

**WESTON-SUPER-MARE TOWN COUNCIL
NOTES OF THE
HERITAGE ARTS AND CULTURE COMMITTEE
HELD AT WESTON MUSEUM
ON 12th MAY 2022**

Meeting Commenced: 10:02 am

Meeting Concluded: 11:49 am

PRESENT: Councillors John Crockford-Hawley (Chairman), Marcia Pepperall and Catherine Gibbons; Malcolm Nicholson (Town Clerk), Sarah Pearse (Deputy Town Clerk), Fay Powell (Assistant Town Clerk - Operational Services), Lisa Clemons (Acting Museum Manager), Molly Maher (Development Officer), Sally Heath (Theatre Manager), Becky Walsh (Communications Officer), Jasmine Ryle (Events and Marketing Officer), Mike Solomon (North Somerset Councillor), Cara MacMahon (North Somerset Council), Bethan Murray (South West Heritage Trust), Fiona Matthews (Culture Weston) and Heather Morrissey (Chair of the Friends of the Museum).

	<i>The meeting was not quorate at the start with only two elected members of the Council present. Quorum of this Committee shall be 3 of its members.</i>
430	Apologies for absence and notification of substitutes Apologies for absence were received from Councillors Peter Crew, Peter McAleer, Fay Powell and Richard Blows. Given that the meeting was not quorate, the Chairman requested that in the future, members find a substitute for meetings they cannot attend. A member asked if the meeting nonfictions could be sent as a calendar invite. Members were advised this was already done. It was suggested that for dual hatted members, the invites could be sent to their North Somerset Council email addresses. This would be explored further.
431	Declarations of interest There were no declarations of interest received.
432	To approve the accuracy of the Minutes of the last meeting held on 17th March 2022 Given that the meeting was not quorate, the decision to approve the minutes was deferred.
433	Budget for 2022/23 The detailed income and expenditure for the Blakehay Theatre and Weston Museum had been previously circulated.

	<p>The Deputy Town Clerk explained that the year-end position was where expected. The Theatre income was down due to the closure, but this was managed by a decrease in expenditure.</p> <p>There were no longer any covid restrictions on the budget, as things were beginning to return to normality.</p> <p>RESOLVED: That the report be noted.</p>
434	<p>Marketing Report</p> <p>The report of the Communications and Marketing Officer had been previously circulated.</p> <p><u>Marketing for Weston Museum</u></p> <p>There had been an opportunity to reset the marketing programme at the museum and understand what was working and what was not. A marketing plan was being created, as well as a jobs list. It was suggested that a lot of staff time was being taken up through a lack of effective systems being in place, particularly regarding social media. This was being improved, and whilst there would be an initial cost, it was felt it would save staff time. These new systems would also give the capability of giving insight reports. It was noted that the new plan also included print marketing.</p> <p><u>Film footage</u></p> <p>The Communications and Marketing Officer reminded members that she had collected a lot of video footage of two locations on the high street, which included Walker and Ling. This footage was not put to its original use, but was being repurposed for the new High Street Heritage Action Zone exhibition.</p> <p><i>Councillor Marcia Pepperall entered the meeting at 10:18 am.</i></p> <p><i>The meeting was now quorate.</i></p> <p><u>Weston Wallz</u></p> <p>A press release had gone out for the Weston Wallz project. Audio files about the artwork and the artists were being created for BBC Radio Bristol. A member asked if officers were aware of the themes for the walls. The Deputy Town Clerk explained that there had been a meeting with Upfest to feedback regarding last year's event. The marketing and launch were discussed and how they had not worked well. It was also felt that a constricted theme hindered the project last year, so this was being avoided this year.</p> <p>Members asked how the success of the project and its worth would be analysed at the end. It was felt there needed to be a stage to be constructive.</p> <p>Upfest were excited for how well the project had been received in Weston, with 20 walls proposed for this year, subject to building permission. Members stressed that publicity was vital, and suggested that there was still a market for leaflets. It was also suggested that it would be good to engage with schools, potentially introducing a competition.</p>

