

**WESTON-SUPER-MARE TOWN COUNCIL
NOTES OF THE MUSEUM AND HERITAGE
SUB-COMMITTEE MEETING
HELD AT WESTON MUSEUM ON 25th JULY 2019**

Meeting Commenced: 10:05

Meeting Concluded: 12:05

PRESENT: Councillors Peter Crew, John Crockford-Hawley, Catherine Gibbons, Jan Holloway, Daniel Marcos-Ashworth and David Dash (S), Malcolm Nicholson (Town Clerk), Sarah Pearse (Deputy Town Clerk and RFO), Molly Maher (Development Officer), Matt Hardy (Visitor Services Manager), Steve Matthews (SJ Surveyors), Sam Astill and Amal Khreisheh (South West Heritage Trust), Cara MacMahon (North Somerset Council HAZ Officer), Peter Johnson (Volunteer archivist) and Heather Morrisey (Friends Group).

114	Apologies for absence and notification of substitutes Apologies for absence were received from Councillor Peter McAleer, who was substituted by Councillor David Dash.
115	Declarations of interest There were no declarations of interest received.
116	To approve the accuracy of the Minutes of the last meeting held on 30th May 2019 The minutes of the meeting had been previously circulated with the agenda. PROPOSED BY: Councillor David Dash SECONDED BY: Councillor Peter Crew RESOLVED: That the minutes be approved and signed by the Chairman
117	Members to receive HLF project reports on: - South West Heritage Trust (SWHT) progress A report from Amal Khreisheh was previously circulated to members. It was noted that the micro sculpture exhibition was up and running and a private viewing had been well attended. The Matilda Temperley exhibition was ready for its installation in the Museum ready for September. The SWHT were liaising with the Visitor Services Supervisor with regards to merchandise. The opening event for the exhibition was still to be confirmed. The exhibition concerning Weston-super-Mare's Built Heritage was being prepared, with meetings taking place with North Somerset Council (NSC) to look at themes and objects which could be featured. The Chairman queried how the exhibition connected with NSC, to which it was clarified that

	<p>working with NSC's Heritage Action Zone Officer and using the book produced with Historic England about Weston's Built Heritage would help to build the exhibition. It was informed that the new shop front design guide produced by NSC could be used as an aid for the exhibition, as it would allow them to explore the people's role in the changing and developing of Weston.</p> <p>It was noted the that SWHT were attempting to rearrange the date for the Clevedon Torc Talk for the Autumn.</p> <p>The Hans Price model house at the Old Quarry was visited by Amal and the Chairman and it was thought that there would be high costs involved with attempting to move the model, and it would be too big for the Museum for permanent display. It was suggested that it could be included in the Weston's Built Heritage exhibition. The Civic Society did not want the model to be put in storage, and would discuss the matter at their next executive meeting, informing members accordingly.</p> <p>RESOLVED: - That the report be noted.</p>
118	<p>Museum Operations/Business Plan and Activity Plan Reports</p> <p>Update from the Learning and Events Officer The report of the Learning and Events Officer had previously been circulated with the agenda.</p> <p>RESOLVED: - That the report be noted.</p> <p>Museum operations from the Visitor Services Manager The report of the Visitor Services Manager had previously been circulated with the agenda.</p> <p>A member queried the slight reduction in visitor numbers. It was noted that the reduction was small, with no obvious pattern. There was no immediate concern, as the figure did not go up to the end of July. Congratulations were given to the Museum team regarding their award for being the Disability Confident Employer of the Year from the Weston College Business Awards. The Visitor Services Manager added that the Customer Service apprentice had received a highly commended certificate for her work at the Museum.</p> <p>As part of the insurance cover for the Clevedon Torc, the Torc must be watched at all times whilst the Museum was open. It was queried whether there were not enough people volunteering to look after the Torc. Where it was clarified that volunteer numbers had not decreased, but not enough of the volunteers wanted to or were able to invigilate the Torc. Certain members advised that they were happy to help last minute, but could not commit ahead of time. It was suggested that people were contacted if there were any issues with invigilation. This was considered helpful, but was not a long term solution. Options were proved to members concerning the Torc. The options provided within the Visitor Services Manager's report were as follows:</p>

- 1) Look at altering the insurance requirement to allow the Torc to be unsupervised.
- 2) Look at hiring staff to ensure that the Torc is supervised at all times.
- 3) Removing the Clevedon Torc and replacing it with a replica.
- 4) Remove the Clevedon Torc and replace with an artefact which does not require supervision.

