

# Report to Bursledon Windmill Joint Management Committee August – December 2010

## 1. Providing a welcoming and well maintained museum

### 1.1 Visitor figures:

Visitors to Bursledon Windmill have been generally increasing; we were up on last year in August, October and November, steady in September, and down in December. I think this is partly reflecting continuing good take up of summer holiday activities in August, more educational visits in November and a very good Big Draw Event in October. The low visitor figures in December are in part due to the windmill being open for three Sundays and three afternoon activities, (Sunday 26 December being Boxing Day) rather than four Sundays and four afternoon activities. The general coldness of December has also put people off from coming out. Snow has not been a problem.

	Windmill 09	Windmill 10	Culture-all pass uses 2009	Culture-all pass uses 2010
Aug	720	801	12	58
Sept	390	386	16	25
Oct	425	542	15	16
Nov	242	327	7	7
Dec	214	88	3	2

The Culture-all Passport scheme began in July 2009. In 2009 we had 53 visiting families/couples using this card, in 2010 we had 221. Initially the cards cost £69 then raising to £75 April 2010. We have sold eight passports on site which entitles the windmill to a small percentage of the income from the online sales, £10.16 so far.

### 1.2 Maintenance and Health & Safety:

#### Windmill Maintenance

##### Buildings

A full structural survey was completed by Opus, in June 2010. This survey identified a small number of minor works to be carried out detailed below. These were all assessed as low risk and therefore non-urgent works.

A contractor (ROK) was engaged to carry out these works, but unfortunately went in to liquidation just before Christmas. Property Services have contracted a new contractor, Tew Brothers to undertake these works which will be completed in the next few months and well before the end of June 2011. The contractor will liaise with the windmill staff over the most suitable time to visit and carry out the work.

Repairs include:-

- Reinforcing a number of the ground floor joists of the Granary;
- Replacing treads on the two staircases out onto the reefing stage;
- Replacing a reefing stage floor board, temporary fix currently in place.

Small repairs are needed to the sail frames most of these are easily reachable from the reefing stage and are in the Museums Service conservation team's work programme for March/April 2011.

Repairs were also made to the winnowing basket/measure, one of the accessioned items on display in the Barn.

### **Milling Machinery**

Following Ian Clarke's (Restoration Conservator) inspection visit in June 2010 a number of minor areas requiring attention were identified. The major defect being the condition of the windshaft, as reported in the previous Curator's Report.

The portion of the Windshaft that is exposed to the elements was reported in June as having significant wet rot and fungal decay and required repair. This was verified by a timber repair professional. A repair method statement was prepared. However, a cost effective solution to the problem has yet to be found. Discussions aimed at resolving this problem are scheduled for the near future.

The conservation team will also, probably in March 2011, be servicing the portable petrol driven French Milling machine. They are also assisting the Mill team in writing a maintenance and procedural manual for this machine.

### **Health and Safety:**

A full Health and Safety Audit was carried out on the 27 November 2009. Before the end of June any remaining audit actions will be completed by the Site Manager and signed off by the Head of Risk Management.

The sack hoist in the mill, used for lifting the 20kg/25kg sack of grain up to the bin floor (4<sup>th</sup> floor), failed its LOLER inspection in 2010. A small alteration to it is planned with the help of the Conservation Team should allow this to pass its next inspection. The new plan will be communicated to the LOLER inspector in the next month for his approval prior to work beginning.

### **Site Security:**

Following a security review of the site undertaken by the Museums Collections Manager, hasps, staples and padlocks have been acquired and are being fitted to the store boxes in the barn and an access keypad is being acquired for the office.

### **Staff training:**

First Aid: The Site Manager's 'Emergency first aid in the work place' was renewed in July. To ensure continuity of First Aid provision both the MA and VSM will be attending up date courses for their First Aid training.

Fire extinguisher training/retraining: All permanent staff and casuals, (except for the VSM and one casual running a family activity session at the time) were trained in the practical use of fire extinguishers in July 2010. Hampshire Fire and Rescue require the two members of staff showing the upper floors of the mill to visitors/contractors to have this training.

Following specialist training, climbing harnesses will be acquired for any repairs to canvases, high repairs on sail frames and other occasions when access to the frames is needed.

Future Jobs Fund trainee: Our trainee spent four months with us from May to September and proved a good learner and a valuable asset to the site. He has left to take on a full-time job but has also signed on with us as a casual. In that role he has proved invaluable particularly during a staff member's sickness absence

## **2. Inspiring learning and community engagement**

### **2.1 . Continue to provide holiday activities for family groups and young people**

#### **Events:**

We ran a mixture of our usual free, drop-in family sessions (October half-term to Christmas ) and bookable, charged family activity sessions in the Summer holidays. These are still very popular. In February, we will be running a charged "Make and Take" activity based around the Creatures Great and Small family exhibition on display for the month in the barn. The table below shows the number of participants for each set of workshops, a = adults, c = children.