	<p><u>SEE Monster</u> The SEE Monster think tanks had come up with a variety of project ideas for SEE Monster. Six of these projects had been selected to go on SEE Monster, with the rest being managed by North Somerset Council and Culture Weston to be put on around the town. A “What’s Next” event would be on at the Tropicana at the same time as SEE Monster to consider legacy.</p> <p>The Bay Café was now open with a festival theme menu.</p> <p>It was explained that a ticket would be required to go on the SEE Monster unit, but that members of the public could go into the spectator station for free.</p> <p>RESOLVED: That the report be noted</p>
<p>435</p>	<p>To approve the accuracy of the Minutes of the last meeting held on 17th March 2022</p> <p>The Town Clerk advised that as the meeting was now quorate the minutes of the previous meeting could now be approved.</p> <p>The minutes of the meeting had been previously circulated with the agenda.</p> <p>PROPOSED BY: Councillor Catherine Gibbons SECONDED BY: Councillor Marcia Pepperall</p> <p>RESOLVED: That the minutes be approved and signed by the Chairman</p>
<p>436</p>	<p>Weston Museum Management Report</p> <p>The report of the Acting Museum Manager had been previously circulated.</p> <p>It was noted that the museum was working with a reduced team. Three full time members of staff were currently pending recruitment. It was explained that the team had rallied and had been utilising casual staff. The wider council operational team had been available to support when required, with both the Deputy Town Clerk and Assistant Town Clerk (Operational Services) having covered duty management on several occasions.</p> <p>With the Volunteer Coordinator acting as Museum Manager, her absence had been noticed by volunteers.</p> <p>Pressure had been taken off the team by being more selective with bookings and not overcommitting. The new Catering Supervisor had been invaluable, taking on operational responsibilities from his first day.</p> <p>Members were advised that there was a desire to go back to basics with regards to systems and training undertaken for the booking system. It was felt this would support the team and strengthen the museum offer.</p> <p>RESOLVED: That the report be noted.</p>

<p>437</p>	<p>Blakehay Report</p> <p>The report of the Theatre Manager had been previously circulated with the agenda.</p> <p>The Theatre Manager explained that there had been a decrease in ticket sales from the 1st April. This was a national issue, with the cost of living rise affecting willingness to spend on leisure activities. Shows had been rescheduled due to the lack of ticket sales.</p> <p>The coming months' shows were all local performances and it was felt there should not be as much of an issue with ticket sales.</p> <p><i>The Assistant Town Clerk (Operational Services) entered the meeting at 10:43 am.</i></p> <p>With the exception of potential bar income, there had been no loss resulting from cancelled bookings. One booking from Northern Ireland had been cancelled, with audience members traveling to Weston from Northern Ireland. The Theatre Manager had put them in contact with Visit Weston, who were able to recommend other activities happening in Weston.</p> <p>The option to offer scaled seating and cheaper ticket prices had resulted in increased sales. Bar and Studio sales and bookings were performing very well.</p> <p>The booking budget was still available, as all the bookings so far for this year had been external hires.</p> <p>RESOLVED: That the report be noted.</p>
<p>438</p>	<p>WSMTC Grant Development</p> <p>A verbal update was given by the Development Officer.</p> <p><u>Buy a Block</u> An order for blocks had recently been completed. Members were advised that this was the first order with the engravers in a year. Now that the museum was returning to normal, the buy a block scheme would be pushed in order to build up the budget which would be used as match funding to support future redevelopment.</p> <p><u>Museum Estate and Development Fund (MEND) – Art Council England</u> The museum had previously applied for funding from the Museum Estate and Development Fund (MEND) for building repairs and was unsuccessful. The scheme was now re open for applications and would be explored again.</p> <p><u>Clara's Cottage</u> Members were informed that conversations would restart with the South West Heritage Trust regarding the Clara's Cottage refurbishment.</p>

	<p>RESOLVED: That the report be noted.</p>
<p>439</p>	<p>Community Event Grant applications</p> <p>The grant application and summary report had been previously circulated with the agenda.</p> <p>The Steepholmers Shanty Band (event) Grant applied for £2,000</p> <p>The Steepholmers Shanty Band had submitted an application for funding to the Community Services Committee for a grant of £2,000 from the small and voluntary grants budget. As they required funding for an event, a decision had been made to refer them to apply for a grant from the Community Events Grant budget.</p> <p>The Steepholmers Shanty Band were seeking financial support of £2,000 for upfront costs to put on a 3-day festival. Members felt the event had been a great success previously and noted it had the potential to grow to be a big event in the future. It was felt it was very popular and run professionally.</p> <p>PROPOSED BY: Councillor Catherine Gibbons SECONDED BY: Councillor Marcia Pepperall</p> <p>A vote was taken and was carried</p> <p>RESOLVED: That the Steepholmers Shanty Band be granted £2,000 from the 2022/23 community events grant budget.</p>
<p>440</p>	<p>Local History Update</p> <p>This agenda item was deferred until the end of the meeting.</p>
<p>441</p>	<p>South West Heritage Trust Update Report</p> <p>The report of Bethan Murray had been previously circulated with the agenda.</p> <p>The A1 Camera Club had returned to the Somerset Heritage Centre, visiting on a fortnightly basis to support the digitisation of the collection.</p> <p><i>The Theatre Manager left the meeting at 10:59 am.</i></p> <p>A member asked if there was knowledge of an approximate financial contribution equivalent to volunteer time. The Deputy Town Clerk stated that this exercise had been done during the refurbishment and it was estimated at approximately £120,000. The Acting Museum Manager noted that the two A1 Camera Club volunteers contributed 600-1200 hours a year. At the time of the refurbishment, The National Lottery Heritage Fund costed volunteer time at £50 per day. It was suggested this exercise could be carried out again.</p> <p>A member asked if the team could look into reproducing the Ivy Millicent</p>

