

**WESTON-SUPER-MARE TOWN COUNCIL
NOTES OF THE MUSEUM AND HERITAGE
SUB-COMMITTEE MEETING
HELD AT WESTON MUSEUM ON 30TH MAY 2019**

Meeting Commenced: 10:02 am

Meeting Concluded: 11:53 am

PRESENT: Councillors Peter Crew, John Crockford-Hawley, Catherine Gibbons, Jan Holloway, Ciaran Cronnelly; Malcolm Nicholson (Town Clerk), Sarah Pearse (Deputy Town Clerk and RFO), Molly Maher (Development Officer), Matt Hardy (Visitor Services Manager), Lisa Clemons (Volunteer Coordinator), Cara MacMahon (North Somerset Council HAZ Officer), Peter Johnson (Volunteer archivist) and Heather Morrisey (Friends Group).

9.	<p>Election of Chairman</p> <p>The Town Clerk invited nominations for the position of chairman.</p> <p>PROPOSED BY: Councillor Peter Crew SECONDED BY: Councillor Catherine Gibbons</p> <p>RESOLVED: That Councillor John Crockford-Hawley be elected Chairman of the Museum and Heritage Sub Committee for the year 2019-20.</p> <p>Councillor John Crockford-Hawley took his place as chairman of the meeting.</p>
10.	<p>Apologies for absence and notification of substitutes</p> <p>Apologies for absence were received from Councillor Peter Mcaleer, who was substituted by Councillor Ciaran Cronnelly.</p>
11.	<p>Election of Vice- Chairman</p> <p>The chairman invited nominations for the position of vice-chairman.</p> <p>PROPOSED BY: Councillor Jan Holloway SECONDED BY: Councillor Ciaran Cronnelly</p> <p>RESOLVED: That Councillor Catherine Gibbons be elected vice-chairman of the Museum and Heritage Sub Committee for the year 2019-20.</p> <p><i>Lisa Clemons entered the meeting at 10:03 am</i></p>
12.	<p>Declarations of interest</p> <p>There were no declarations of interest received.</p>
13.	<p>To approve the accuracy of the Minutes of the last meeting held on 11th April 2019</p> <p>The minutes of the meeting had been previously circulated with the agenda.</p>

	<p>PROPOSED BY: Councillor Peter Crew SECONDED BY: Councillor Catherine Gibbons</p> <p>RESOLVED: That the minutes be approved and signed by the Chairman</p>
14.	<p>To note the Sub Committee Terms of Reference</p> <p>The Museum and Heritage Sub Committee Terms of Reference were previously circulated with the agenda.</p> <p>RESOLVED: - That the Terms of Reference be noted.</p>
15.	<p>Members to receive HLF project reports on: - South West Heritage Trust (SWHT) progress</p> <p>There was no report circulated with the agenda and there was no attendance by a member of the South West Heritage Trust. With there being no discussion, the Chairman moved onto the next agenda item.</p>
16.	<p>Museum Operations/Business Plan and Activity Plan Reports</p> <p>16.1 Update from the Learning and Events Coordinator(s)</p> <p>The report of the Learning and Events Coordinator(s) had previously been circulated with the agenda.</p> <p>RESOLVED: - That the report be noted.</p> <p>16.2 Museum operations from the Visitor Services Manager</p> <p>The report of the Visitor Services Manager had previously been circulated with the agenda.</p> <p>The Visitor Services Manager asked members to consider the implementation of a last admission time to Weston Museum of 4:30pm. It was suggested that closing time procedures had added pressure to staff time with lieu time often incurred.</p> <p>PROPOSED BY: Councillor Peter Crew SECONDED BY: Councillor Jan Holloway</p> <p>RESOLVED:</p> <ol style="list-style-type: none">1. To support the implementation of a last admissions time of 4:30pm from September.2. That the report be noted. <p>A member noted that they were concerned that the audio and interactives for some exhibitions had been broken from a number of months. It was clarified that the company who dealt with the interactives had been contacted and the Museum team were awaiting a response. It was queried whether maintenance of the interactives had been contracted when they were purchased, as this</p>

would make the company obligated to maintain the interactives. This was not clear. The Deputy Town Clerk said they would look at the contracts.

16.3 Community Engagement report

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

A National Lottery Heritage Funded sharing heritage project 'Know Your Place North Somerset' was to be launched on the 5th June at 10:30 pm during volunteer's week in Weston Museum. 13 volunteers had already been recruited for the project.

RESOLVED: That the report be noted.

16.4 Retail, Marketing & External Bookings

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

With regards to the report of the Visitor Services Supervisor a member queried why facilitators of events in the hire space were displeased with the new online booking system. It was clarified that previously, facilitators had been able to handle the profits themselves. There had also been resistance to the new online system as it was considered unsuitable for people who were not comfortable using technology.