<b>Event</b>	<b>Date</b>	<b>No. participants</b>
Dough craft Green Men ( 4 sessions ) Charged	27 & 28 August	73 ( a. 28, c. 45 )
Green Man Masks Charged	3 & 4 August	30 ( a. 13, c.17 )
Semolina Pictures Charged	10 & 11 August	34 ( a.13, c.21)
Nature Picture Charged	17 & 18 August	14 ( a.5, c.9 )
Dragonflies and Damselflies Charged	24, 25 & 31 August	38 ( a.14, c.24 )
Big Draw Machinery drawing ( 10am- 4pm ) Free	20 October	8 ( a. 6, c.2 )
Big Draw Go Silly with Semolina (10am – 4pm) Free	26 & 27 October	198 ( a. 81, c.117 )

Christmas celebrations in the Barn Free	21 & 22 December	12 ( a. 9, c.3)
New Year Wassailing Celebrations Free	29 December	9 ( a.6, c.3 )
Make a sock creature Charging	22 &23 February	yet to happen

### **1 August 2010      Archaeology Road show**

The Archaeology Road show set up by Alan Jacobs of the Museums Service's Archaeology Team toured the museums taking in Bursledon Windmill on its rounds.

This roads how was made up of two sections: millstones and the Iron Age, including the windmill's portable rotary hand quern; and archaeology and palaeontology (fossils/dinosaurs versus pots).

The road show visited Bursledon Windmill on 1 August. This was a free, added extra to those visiting the windmill on that Sunday. Visitor figures were 137 for that day, beating the highest figure in the last three years for a Bank Holiday Monday by 16. This was particularly due to a number of people following the road show from one venue to another.

The autumn saw The Windmill Children's Centre book the windmill site for a free trial as a venue for their activities. The exploring nature session on 21 September was very successful with 16 under 5s and their parents ( thirteen adults ) taking part. As a result of its success the Children's Centre staff are interested in using the site again in the future.

A return visit was made by a member of the windmill staff to a Young Parents session at the Windmill Children's Centre with milling and dough related items on 8 November. Two under 5s and their mothers attended this session, not a particularly unusual number for the centre to have on a wet day as most of the parents using the centre do not have access to a car.

### **20-28 October      Big Draw**

The Big Draw was a community joint effort as three sites advertised together. The venues were Bursledon Windmill, Bursledon Brickworks and the Windmill Children's Centre. These three venues with different audiences enabled a wider spread of information and benefitted all three sites. A total of 355 visitors across 6 events. (For Windmill figures see section 4) (for more detail re: marketing see section 5)

### **1-28 February 2011      Creatures Great and Small**

February 2011, the Windmill barn will be hosting the free family hands on exhibition Creatures Great and Small. This was designed by the Education team as a mixture of pop-up information panels and activity boxes. A different panel and activity box will be on display each Sunday as an added free extra

to a normal windmill visit. But also all five panels, activity boxes and the table top safari will be on display and available every Tuesday and Wednesday during the month of February.

## 2.2 Schools/Further Education College visits

The Bug Hunt sessions were run by the Learning and Access Team in June were very successful but seasonal.

Windmill related sessions continue to be currently booked with and run by site staff with the income coming directly to the site. The chart below shows the number of school children only.

	Windmill 2009	Windmill 2010
Aug	0	0
Sept	12	0
Oct	38	15
Nov	0	131
Dec	0	0

## 3. Marketing and management

### 3.1 Marketing:

**Big Draw promotions** - Using funding from Renaissance we created 2,000 flyers and 250 posters for the Big Draw Bursledon joint events in October. Bursledon Windmill co-ordinated the plan for free adult and family activities in the Bursledon Area around October half-term. Six events, over the three sites, were advertised together on one flier.

#### **Leaflet and poster distribution:**

Bursledon Windmill - at site, Autumn Pumpkin Festival RVCP (9 Oct), Octoberfest (2 and 3 Oct), seven local libraries, two colleges, one children's day centre, approx ten local art groups, Eastleigh and Fareham Museums, and others.

Bursledon Brickworks - at site, to Local Art groups, and others.

Windmill Children's Centre - at site, all local pre-schools, Manor Farm, Parish notice boards, and others.

Eastleigh Borough Council (Pat Statham) - Autumn Pumpkin Festival RVCP (9 Oct) and others.

#### **Results:**

20 Oct - Machinery drawing at Bursledon Windmill - Adult drawing session with Artist in residence: total attendees 7

21 Oct - Machinery drawing at Bursledon Brickworks - Adult drawing session with Artist in residence: total attendees 3

First time either site has tried a serious drawing session aimed at adults.

Would probably have benefitted from getting the information out earlier.

25 Oct - Fun-With-Flour event at Windmill Children's Centre - very successful with 44 attendees. Staff at the Centre were very taken with the idea and ran a pre-session the week before.

