

**WESTON-SUPER-MARE TOWN COUNCIL  
NOTES OF THE MUSEUM AND HERITAGE  
SUB-COMMITTEE MEETING  
HELD AT WESTON MUSEUM ON 19<sup>th</sup> SEPTEMBER 2019**

Meeting Commenced: 10:05 am

Meeting Concluded: 11:31 am

**PRESENT:** Councillors John Crockford-Hawley, Jan Holloway and Peter McAleer, Sarah Pearse (Deputy Town Clerk and RFO), Molly Maher (Development Officer), Matt Hardy (Visitor Services Manager), Becky Walsh (Communications Officer) Tom Mayberry (South West Heritage Trust), Cara MacMahon (North Somerset Council HAZ Officer) and Heather Morrissey (Friends Group).

<b>166</b>	<b>Apologies for absence and notification of substitutes</b>  Apologies for absence were received from Councillors Peter Crew, Catherine Gibbons and Daniel Marcos-Ashworth, Malcolm Nicholson, Amal Khreisheh and Peter Johnson.
<b>167</b>	<b>Declarations of interest</b> There were no declarations of interest received.
<b>168</b>	<b>To approve the accuracy of the Minutes of the last meeting held on 27<sup>th</sup> July 2019</b>  The minutes of the meeting had been previously circulated with the agenda.  <b>PROPOSED BY:</b> Councillor Jan Holloway <b>SECONDED BY:</b> Councillor John Crockford-Hawley  <b>RESOLVED:</b> That the minutes be approved and signed by the Chairman
<b>169</b>	<b>Members to receive HLF project reports on: - South West Heritage Trust (SWHT) progress</b>  A report from Amal Khreisheh had been was previously circulated with the agenda.  It was noted that the temporary exhibition 'Microsculpture: The Insect Portraits of Levon Biss' had now finished. It was being replaced with 'Matilda Temperley: A View from the Hill'.  It was <del>had been</del> noted at previous meetings that there were issues regarding the supervision and interpretation of the Clevedon Torc. A member queried if anything had been done to improve the interpretation. A meeting had taken place with the Town Clerk and Deputy Town Clerk with members of the SWHT. It was suggested that the Torc be relaunched with more publicity and interpretation. Tom Mayberry noted that efforts had been stalled when the Torc was initially placed in the Museum due to the snow, but that it deserved more attention as an item of national and local significance.

	<p>A model of a Weston House owned by the Civic Society currently resided in the Weston Old Town Quarry. They would like for the SWHT to take ownership of the model. There were considerations to have it in the Museum as part of the upcoming built heritage temporary exhibition, but it was felt that it was too large to be housed permanently <del>in the museum</del> at the moment. Cara MacMahon suggested that after the built heritage exhibition, the Heritage Action Zone could fund the removal of the model from the Museum to the Town Hall for permanent display.</p> <p><b>RESOLVED:</b> - That the report be noted.</p>
170	<p><b>Museum Operations/Business Plan and Activity Plan Reports</b></p> <p><b>Update from the Learning and Events Officer(s)</b> The report of the Learning and Events Officer(s) had previously been circulated with the agenda.</p> <p>It was noted that the highest attendance at a summer event was Nature Day, a free event which saw 426 people attend.</p> <p><b>RESOLVED:</b> - That the report be noted.</p> <p><b>Museum operations from the Visitor Services Manager</b> The report of the Visitor Services Manager had previously been circulated with the agenda.</p> <p>It was noted that the visitors numbers for the two years of being opening were roughly the same number as the population of Weston-super-Mare.</p> <p>It was noted that the Clevedon Torc talk was being rearranged to take place before December.</p> <p>On the 27<sup>th</sup> of September would be the unveiling of the new temporary gallery exhibition, and the new sculpture the Weston Portico.</p> <p>It was noted that there should be some interpretation for the Portico.</p> <p>A member queried whether visitors received a leaflet upon entry to the museum, as this would be a way to include additional interpretation of the museums collections. Visitors were given the option of taking a floor plan and there were audio tours for children or the visually impaired. There were also gallery guide tablets. 20 more information boards were also being installed. A member asked Tom Mayberry of the SWHT whether other museums under their care used these leaflets. Tom clarified that this was used in some museums and would be beneficial for Weston Museum. He noted that the last temporary exhibition had 7,000 visitors, whilst there were 17,000 visitors to the museum. It was suggested that this could be the result of a confusing museum layout, which would therefore benefit from a leaflet noting everything that was in the museum. The Visitor Services Manager noted that these figures could be misleading, as repeat visitors may not necessarily revisit the exhibition. It was noted that the museum writing club could look at creating a leaflet.</p>