Discussion ensued regarding the solutions and it was felt that options 1 and 2 were not viable. Members did not entertain the third or fourth options. It was felt that having the Clevedon Torc at Weston Museum was very important as it was a nationally significant artefact, and created a connection for the Museum with the British Museum. An alternative suggestion was made to meet with the SWHT to find a more suitable solution. It was agreed to give some more time to find a solution.

Members offered that they would be happy to invigilate on an adhoc basis. If an email could be sent out asking for support and they were free, they would be happy to help.

The enhancement of the Torc interpretation was very important as more members of the public would engage with it. Sam Astill of the SWHT informed that his team would be in the Museum in September to set up for the next temporary exhibition, so this could be a good time to install further interpretation for the Torc. It was suggested there could be a relaunch of the Torc after further interpretation had been added, and national schemes for publicity could be explored.

It was queried whether members of the public would be refunded for buying tickets to the original Torc talk where it was confirmed that people would be refunded. A member suggested contacting members of the public to ask if they wanted a refund or whether they wanted to retain their ticket for the rearranged talk. The Visitor Services Manager advised from an operational point of view that it was more efficient to refund and it was agreed that this would be actioned that week.

RESOLVED: - That the report be noted.

Community Engagement report

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

RESOLVED: - That the report be noted.

Retail, Marketing & External Bookings

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

It was noted that £1,016 was raised through an exhibition for the RNLI in 10 days.

Theft in the Museum shop was mentioned within the report. The previous years' figures were within the national average of 8%, this year's numbers had

been at 20%. Changes were made, including the repositioning of cameras. it was reported that it was high value items that there being stolen i.e. jewellery with an average price of £20. It was suggested whether the items could be locked in a case however information from the retail consultant showed that this would discourage sales as people would not ask for the case to be opened. The impact on sales revenue would be greater than the risk of theft and the 20% figure could be a result of the fact that more expensive items were taken, and not the result of more being stolen. It was agreed that the Museum would monitor the situation and report further at the next meeting.

It was asked if the small books and pamphlets were selling well and could be reprinted if almost out of stock. It was questioned who owned the copyright. The Town Clerk advised that it was probably North Somerset Council who held the copyright for the material. It had been agreed between both councils that intellectual property rights would be shared and he suggested a written agreement to reprint the booklets be obtained from NSC.

Amal Khreisheh left the meeting at 10:49 am

It was noted that a private after hours' party was hugely successful, with a full day's takings being put into the till every half an hour for five hours. The team were looking to host more events similar to this in the future.

Amal Khreisheh reentered the meeting at 10:51 am.

Matt Hardy left the meeting at 10:51 am.

A wedding would be taking place in the Museum in October.

RESOLVED: - That the report be noted.

Café Report

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

It was noted that the new Café Supervisor was working well and the café was moving in the right direction. New efforts had been made to reduce wastage in the museum, and as a result also reduce loss in revenue. This had been done by buying stock in different ways, such as buying wine in individual portions instead of 750ml bottles which created more waste.

RESOLVED: - That the verbal report be noted.

Matt Hardy reentered the meeting at 10:53 am

Volunteer Engagement Report

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

Members gave positive feedback for the volunteer's week events and that it should be an annual event.

RESOLVED: - That the report be noted.

