

**WESTON-SUPER-MARE TOWN COUNCIL
NOTES OF THE
HERITAGE ARTS AND CULTURE COMMITTEE
HELD VIA ZOOM ON 21st JANUARY 2021**

Meeting Commenced: 10:00 am

Meeting Concluded: 11:51 am

PRESENT: Councillors John Crockford-Hawley (Chairman), Peter Crew, Catherine Gibbons, Jan Holloway and Peter Mcaleer; Sarah Pearse (Deputy Town Clerk), Molly Maher (Development Officer), Fay Powell (Assistant Town Clerk – Frontline Services), Matt Hardy (Visitor Services Manager), Sally Heath (Theatre Manager), Becky Walsh (Communications Officer), Emma Williams (Tourism Marketing Officer), Michele Green (South West Heritage Trust), Richard Blows (Transformation Programme Manager Corporate Services), Cara MacMahon and Lorna Clarke (NSC Heritage Action Zones Project Officers) and Tom Newman (Theatre Orchard).

140	Apologies for absence and notification of substitutes Apologies were received from Fiona Matthews and Sam Astill.
141	Declarations of interest There were no declarations of interest received.
142	To approve the accuracy of the Minutes of the last meeting held on 12th November 2020 The minutes of the meeting had been previously circulated with the agenda. PROPOSED BY: Councillor Peter Crew SECONDED BY: Councillor Peter Mcaleer RESOLVED: That the minutes be approved and signed by the Chairman
143	Budget for 2020/2021 A detailed income and expenditure report had been previously circulated with the agenda. RESOLVED: That the report be noted
144	Marketing Report The report of the Communications Officer had been previously circulated with the agenda. <i>Tom Newman entered the meeting at 10:02 am</i>

	<p>The Chairman indicated that the Rotary Club were celebrating their anniversary. He was helping them to arrange a plaque, which he clarified would not be an official blue plaque by would be in keeping with this format. The plaque would go up outside The Works in the High street, formally known as Brown’s Café.</p> <p>The Communications Officer informed that a place making film was being created from footage intended for the Christmas lights film, which did not go ahead due to the second lockdown.</p> <p><i>Cara MacMahon entered the meeting at 10:06</i></p> <p>A member commented on the excellent quality of the films on the Town Council website, particularly the Milton Road Cemetery film. The Deputy Town Clerk queried North Somerset Council’s involvement in the place making film. The Communications Officer clarified that they had wavered the filming costs on council land and were endorsing the project.</p> <p>RESOLVED: That the report be noted</p>
<p>145</p>	<p>Weston Museum Management Report</p> <p>The report of the Museum Visitor Services Manager had been previously circulated with the agenda.</p> <p>The Visitor Services Manager reported that filming had been undertaken at Weston Museum, by Premier League Productions as part of an origins story created for a Premier League footballer who lived in Weston. The Chairman asked that this be circulated to members. This had the potential to increase viewing figures.</p> <p>The Visitor Services Manager stated that they had created a new question and answer session with schools in order to continue community engagement during lockdown. One session had been filmed so far, resulting in positive feedback from those involved.</p> <p>The Chairman congratulated the Museum on the success of their Christmas film and enquired how long it took to produce. Including writing, filming and editing, this took approximately a week.</p> <p>RESOLVED: That the report be noted.</p>
<p>146</p>	<p>Blakehay Theatre Management Report</p> <p>The report of the Theatre Manager had been previously circulated with the agenda.</p> <p>The Blakehay Theatre Manager reported that a marketing strategy had been presented to the committee the previous March. The report evaluated the outcome of this, and the following statistics regarding online engagement were listed: Website reach: up 63.5%</p>

	<p>Facebook reach: up 59.5% Twitter reach: up 12.8% Instagram reach: up 85.8%</p> <p>The Chairman asked how the reach was translated into engagement. The Theatre Manager explained that weekly insights data was taken from the website which noted how they were directed to the website, how long they spent on there and if this resulted in ticket sales. It was noted that whilst ticket sales had been affected by Covid-19, £3,000 worth of tickets for future shows had be sold.</p> <p>A member asked when the next scheduled event would be taking place. It was advised that as long as the lockdown was not extended further, this would likely be April.</p> <p>The Chairman asked for further information regarding the streaming equipment. A filmed theatre performance had been created and edited. This would give people the opportunity to enjoy the theatre whilst in lockdown. More would be filmed, but filming had been put on hold due to the lockdown. The Theatre Manager informed that they were delaying the release of the first film until they had more films to follow it with. The first film would be free in order to test the process. A marketing strategy was being created in order to ensure the furthest reach was achieved. When the project was up and running they would aim to release 2-3 a month.</p> <p>RESOLVED: That the report be noted</p>
<p>147</p>	<p>WSMTC Grant Development Report</p> <p>The report of the Development Officer had been previously circulated with the agenda.</p> <p>Wedding licence The Development Officer reported on the ongoing progress of acquiring a wedding license for Weston Museum and asked that the committee approved the resolution.</p> <p>The Chairman was positive about the launch of another earning stream for the Museum once the license was finalised.</p> <p>PROPOSED BY: Councillor Peter Crew SECONDED BY: Councillor Catherine Gibbons</p> <p>RESOLVED: 147.1 To proceed with the wedding license application 147.2 Approval to spend of £1,750 from either the strategic planning budget or legal fees.</p>
<p>148</p>	<p>Cultural Recovery Fund</p> <p>The Development Officer reported on work undertaken alongside the Blakehay Theatre Manager, on the Cultural Recovery Plan. The committee were</p>