It was reiterated that the Friends of the Museum were willing to pay for some interpretation regarding the Clevedon Torc. It was noted that this was being discussed with the SWHT to find a solution, and also to relaunch the Clevedon Torc. It was noted that there were many new Weston-super-Mare Town Council members, as well as North Somerset Council members who could be invited to a relaunch.

**RESOLVED:** That the report be noted.

#### **Community Engagement report**

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

It was noted that Rosie Smith had sold two paintings as a result of them being on display in the café.

There had been a donation from the Brent Knoll Good Companions.

It was noted that there was currently a two year waiting list for the Community Gallery, which highlighted the museums success with community engagement. It was suggested that community engagement should be looked at in further detail during phase 2.

**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 the average spend in the museum shop over the summer had been 68p. The chairman asked Tom Mayberry how this compared with the Museum of Somerset. Tom stated informed that he would collate some figures and let the committee know. The Visitor Services Manager stated that the national average was 50p.

A member queried whether the shop would be stocking Christmas items. It was noted that these items had a very short shelf life, and could only normally be purchased in large quantities. There would be a Christmas market in the museum on the 1<sup>st</sup> December where local suppliers would be selling items.

A member noted that there needed to be more information concerning events to keep members up to date. The Deputy Town Clerk suggested adding an appendix to the agenda which contained upcoming events.

A member queried whether there would be a choir at the Christmas market. It was noted that there was a choir performance but it would be on the 16<sup>th</sup> December.

**RESOLVED:** - That the report be noted.

**Café Report**

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

A member queried the need to hire additional staff for events. It was noted that as a result of the museum space working so well, there needed to be more casual staff members to cover these events without compromising the level of staff required to run the day to day operation.

The Deputy Town Clerk noted that the café review had recently gone to the Expenditure and Governance Working Party, which reported that the café was currently on track and was within its budgeted provision for the year.

**RESOLVED:** - That the verbal report be noted.

**Volunteer Engagement Report**

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

A member noted that to encourage more people to volunteer to be a gallery steward, it needed to be emphasised that people could get on with their own work whilst invigilating. It was noted invigilation had improved as members of staff from Grove House and Grove Lodge had not needed to cover in recent months. It was noted that part of the problem was the amount of cover that was needed, with the museum open 10am – 5pm six days a week.

It was noted that the Volunteer Coordinator was currently working with The Blakehay Theatre and Weston in Bloom regarding volunteers, as it was felt that the volunteer resource could be more integrated.

**RESOLVED:** - That the report be noted.

171

At the Chairman's request this agenda item ~~of the~~ was brought forward to accommodate ~~the officer's~~ in attendance ~~at the meeting~~.

**Heritage Action Zone update**

The report of the Heritage Action Zone Officer was previously circulated with the agenda.

The report contained a programme of engagement work for this financial year, with plans to organise a programme for next year.

The first weekend of heritage open days had been successful, and a video had been created by the Communications Officer ~~Becky Walsh~~. It was noted that people had visited ~~the open days~~ from all over the country. A press release had been published in the Weston Mercury.