It was explained to members that the new online system would allow tickets for events at the Museum to be sold at the Blakehay Theatre and vice versa. The online system was a way of monitoring ticket sales to avoid over allocation of tickets. It was noted that orders can still be made over the phone and in the Museum.

It was queried why there was a need for a late cancellation fee. The reason was that some bookings had been cancelled so late that nothing could be booked in its place. There needed to be a more formal cancellation policy.

Members commended the sale of the Historic England book 'Weston-super-Mare: The Town and its Seaside Heritage', which had sold out.

Given the success of previous Jazz Evenings at the Museum, another one had been planned for November 9th. A Labour party meeting was also due to take place at the Museum, and a wine tasting evening on the 31st May.

RESOLVED: That the report be noted.

16.5 Café Report

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

Clara's Café was £5,000 short of the budgeted income £17,000. This, however, was better than had been projected 6 months into the year and was seen as an improvement. It was noted that the Temporary Café Supervisor had settled into the team and was proactively looking at ways to improve the service including new menus and menu design. New suppliers had been set up to better suit the café's budget provision. The Volunteer Coordinator noted that the turnover of café volunteers had slowed as the café was a calmer environment to work in. It was queried whether food preparation times had improved. The temporary café supervisor had created a proficiency checklist for volunteers to assist them when working in the café and members of the public were warned if there was a wait time. It was suggested that up to 25 minutes is a standard wait time in cafés.

RESOLVED: That the report be noted.

16.6 Volunteer Engagement Report

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

Thanks was given to members for their support with the upcoming Gala event on the 7th June. Eight Town Councillors had accepted an invitation to the Gala. Volunteer Week would be taking place from the 3rd-7th June.

Weston Museum had been nominated for a Weston College Business Award as a Disability Confident Employer.

The Volunteer Coordinator suggested the change in name of the Weston Museum newsletter to become the Weston-super-Mare Town Council volunteer newsletter. This would incorporate the volunteers in other service areas including Weston in Bloom and the Blakehay Theatre.

PROPOSED BY: Councillor John Crockford-Hawley

SECONDED BY: Councillor Catherine Gibbons

RESOLVED:

1. That the report be noted.
2. That the name of the Weston Museum Volunteer Newsletter be changed to incorporate Weston-super-Mare Town Council as a whole.

The Volunteer Coordinator left the meeting at 10:42 am

16.7 Marketing Update

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

It was noted that the Communications Officer role had recently changed to reflect the marketing requirements of different service areas within the Town Council, particularly Weston Museum and The Blakehay Theatre.

	<p><i>Heather Morrissey left the meeting at 10:40 am</i></p> <p>A report had been produced to indicate what marketing was currently being undertaken by the Town Council and providing suggestions on how to improve. It was noted that the Communications Officer would now be providing bimonthly progress reports for the Tourism and Leisure Committee including statistics. The changes to the marketing strategy would ensure proactive thinking compared with what had previously been reactive.</p> <p><i>Heather Morrissey reentered the meeting at 10:44 am</i></p> <p>The new marketing plan would be ready by the end of the quarter and then implemented. The Communications Officer had worked previously with the learning and events officers to adjust the learning offer for schools and make it more inviting. The same was now being done with the Café and Operations teams.</p> <p>A member referred to the use of multiple leaflets for events instead of one booklet and said that this could be overuse of materials. Whilst the Blakehay Theatre was able to programme events over 6 months in advance, the same was not true for Weston Museum so one booklet was often difficult to achieve.</p> <p>It was noted that the committee would be updated on the progress of the marketing plan.</p> <p>A member asked whether the name of the learning space could be changed as it was not an appealing name. It was suggested that the Communications Officer could carry out a poll or competition to decide a new name.</p> <p>Members felt that more emphasis needed to be placed on Clara's Café as its own service using separate marketing.</p> <p>16.8 Blue Plaques</p> <p>A member queried the date for unveiling the Haille Selassie plaque of the 12th July 2019. In response it was clarified that it was the date given by North Somerset Council and the unveiling would be later than previously envisaged.</p> <p>It was suggested that the Communications Officer could create a film trail of the blue plaques as further marketing of the scheme.</p> <p>RESOLVED: That the report be noted</p>
<p>17.</p>	<p>Museum Grant Development</p> <p>A verbal report was given by the Development Officer.</p> <p>17.1 Know your Place</p> <p>As stated previously, the launch of the Know Your Place event was to take place at 10:30 am on 5th June 2019. It was noted that this was a good collaboration taking place with North Somerset Council.</p>

17.2 Historic England Funding

The Development Officer had held a meeting with representatives from North Somerset Council and Historic England to discuss the possibility of funding for the Museum roof. The funding was available to grade II listed buildings in conservation areas. However Weston Museum did not qualify as 'at risk' and was instead deemed 'vulnerable' as the building was still in operation therefore Weston Museum was not eligible for funding from Historic England. The representative from Historic England had provided other potential funding streams for the Town Council to pursue.

17.3 Buy a Block

An advertising film had been created for the buy a block scheme to encourage further purchases.