	<p>James Christmas Cards which were in the collection. Bethan explained that the copyright would need to be checked and the suggestion will be explored</p> <p><i>The Theatre Manager reentered the meeting at 11:04 am.</i></p> <p>It was suggested that the Horrible Histories exhibition could be linked with the Horrible Histories show at the Playhouse.</p> <p>A member asked if there could be consideration into hosting a Ukrainian Culture exhibition in the Community Gallery. The Acting Museum Manager explained that the programme for the Community Gallery was already booked for the next two years, however they could explore holding an exhibition with the exhibition boards in the courtyard.</p> <p>RESOLVED: That the report be noted.</p>
442	<p>Friends of Weston Museum Verbal Report</p> <p>Heather Morrissey provided a verbal update</p> <p>There had been regular coffee mornings in the museum courtyard, with the next planned for the following day.</p> <p>David Skidmore would be attending the museum to deliver a talk on 'A Century of Skidmores' on the 18th May. There was also a book on sale in the museum gift shop.</p> <p>In June the RNLI would be delivering a talk regarding saving lives at sea.</p> <p>In July the museum was hosting a Cream Tea.</p> <p>The Friends AGM would take place in September.</p> <p>The Friends had been contacted by the Charities Aid Foundation, who wanted to send a small donation.</p> <p>Jane Evans, the museum manager in 1976, had written a book about George Cumberland and was looking to host a book signing in the Museum on the 29th June. The Acting Museum Manager would contact her.</p> <p>RESOLVED: That the verbal report be noted.</p>
443	<p>North Somerset Council and Heritage Action Zone Report</p> <p>The report of Cara McMahon had been tabled at the meeting.</p> <p><u>Engagement</u></p> <p>Cara thanked the museum team for their support with Heritage Action Zone (HAZ) projects. The Civic Society has been funded to hold meetings in the museum which were very well attended. On the 12th September there would be a lecture from Cara and a member from Historic England.</p>

	<p><u>Capital projects</u> HAZ funding would end in September, whilst the high street HAZ would continue. The HSHAZ projects included the Kendalls building, Fork n Ale and 4-8 Walliscote Road. North Somerset Council were supporting the Odeon by advising them on redevelopment. Brunel insurance next to Fork N Ale were being supported with design in case more funding should become available.</p> <p>RESOLVED: That the report be noted.</p>
<p>444</p>	<p>Culture Weston and Theatre Orchard Update Report</p> <p>The report of Culture Weston and Theatre Orchard had been previously circulated with the agenda.</p> <p>Fiona advised members that Culture Weston were nearly ready to submit an application to Arts Council England for funding to continue operating. They were proposing to merge Theatre Orchard and Culture Weston. The decision would be in October 2022.</p> <p>There was a delay with the 21st Century Super Shrines project due to a planning block regarding policing.</p> <p>RESOLVED: That the report be noted.</p>
<p>445</p>	<p>Consider future Blue Plaque scheme</p> <p>It was suggested that the next round of Blue Plaque should centre around buildings of significance. There was £1,500 in the budget for blue plaques for the 2022-2023 financial year. It was suggested that the same process as last time should be followed, including a public vote.</p> <p>PROPOSED BY: Councillor Catherine Gibbons SECONDED BY: Councillor John Crockford-Hawley</p> <p>A vote was taken and was carried</p> <p>RESOLVED: That the next programme of blue plaque's focus on buildings of significance in Weston.</p> <p>A member advised that North Somerset Council were adopting a local heritage list, which could be used for inspiration.</p>
<p>446</p>	<p>Local History Update</p> <p>The Chairman gave an update and recommended members of the committee to look at the Marine Lake exhibition in the Museum courtyard.</p> <p>A member suggested exploring producing and selling local history books. It was explained that there was no budget provision for this. The Chairman</p>

	<p>requested that this be an item for the next meeting.</p> <p>It was enquired if it would be feasible to utilise empty units in the Sovereign Centre for Temporary exhibitions. It was explained that all units have to be manned (unless exhibitions are window display with no entry) so this would require an operational commitment. It would also incur an additional fee if SWHT were to be involved as it would not be part of their agreed works.</p>
	<p>There being no further business the meeting concluded at 11:49 am.</p> <p>Signed.....Dated.....</p> <p>Chairman of the Heritage Arts and Culture Committee</p>