A retail seminar took place on Tuesday 17<sup>th</sup> September, with 8 people in attendance. This seminar was themed around window dressing. The next seminar to take place would be regarding security.

	<p>There was to be a soft launch of the shop front enhancement scheme, which would offer grants covering up to 75% of the costs to improve shop fronts. A package was put together for retailers. It was noted that people could work with designers initially with no commitment to get an understanding of what could be achieved. It was suggested that 5 shop front enhancements this year was the target, with 8 in the next financial year.</p> <p>A bid to Historic England for £1.2 million had been successful, which would extend the Heritage Action Zone in Weston-super-Mare. It was noted that this would enable community engagement in the areas of health and wellbeing, and help support activities and communities.</p> <p><b>RESOLVED:</b> - That the report be noted.</p>
172	<p><b>Marketing Update Report</b></p> <p>The report of the Communications Officer had been previously circulated with the agenda.</p> <p>It was noted that there were three marketing plans for Weston Museum. The first plots marketing for the entire year and helps with budget provision. The second focuses on events marketing. The third covered all of the individual museum departments and united them under 1 marketing voice publically. This would ensure that the museum had a personality and encouraged people to be fans of the museum, not just visitors. The marketing strategy was being measured through google and Facebook analytics.</p> <p>The Blue plaque for Haile Selassie was to be unveiled on the 22<sup>nd</sup> September in a dual ceremony with the blue plaque in Bath.</p> <p>The blue plaque for Emmeline Pethic Lawrence would be unveiled during the literary festival in February.</p> <p>It was noted that the blue plaques for building would be the next phase of the scheme. It was felt that the named plaques should be completed before the building plaques.</p> <p>A walking tour and audio package was going to be designed to accompany the plaques. It was also suggested that a film could be made.</p> <p>As a result of material being duplicated in other service areas regarding the blue plaques, it was felt that anything regarding heritage should go through the committee in the first instance.</p> <p><b>RESOLVED:</b> - That the report be noted.</p> <p><i>Cara MacMahon left the meeting at 11:20am</i></p>
173	<p><b>Museum Grant Development</b></p> <p>A verbal report was given by the Development Officer.</p>

	<p>It was noted that a survey regarding phase 2 of the museum refurbishment had been created. It had been circulated on social media, and there were hard copies in the museum. There had been 237 responses so far. The Development Officer had met with officers from the YMCA, and SWHT to discuss phase 2 and the community consultation. The Development Officer would be attending the Heritage Forum in November to discuss the survey.</p> <p>As agreed by members, the fundraising strategy was now underway.</p> <p>The Grants for the Arts project was now completed with the sculpture now in place in the museum. The sculpture would have its official unveiling on the 27<sup>th</sup> September.</p> <p>A stencil had been created of the museum logo so that spray painted signs could be applied to the pavement around the town centre direction members of the public to the museum. Permissions had been given by North Somerset Council to do this. A risk assessment would need to be carried out before this was completed.</p> <p><b>RESOLVED:</b> - That the verbal report be noted.</p>
<p><b>174</b></p>	<p><b>To receive a verbal report from the Friends of Weston Museum</b></p> <p>The Friends of the Museum had their AGM the previous day, which was attended by the Chairman and the Visitor Services Manager.</p> <p>The Friends would be celebrating their 20<sup>th</sup> anniversary on 16<sup>th</sup> October.</p> <p>The Friends were still waiting to hear about potential grant opportunities.</p> <p><b>RESOLVED:</b> - That the verbal report be noted</p>
	<p>There being no further business the meeting concluded at 11:31am</p> <p>The next meeting will be 14<sup>th</sup> November at 10am at the Weston Museum.</p>
	<p>Following the closing of the meeting, the Chairman informed members that as of the 1<sup>st</sup> October, the Museum and Heritage Sub Committee would become a full committee and hence forth be known as the Museum and Culture Committee.</p>

Signed.....  
Chairman

Dated.....