	<p>Marketing Update The report of the Communications Officer had previously been circulated with the agenda.</p> <p>The Communications Officer was designing an annual plan for marketing at the Museum. The Town Council Facebook pages were being linked to promote services such as the Museum on the Waterpark and Blakehay pages to reach out further to the community.</p> <p>Blue Plaques</p> <p>It was noted that the Chairman was still looking into the possibility of someone to speak to with regards to the plaque for Emmeline Pethic Lawrence.</p> <p>The event for the unveiling of the Haile Selassie plaque had evolved, as there was also a plaque unveiling due to take place in Bath. Given the connection, a representative in Bath had been in contact and the events would be linked.</p> <p>It was suggested that blue plaques for buildings should be explored.</p> <p>RESOLVED: - That Blue Plaques for buildings be explored.</p> <p>It was noted that this could be linked with the Built Heritage temporary exhibition. It was suggested that the public could be approached for their opinion of the most important buildings in Weston.</p> <p><i>Heather left the meeting at 11:00 and reentered the meeting at 11:02 am.</i></p>
119	<p>Museum Grant Development</p> <p>Museum Phase 2 update and forward planning A report from the Development Officer had previously been circulated with the agenda.</p> <p>An overview of phase 1 was given for new members of the committee and the Development Officer explained that the purpose of the report was for members to provide direction for phase 2.</p> <p>Weston-super-Mare Town Council's appointed building surveyor was in attendance to go through building plans with members.</p> <p>The National Lottery Heritage Fund (NLHF) had changed their scope and the Town Council would be unlikely to receive all required funds from one place. With more direction from the committee, multiple funding options could be explored.</p> <p>The desire to split the remaining works into a phase 2 and a phase 3 was explained, with Clara's Cottage suitable for a separate funding project working with the Friends of the Museum to obtain funding.</p> <p><i>Councillor Daniel Marcos-Ashworth left the meeting at 11:10 am</i></p>

The South West Heritage Trust who provide curatorial services for Weston Museum currently, were involved in the phase 1 refurbishment. It was made clear that the service they provided during phase 1 was included in the Service Level Agreement held with the Town Council. With a new Service Level Agreement in place, which did not include service provision for phase 2/3, additional funds would be required for their involvement.

£55,000 was currently an EMR for match funding for the second phase of the refurbishment.

Steve Matthews presented the building plans. He had spoken with the Conservation Officer at NSC to discuss the possibility of including an internal entrance to Clara's Cottage from the Museum and they had agreed in principle, as long as the designs were suitable. Clara's could not be wheelchair accessible, so there needed to be thought about interactive displays on the ground level. It was noted that planning permission had been obtained for all works and additional permissions would only be required for any tweaks to be made. Consent would still be required for any changes to Clara's Cottage.

It was noted with regards to the ground floor galleries, consideration would need to be given to access required to the temporary gallery, so any display cases would need to be minimal. It was suggested that with regards to the inclusion of a shop front exhibition, local businesses and companies that were in existence at that time, could be contacted to sponsor a shop front.

Councillor Catherine Gibbons left the meeting at 11:13 am

It was suggested that the shop fronts could be an interpretation of the NSC shop front design guide which could have potentially opened up a funding opportunity from NSC. It was noted that storage in the Museum needed to be considered to ensure a service could still be provided.

Councillor Catherine Gibbons reentered the meeting at 11:15 am

Sam Astill of the SWHT noted that the trust were still very interested to be involved in phase 2, advising that more services could be offered this time especially with regards to Clara's. It was suggested that there needed to be a greater consideration of the 'heritage business'.

Councillor Daniel Marcos-Ashworth reentered the meeting at 11:19 am

Community consultation was the next step in the process needing community feedback concerning phase 1 and ideas for phase 2. Members agreed that the public should be given a refined list to choose from for remaining spaces in the Museum. It was also suggested that non sector key partners in the town should be consulted including the NHS, the police and the housing association. It was suggested that some funding bodies would fund revenue projects as well as building costs, which could provide an opportunity to have people in Clara's in Victorian dress. It was suggested that a link with Weston College could also support this, using drama students. It was noted that for a project including costume, changing facilities would need to be considered.

