted that a smaller budget remained to complete the work. The Arts Council had been contacted concerning using a local artist to complete the project. It was noted that a meeting the week previous at The Stable engaged with the arts and gave some potential options for local artists that could be worked with. It was also noted that some people had enquired about the potential of the artist to use a space in the museum to work.</p> <p><i>Councillor Jan Holloway reentered at 11:58</i></p> <p>Amal noted that a colleague at SWHT Rachel Bellamy worked with artists who could potentially be engaged with.</p> <p>A member noted that Loves Café was available for artists to work.</p> <p>The Chairman wished the artist well for the future, with thanks for the work done.</p> <p>264.2 Know Your Place</p> <p>It was noted that a partnership of Weston Town Council, North Somerset Council and Weston Museum were applying for a grant of £10,000 to fund additional work with the previously founded Know Your Place North Somerset. Weston Museum volunteers would be trained to populate the website. It was noted that this was a project for the whole of North Somerset. The Chairman and Peter Johnson as a member of Worle History Society were asked if they could provide letters of support for the project.</p> <p><i>Councillor Holloway left the meeting at 12:03 pm</i></p> <p>RESOLVED: - That the verbal report be noted.</p>
<p>265</p>	<p>Renewal of Agreement for SWHT Curatorial Services.</p> <p>It was noted that the current agreement expired in March 2019. There had been an email exchange and meeting between the Town Clerk, Tom Mayberry and Sam Astill of SWHT. The Town Clerk asked them to submit a proposal with options for the Town Council considering budget.</p> <p>A proposal was submitted with 3 options: a small reduction from this year’s services and costs, the same costs as the current agreement which would include limited if any support for the phase 2 refurbishment, and a £15,000 increase in cost following the same format as the current temporary exhibitions programme and services. It was noted that these options would be discussed at Policy and Finance on the 17th December.</p> <p>The Deputy Town Clerk noted that there needed to be an understanding of what would be needed with phase 2 and build that into the application.</p> <p>The Town Clerk asked how members felt concerning having either 2 or 3 temporary exhibitions a year. The Deputy Town Clerk noted that the temporary exhibitions</p>

	<p>enhanced footfall at the Museum.</p> <p>PROPOSED BY: Councillor Crockford-Hawley SECONDED BY: Councillor Catherine Gibbons</p> <p>RESOLVED: - Subject to budget considerations the sub-committee would like to see the agreement renewed with at least three temporary exhibitions in the Museum next year.</p> <p>The Chairman asked if the Community exhibitions could be added to the agenda for the next meeting.</p>
<p>266</p>	<p>To receive a verbal report from the Friends of Weston Museum</p> <p>It was noted that a meeting had taken place between the Friends and the Development Officer, and that the Development Officer would let the friends know if any grants became available.</p> <p>It was noted that they had received their first gift aid payment of £150. The apple tree had lost its leaves and that wassailing would be taking place on January 5th 2019. The Friends Christmas meeting would be taking place on the 13th December. Dates for next years' talks were arranged, with a programme currently being created.</p> <p>It was noted that membership had increased.</p> <p>RESOLVED: - That the verbal report be noted</p>
<p>267</p>	<p>Update on the Blue Plaque Scheme</p> <p>A report from the Communications Officer had previously been circulated with the agenda.</p> <p>The Dr Long Fox Plaque had been unveiled. New leaflets were now being produced at a lower cost.</p> <p>The Hans Fowler Price Plaque was to be unveiled on 10th December. A member enquired if all Councillors had been invited, to which they were.</p> <p>It was noted that the week previous Cara and staff from the Town Hall visited the Chapel in Milton Road Cemetery and laid flowers on the grave of Hans Fowler Price as it was the anniversary of his death.</p> <p>The plaque for Worle Village School was a result of the efforts from the Town Council and Worle History Society.</p> <p>The Chairman noted that he was still having difficulty in contacting the owners of the Pethick-Lawrence house, and as such the plaque would not be in place until the New Year.</p> <p>The Town Clerk noted that 7 plaques had been completed in total.</p> <p>RESOLVED: - That the report be noted</p>

<p>268</p>	<p>Heritage Action Zone Update</p> <p>The report of the Heritage Action Zone Officer had previously been circulated with the agenda.</p> <p>It was noted that the proposal for Great Weston Conservation Area had been adopted. The current areas of conservation would remain until January 2019.</p> <p>It was noted that the publication was available online which held more details of the formal adoption. The Heritage Action Zone Officer agreed to email a copy of this report to members.</p> <p>RESOLVED: - That the report be noted</p>
<p>269</p>	<p>Alfred Leete – Milton Road Cemetery</p> <p>It was noted that work needed to be done to restore the grave, with a quote received from Kelvin Palmer for £300.</p> <p>The chairman would be liaising with a potential funder for the restoration of this important grave and would feedback any progress on this.</p> <p>It was noted that the family were happy in principle for the grave to be restored (subject to forms being completed as required) but they were not in a position to fund the repairs.</p> <p><i>Cara McMabon left the meeting at 12:28 pm</i></p> <p>This quote included the Leete style lettering.</p> <p>RESOLVED: - Members were happy to continue with restoring the grave with the necessary consents provided by the family on the basis that funding could be secured for the works to be carried out.</p>
	<p>There being no further business the meeting concluded at 12:30pm</p> <p>The next meeting will be 7th February 2019 at 10am at Grove House .</p>

Signed.....
Chairman

Dated.....