

**Bursledon Windmill
Draft Service Plan 2011-2012**

Supporting Hampshire County Council's corporate/departmental priorities

Corporate /Departmental priority	Key Activity	Action No.
Theme 2: Older people & wellbeing	Volunteering, Marketing	1.4, 3.1
Theme 3: Children, Young People & families	Family activities, School visits, Marketing	2.1, 2.2, 2.3, 3.1
Theme 4: Adult & Community Learning	Volunteering, Marketing	1.4, 3.1
Theme 5: Cultural Legacy of 2012		
Theme A: Rural – targeted work to increase sustainability and reduce inequalities	Milling/flour	1.1
Theme B: Urban – targeted work (HCC priority areas Gosport, Havant & Rushmoor).		
Income generation plan		

Supporting Eastleigh Borough Council's Corporate Priorities

Corporate /Departmental priority	Key Activity	Action No.
<ul style="list-style-type: none"> Priority 1 A Green Borough: safeguarding our environment for future generations 	Maintenance and public access	1.1
<ul style="list-style-type: none"> Priority 2 A Prosperous Place: where business can flourish and everyone is able to share in prosperity 	Strategic planning for the future of the mill	3.4
<ul style="list-style-type: none"> Priority 3 A Healthy Community: active and lively with a spirit of togetherness and well being 	Volunteering	1.4, 2.1,2.2, 2.3

Service Area 1: Providing a welcoming and well maintained museum

No	Key Activity	Budget	Lead Officer	Baseline 2009/10	Target	HCC Theme	EBC priority
1.1	Manage public access to the windmill 2011/2012	£33,558				Rural	Priority1
	Current Arrangements until 30/6/2011 Open Sundays & Bank Holiday Mondays 10am - 4pm Family activities - Tuesdays and Wednesdays in school holidays 2pm-3pm Booked groups including schools - Tuesdays and Wednesdays		Site Manager				
	New Arrangements from 1/7/2011 to 30/3/2012 Open Sundays and milling (weather dependent) 11am-4pm. Open Special Event Days. Booked groups including schools -Flexible		Area Community Curator				
1.2	Maintenance and Health and Safety						
	Ensure the Windmill complies with all relevant statutory requirements set out in the HCC policy and standards and Departmental guidance.		Site Manager/ Area Community Curator				
	Monitor weather conditions as part of the H/S regime to turn sails in adverse weather conditions.		Site Manager Curator Mus Assts. Volunteers				
1.3	Staff training						
	Training for existing staff will continue to ensure H/S compliance. All new staff and volunteers will receive induction and ongoing rigorous training. See 3.2						

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Service Area 2: Inspiring learning and community engagement

No	Key Activity	Budget	Lead Officer	Baseline 2009/10	Target	HCC Theme	EBC priority
2.1	New Arrangements Recruit partnership Officer to develop volunteer team. Build and train a team of volunteers to offer support and enhance public access during 2011/12 and as part of the emerging community partnership model.	£41,507				CYPF	Priority 3
	Dough Bunnies 12 and 13 April Charging		Current staff				
	Dough Bonnets 19 and 20 April Charging		Current staff				
	Make a Sock Windmill 31 May and 1 June Charging		Current staff				
2.2	Community engagement including provision of activities for families and young people 1/7/2011 – 30/3/2012					CYPF	Priority 3
	Enhance public access and understanding of the site through e-sources and on-site interpretation. Resources especially to facilitate access to the upper stories of the Windmill		Learning & Community Engagement Team				
	Develop partnership open days in the first instance with Manor Farm and Bursledon Brick works. For example:- Partnership Open Day- Bread and Honey 10/11 September with Manor Farm Partnership Open Day - Harvest with Manor Farm 1/2 nd October with Manor Farm		Learning & Community Engagement Team				

	Use as a venue for the Mini Museums for local families giving them an access point for the wider museums service.		Learning & Community Engagement Team				
2.3	Continue to offer schools service and build relationships with schools in order to increase use of the windmill and further outreach.			56	400	CYPF	Priority 3
	Develop appropriate networks and promotional material targeted at key subject co-coordinators.		Learning & Community Engagement Team		Ongoing		
	Continue to evaluate past and existing provision for uptake of sessions offered (using the database) and impact (feedback and evaluation)		Learning & Community Engagement Team		Ongoing		
	Update website for schools use of the windmill and launch new session using enquiry based learning as per teacher consultation.		Learning & Community Engagement Team		September 2012		
	Develop small menu of bookable sessions on local history, technology, food and farming, art, literature, music depending on the outcome of the review above.		Learning & Community Engagement Team		From September 2011		
	Develop some special events for schools that build on the success of the natural sciences offer in 2010.		Learning & Community Engagement Team		Spring /Summer 2012		
	Partnership work with other venues to add value to the whole day trip, for example "The Block Buster Victorian Day" visit		Learning & Community Engagement Team		Spring/ Summer 2012		

Service Area 3: Marketing and Management

No	Key Activity	Budget	Lead Officer	Baseline 2009/10	Target	HCC Theme	EBC priority
3.1	Maintain marketing activities	£6,114				All themes	2
	Use data from 2010 surveys to produce marketing plan to target groups.		Site Manager & Marketing Officer		End of March 2011		
	Undertake visitor postcode collections as required		Windmill team & Marketing Officer		As required		
	Continue to update website What's on using events database.		Site Manager & Marketing Officer		ongoing		
	Work with Marketing Officer and Web Manager to update and improve websites to appeal to target audiences		Curator & Marketing Officer		Autumn 2011		
3.2	Strategic Planning Support						Priority 2
	Develop with EBC, BPC, HBPT and other key stakeholders the vision for future of the windmill to inform the development of the community partnership model.		Asst Service Manager		Jan/July 2011		
	Research other partnership models to inform discussions		Asst Service Manager		Jan/July 2011		
	Use partner discussions to develop longer term new sustainable community partnership model for Bursledon Windmill.		Asst Service Manager		2011		
3.3	Operational Management HR						

	Work with current staff to plan transition from present museums structure into Phase 1 structure by 1/7/2011 as an interim phase.		Assistant Service Manager		Jan/July 2011		
	Ensure interim operation management arrangements are in place from 1/7/2011 to 30/3/2012.		Assistant Service Manager		Jan/July 2011		
	Recruit, induct and train Community partnership officer to lead the volunteer programme- see 1.2		Assistant Service Manager		Jan/July 2011		
3.3	Health and Safety Operational Support to ensure transition from current arrangements into the new structure		Assistant Service Manager		Jan/July 2011		
	Identify the strategic risks e.g. financial reputational and service delivery regarding Bursledon Windmill		Assistant Service Manager		Jan/July 2011		
	Identify current training requirements and new areas for development and improvement		Assistant Service Manager		Jan/July 2011		
	Identify roles/responsibilities for key areas of activity		Assistant Service Manager		Jan/July 2011		
	Review current risk assessments and ensure existing controls are effective. Make any revisions as necessary.		Assistant Service Manager		Jan/July 2011		