	<p>understanding that plans for two events in March were likely to be affected by the lockdown and may have to be rearranged.</p> <p>RESOLVED: That the report be noted.</p>
149	<p>At this point in the meeting, the Chairman brought forward item 10 on the agenda.</p> <p>South West Heritage Trust (SWHT) Report</p> <p>A report from Michele Green had been previously circulated with the agenda.</p> <p>It was noted that many projects and works had been delayed due to Covid-19, including the return of the William Mable portrait to Weston Museum. A member queried the reference to artefacts moving. It was explained that vibrations from people moving caused the items to shift over time, and as such bumps were being added to the shelves to avoid this. Covid-19 would also have an impact on the Temporary Exhibition Programme.</p> <p>RESOLVED: - That the report be noted.</p>
150	<p>Application to Weston Town Council for events support</p> <p>Previously Culture Weston had been granted £20,000 for a Glow Christmas Lights events. Unfortunately, this was cancelled due to the second lockdown. Culture Weston were asked to give an update as the event did not happen.</p> <p>Before the third lockdown the event was planned to take place in March. The event was now planned for Autumn 2021 when the nights were darker.</p> <p>The Deputy Town Clerk informed that the funds would be allocated in the current financial year, and reserved for when the event took place. It was suggested that it would be prudent for the committee to endorse this and make a formal recommendation to the Community Services committee.</p> <p>The original request put forward by Culture Weston was for two events, with the second event requiring a grant of £12,000. The decision by the Community Services Committee was to fund one event and then make a decision about the other. Tom Newman of Culture Weston stated that there was much uncertainty surrounding the events programme due to Covid-19. The spring programme was being rescheduled for the summer months, including the Arts and Health Weekender Event. He informed that should more funding become available, Culture Weston would be keen to enter into a discussion.</p> <p>The Chairman aired his concern about the Town Council becoming a sole a source of income without any creative input. Tom stated that the Town Council did have a place on the advisory board via the Chairman. There had only been one advisory board meeting since it had been set up so more information would follow.</p> <p>RESOLVED: That the verbal update be noted.</p>

151	<p>To receive a verbal report from the Friends of Weston Museum</p> <p>Heather Morrissey was unable to attend the meeting.</p>
152	<p>North Somerset Council and Heritage Action Zone update</p> <p>The report of the Heritage Action Zone Officer had been previously circulated with the agenda.</p> <p>Heritage Action Zone</p> <p>A member asked for information regarding virtual tours. Cara MacMahon, advised that this linked to the Heritage Open Days from 2020 where virtual tours of each heritage site were created in order to enable the Heritage Open Days to take place. More tours were being developed for 2021.</p> <p>The Chairman asked if there was one place online where these tours and other digital content regarding Weston could be found. The Communications Officer informed that this was being discussed as part of the Place making meetings and the use of the #superweston had been put forward to link all Weston related content.</p> <p>A member asked whether money was being spent to boost content on Google. The Communication Officer informed the committee of new software that was being used to schedule repeat social media posts. This automation would increase exposure of Town Council services, and free up the Communication Officer's time to create more content.</p> <p>Cara advised that the Place Making agency was still new, and that it would take a couple of months to begin joining work up, but it was the ultimate goal. Both Culture Weston and the Town Council were represented in the Place Making agency.</p> <p>The Deputy Town Clerk advised that the Town Clerk as well as Councillors Alan Peak and Ian Porter sat on Place Making boards and council officers also sat on stirring groups, including the Deputy Town Clerk and Communications Officer.</p> <p>The Theatre Manager informed that she had been put forward for the Arts stirring group, and that the Chairman had been suggested for the Heritage group.</p> <p>The Chairman asked how the information was reported back to the Council.</p> <p>The Deputy Town Clerk advised that an updated report had been given at the last full Town Council meeting, and suggested that the Committee could specify information it wanted reporting back. The Theatre Manager and Communications Officer suggested that they could include information in their reports regarding Place Making to keep the committee informed.</p> <p>PROPOSED BY: Councillor Peter Crew SECONDED BY: Councillor Catherine Gibbons</p>

RESOLVED:

152.1 That officers include within their respective future reports to HAC updates from any Place Agency meetings for members and committee awareness of work happening in the following areas: Arts, Heritage and Marketing/Events.

152.2 That the HAC committee requests that the councils 2x nominated board representatives report back to the next Town Council meeting specific updates in relation to the collaborative 'Promotion and Marketing' initiatives being developed for Weston super Mare, i.e. #super Weston.