The issue of the Museum roof reaching the end of its life had been presented before the Policy and Finance Committee with two options as follows:

Option 1 recovering the flat roof - £47,000

Option 2 replacing the flat roof - £119,000

Councillor Catherine Gibbons left the meeting at 11:41 am

The Policy and Finance Committee had resolved to explore the costings for replacing the flat roof in further detail, with a report to be taken back in August. They also wanted to explore the inclusion of solar panels. It was noted that all Museum drainage was internal, so the risk of flooding was already high.

Councillor David Dash left the meeting at 11:48 am

The Deputy Town Clerk emphasised the need for more direction for phase 2 as it would assist if it was felt that phase 2 would not be taking place in the immediate future. The £55,000 in EMR could potentially be used for the Museum roof, if members wanted to release the funds.

PROPOSED BY: Councillor Peter Crew

SECONDED BY: Councillor John Crockford Hawley

RESOLVED: -

1. That consultation for phase 2 commence, using a refined list of options, and consulting with non sector organisations such as the NHS, the police and the housing association as well as other parts of the community.
2. That the resolution from Policy and Finance be noted.
3. Recommend to the Policy and Finance Committee that the £55,000 EMR for phase 2 be used for the replacement of the museum roof, with the understand that additional funds would need to be secured in the future to be used as match funding.
4. That the current building permissions be noted.
5. That the museum refurbishment be split into phase 2 and phase 3, with phase 3 being Clara's Cottage and phase 2 being all remaining museum space.

Samantha Bishop and Sarah Pearse left the meeting at 11:52 am

Fundraising Strategy

A report from the Development Officer had previously been circulated with the agenda.

Given the funds required for phase 2 and 3 it was noted that fundraising for the Museum needed to be more proactive. A fundraising strategy had been created by the Development Officer, scheduling when different trusts would be applied to and also incorporating in house Museum fundraising. It was noted that any fundraising carried out at Museum events would not take away from current Museum takings and would look for funding in new ways.

	<p>PROPOSED BY: Councillor Peter Crew SECONDED BY: Councillor John Crockford Hawley</p> <p>RESOLVED: - That the Weston Museum Fundraising Strategy be adopted for the year 2019/2020.</p>
<p>120</p>	<p>To receive a verbal report from the Friends of Weston Museum</p> <p>It was noted that subscriptions for the Friends of the Museum were due and the Friends were looking to find new members.</p> <p>A garden party would be taking place in August at the Chairman of the Friends of the Museum's house.</p> <p>The AGM was due to take place soon.</p> <p>The 20th anniversary of the Friends would be taking place in October.</p> <p><i>Councillor Peter Crew left the meeting at 11:56 am</i></p> <p>Other events were to take place in the Museum including a talk about Egypt and a Christmas event in December.</p> <p>It was noted that the apple tree had woolly aphids on it, however they were harmless and needed clearing.</p> <p>RESOLVED:- That the verbal report be noted</p>
<p>121</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 an event would be taking place at the Quarry in September and called Gnomus.</p> <p>A Hans Price walk around Weston was being formulated, taking into consideration some of his most famous buildings.</p> <p>Architects had been recruited for the Shop Front Enhancement grant scheme, and an application had been submitted to Historic England, to which the Officer thanked the Town Council for the letter of support provided for that application.</p> <p><i>Councillor Peter Crew reentered the meeting at 12:01 pm</i></p> <p>RESOLVED: - That the report be noted.</p>
<p>122</p>	<p>Referral from the Community Services Committee 1st July 2019 – Proposal for Street Naming – West Wick</p> <p>It was noted by members that the current theme for street names in the area</p>

	<p>was notable members of the Clergy.</p> <p>PROPOSED BY: Councillor Peter Crew SECONDED BY: Councillor John Crockford Hawley</p> <p>RESOLVED: - That Councillor Crockford Hawley work in consultation with Councillor Peter Crew to agree some ideas for the naming of the street.</p>
	<p>There being no further business the meeting concluded at 12:05 pm</p> <p>The next meeting will be 19th September 2019 at 10am at the Weston Museum.</p>

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