RESOLVED: That the verbal report be noted.

17.4 Grants for the Arts

The two developed design proposals for a sculpture in Weston Museum were provided to the committee.

Members considered the first design. The Development Officer and the Deputy Town Clerk/RFO met with the artist(s) to discuss their proposal and alternative placement for the sculpture. It was noted that this design was in keeping with the sub committee's expectations.

Members considered the second design which was found less favorable.

PROPOSED BY: Councillor John Crockford-Hawley

SECONDED BY: Councillor Peter Crew

RESOLVED: That the first design (Bask) be pursued for the Weston Museum Sculpture Project within the budget of £4,000.

17.5 National Lottery Heritage Fund (NLHF) Grant - Way Finder Signage

The report of the Development Officer and the Deputy Town Clerk/RFO had previously been circulated with the agenda.

Previous efforts to complete this budgeted area of the NLHF funding had been slowed by the regeneration of Weston-super-Mare Town Centre. All areas of the NLHF grant needed to be completed by the end of June 2019. Previous consultation on Way Finder Signage had proved there was a need for further work. The committee were asked to help formulate a plan moving forward to take back to the NLHF.

It was suggested that markers used previously which were spray painted onto the pavement could be repainted as this was a successful way of leading the community to the Museum. This would require permission from North Somerset Council.

	<p><i>Councillor Catherine Gibbons left the meeting at 11:15 am.</i></p> <p>Cara MacMahon stated that Rachel Lewis, Regeneration Manager at North Somerset Council was happy for these markers to be repainted, noting that there needed to be a higher concentration leading from the sea front and the Italian gardens.</p> <p>Greater understanding needed to be achieved of where the markers could be put as previously they were not allowed to go as far as the Italian gardens. It was suggested that a meeting be set up with North Somerset Council and the Town Council Development Officer to discuss placement.</p> <p>Cara noted that North Somerset Council had budget for the signage to be spent within the next 2 years. She noted some issues with suggestions within the report, including:</p> <ol style="list-style-type: none">1. Gaining permissions from business owners to put signs on their buildings2. The Town Centre was now a conservation area, and as the Heritage Action Zone Officer she would not support the designs proposed in the report3. Members of the public may get confused having Museum signage on different buildings and think that the Museum was in that building. <p>The Town Clerk stated that the Town Council and Weston Museum could not wait another two years for effective signage, and something needed to be done sooner.</p> <p>The Deputy Town Clerk posed the suggestion that the Silica in the Town Centre, which was currently not in use, could potentially be used as a satellite for Town Centre services including the Visitor Information Centre, Weston Museum and the Blakehay Theatre. It was noted that there was remaining budget for Way Finder Signage which could be used to make the Silica suitable.</p> <p>RESOLVED: That a meeting be set up between the Town Council's Development Officer and officers from North Somerset Council to agree locations for Way Finder Signage.</p>
<p>18.</p>	<p>To receive a verbal report from the Friends of Weston Museum</p> <p>The Friends were still recruiting, with numbers currently at 74 members. There had been a successful talk concerning Clevedon Pier, with another meeting scheduled for the 19th June 2019 concerning Birnbeck Pier at 2 pm.</p> <p>The Friends had been allocated a stall at the festival of archeology, and were arranging a walk to Worlebury Hill Fort.</p> <p>Talks were being arranged from Autumn to Christmas. In October 2019 the Friends would be celebrating their 20th Anniversary, with a celebration to be held on the 16th October.</p> <p>It was asked how the purchase of a replica Torc was going? The Visitor</p>

	<p>Services Manager stated that it would be purchased the following day.</p> <p>Members of the Friends had been invigilating the Clevedon Torc and noticed that people did not pay it much attention and offered to sponsor some further interpretation. It was noted by the Chairman that this would need to be discussed with Amal from the South West Heritage Trust.</p> <p>It was asked when the rearranged “Torc Talk” would be taking place. It was noted that this would also be arranged by Amal.</p> <p>RESOLVED: - That the verbal report be noted</p>
19.	<p>Heritage Action Zone update</p> <p>The report of the Heritage Action Zone (HAZ) Officer had previously been circulated with the agenda.</p> <p>The development of the shop front design guide had begun, which had gone to Executive Members at North Somerset Council that week who were taking it to group to get a decision to start consultation. It was hoped that the consultation period would take place July to August.</p> <p>The Shop Front Enhancement Grant Scheme would help to recruit design consultants.</p> <p>A member queried why design consultants were needed, as they were already aware of the information they would provide. The HAZ Officer explained that this design consultant process would be bespoke to each shop. The work provided by the design consultant would include design, cost, development of a planning application and the procurement of contractors.</p> <p>RESOLVED: That the report be noted</p>
	<p>There being no further business the meeting concluded at 11:53 am</p> <p>The next meeting was scheduled for the 25th July at 10 am at the Weston Museum.</p>

Signed.....
Chairman

Dated.....