The Chairman asked for an update on the Historic England funded photography project, noting that he would hope a local photographer be given the commission. Cara advised that 13 people had applied so far, and that the commission had been advertised in The Mercury and on North Somerset Council's website and Facebook page. Part of the shortlisting criteria was that the photographer must live in North Somerset. The scope of the works was for an 18-month project focusing on the development of 10 buildings. It was suggested this would be around 30 days of work.

A member queried whether this was open to amateurs. It was informed that particular guidance needed to be observed, including candidates having public liability insurance. The Chairman commented that work carried out by the A1 camera club for Weston Museum had been fantastic, with 30,000 images having been taken.

A member asked who would be making the decision regarding the appointment. A panel including Historic England, North Somerset Council, Theatre Orchard and Culture Weston would be set up.

The Chairman asked for more information regarding the engagement programme mentioned in the report. This would be a programme of 10 different projects including Heritage Open Days and Know Your Place as well as a walking health and heritage project, working with schools, working with retailers, and training in heritage for contractors. An application for £70,000 funding had been submitted but not yet agreed.

North Somerset Council Update

The Deputy Town Clerk welcomed Richard Blows of North Somerset Council to give an update. A partnership team had now been fully established following the work with the community throughout the lockdowns. North Somerset Council were working with Culture Weston to meet strategic plans concerning heritage arts and culture. North Somerset Council were supporting Parkwood with their bid to the second round of the Arts Council Cultural Recovery Fund for the Playhouse.

The Chairman requested that in the future, it would be good to see the Playhouse and Blakehay Theatre working together.

It was noted that in the past the link between North Somerset Council and the community regarding the Hillfort had not been well thought out, with

	<p>communication being the main problem. It was suggested that more consultation needed doing.</p> <p>A member queried whether the discussions with Parkwood were happening on a local or national level, as in the past local level discussion had broken down when they got referred up. Richard confirmed they were taking place at a national level.</p> <p>The Chairman informed that local swimming group the 'Mud Larks' were keen on seeing Marine Lake coming back into use, and he wanted the committee to support this and suggested referring this up to Community Services. The Deputy Town Clerk suggested that it would be useful to take a report to Community Services.</p> <p>The Deputy Town Clerk reminded members that previously it had been discussed as to whether to invite Councillor Solomon from North Somerset Council to the meetings. It was suggested that this should be included on the agenda for the next meeting.</p> <p>PROPOSED BY: Councillor John Crockford-Hawley SECONDED BY: Councillor Peter Crew</p> <p>RESOLVED: That Councillor Soloman from North Somerset Council be formally invited to attend the next HAC meeting</p>
<p>153</p>	<p>Culture Weston and Theatre Orchard Update</p> <p>The report from Fiona Matthews had been previously circulated with the agenda.</p> <p>The Chairman queried why in the report it stated that an event involved Southward and Worle exclusively. Tom Newman, representing Culture Weston, explained that this was where community partners had expressed an interest in getting involved including Big Worle and the For All Healthy Living Centre. It was noted that Worle in particular were typically less engaged and had fewer opportunities to participate.</p> <p>A members informed that this was why Big Worle had been set up and reported that new developments like Hayward Village were often left out, and that there was a lack of community feeling in these areas.</p> <p>The Deputy Town Clerk was aware of challenges when Big Worle was set up, with dynamic changes within the board and intervention from the Lottery Fund to support their goals. A play area within the Big Worle area had been agreed previously by the Tourism and Leisure Committee to transfer to the Town Council.</p> <p>The Chairman advised that there needed to be more understanding of the roles of Theatre Orchard and Culture Weston play and the relationship with Weston Town Council. The Deputy Town Clerk agreed that the council needed to understand what the partnership looked like, in the form of an action plan or a form of memorandum. The Town Council would like to be more proactive, and</p>

	<p>not just a silent partner. She reiterated that the council’s budget was set once a year, so plans needed to be made in line with this.</p> <p>It was agreed that officers should set up a meeting with Culture Weston to establish a more formal partnership agreement. There needed to be an understanding for the works being done by Culture Weston, in line with the Town Councils wishes to be a proactive member for the benefit of Heritage, Arts and Culture Services including Blakehay Theatre, Weston Museum, Old Town Quarry (TBC) and other projects as required.</p>
<p>154</p>	<p>Town Council Involvement in the Town Quarry</p> <p>The Deputy Town Clerk advised that the proposal was with North Somerset Council and they were awaiting a formal response.</p>
<p>155</p>	<p>Town Council Email Address Support</p> <p>The Development Officer noted reported that new town councillor email addresses had been set up for all councilors. Help setting up the account was available to anyone who needed it.</p> <p>The Deputy Town Clerk informed that moving forward, this would be the only form of communication with councillors, discontinuing the use of personal email accounts.</p>
	<p>There being no further business the meeting concluded at 11:51 am</p> <p>Signed.....Dated.....</p> <p>Chairman of the Heritage Arts and Culture Committee</p>