26 & 27 Oct - Go Silly with Semolina at Bursledon Windmill - very successful (See activities chart section 4) Shop and coffee shop sales: total - £48.55

28 Oct - Discover patterns at Bursledon Brickworks - very successful approx 100 attendees: café also did well

The Windmill also had a family of three in drawing on Sunday 23 October.

Total figures 355.

### **Visitor research:**

We have now received the results from a full year's worth of postcode data collecting (275 postcodes) from Audience South, which gives us a good idea now of the social groups from which we are acquiring our customers and the geographic spread. This full year data has been compared to the population within a 6.6 mile radius of the site rather than against the population of Eastleigh Borough.

The survey findings tell us that our traditional audience of those interested in industrial heritage, experienced professionals, maturing families and families with young children are well represented amongst our visitors.

### **Other promotional activity:**

25,000 What's on brochures covering the period July to December were printed in June and distributed to local museums, libraries and visitor attractions. A similar publication aimed at schools was distributed before the end of the school year. 40,000 copies of Enjoy Hampshire's Museums was printed in August and distributed county-wide to museums, libraries, visitor attractions, accommodation and supermarkets.

Information was also made available through the website with regular email alerts being sent to Hampshire residents with an interest in museums, making the most of any relevant national or local publicity campaigns, such as the Festival of British Archaeology, National Insect Week and Christmas. The local free magazine Scene What's On section has been used to advertise a number of our activity sessions in the latter part of the year.

### **Fairs:**

Attendance at fairs provides two opportunities, to advertise the site as a visitor attraction and to sell our flour. A large number of the new windmill leaflets were given out at both venues below.

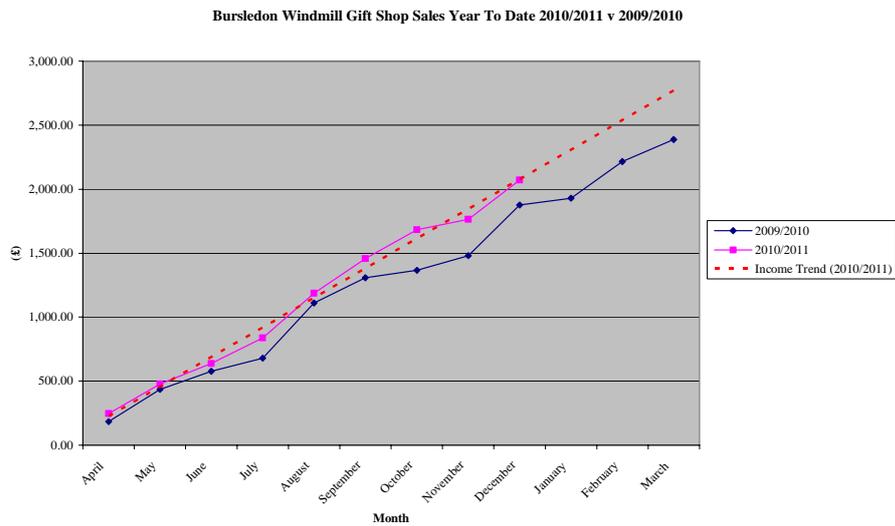
OctoberFest at Milestones Museum, Basingstoke, 2 and 3 October, (stall free) a total of 272 people were spoken to over the two days and sales of £34.50 made.

Autumn Pumpkin Festival, Royal Victoria Country Park, 9 October, (stall cost £20, to Jubilee Sailing Trust) a total of 351 people spoken to and sales of £73.15 made.

The windmill was last repainted in 2005, the lease called for this to be done every 5 years it would be nice if it could be repainted before its 200<sup>th</sup> anniversary in 2014.

### 3.2 Shop sales:

Flour sales went up significantly in 2009/2010 largely due to an arrangement to supply flour for resale to 14 Southern Co-operative stores across Hampshire. However trade sales now need to be put on a properly commercial footing if they are to be viable, so work will need to be done to re-examine costings, especially in the light of increased global wheat & fuel price increases, and also to investigate alternative supply models (minimum trade orders, online sales etc) to achieve this.



### Flour sales & Milling customer supplied grain:

	Amount of Flour Sold 2009 kg	Amount of Flour Sold 2010 kg	Public Sales 2009 £	Public Sales 2010 £	Trade sales 2009 £	Trade Sales 2010 £	Milling 2010
Aug	222kg	295kg	141.50	180.75	38.80	96.80	25kg
Sept	174kg	203kg	84.25	62.00	98.20	120.60	25kg
Oct	191kg	238kg	118.75	287.00	65.40	62.90	-
Nov	12kg	183kg	12.50	83.00	0	85.90	25kg
Dec	195kg	72.5kg	37.75	26.75	127.60	36.70	-

### 3.3 Income from admissions:

Income from admissions has increased slowly over the last three periods but retail income (largely from flour sales and extra milling activities) has increased.

	April – Dec 2008	April – Dec 2009	April – Dec 2010
<b>Admissions income</b>	3148	3259.50	3354.50
<b>Total Retail income inc all flour</b>	1279.70	1876.15	2072.21