

Supporting Hampshire County Council's corporate priorities

Corporate Priorities	Key Activity	Action No.
1 Hampshire safer and more secure for all	Maintenance and Health and Safety & Marketing activities Volunteering opportunities at the windmill	1.4 5.1 1.2
2 Maximizing well-being	special events strategic support Volunteering	4.3 5.2 4.3
3 Enhancing our quality of place	Public access Income generation Local exhibitions Digital archive collections School programme Family activities Volunteering opportunities	1.1 & 1.2 1.4 2.1 3.1 4.1 4.2 1.2 & 4.3
Arts & Museum Service Objectives		
i) Inspiring a greater sense of place - creating a Hampshire where people want to live and invest	Public access Marketing activity	1.1 & 1.2 5.1
ii) Supporting the Hampshire visitor economy and creative industries	Local exhibitions Special events	2.1 4.3
iii) Contributing towards raising the educational attainment of young people and supporting their transition into successful adulthood	School programme Family activities	4.1 4.2
iv) Improving the health and wellbeing of older Hampshire residents	Digital archive collections	3.1
v) Generating income and improving sustainability	Income generation Health & Safety	1.4 1.4

Supporting Eastleigh Borough Council's Corporate Priorities

Corporate /Departmental priorities	Key Activity	Action No.
A: A Green Borough: safeguarding our environment for future generations	Income generation Health & Safety Strategic management	1.4 5.2
B: A Prosperous Place: where business can flourish and everyone is able to share in prosperity	Public access Local display	1.1 & 1.2 2.1
C: A Healthy Community: active and lively with a spirit of togetherness, health and wellbeing	Digital archive School programme Family activities Special events Marketing Volunteering Opportunities	3.1 4.1 4.2 4.3 5.1 1.2 & 4.3

Key Staff

Curator

Visitor Service Assistant (VSA)

Community Engagement & Learning Team (CE & L)

Collections Team

Marketing Officer

Exhibition Manager

Strategic Team Manager - Visitor Services

Area Arts & Museums Manager

Volunteers

Service Area 1: Providing a welcoming and well maintained Windmill and site

No	Key Activity	Budget	Lead Officer	Target	HCC priority/ objective	EBC priority
	Welcoming and well maintained windmill and site	£25,169				
1.1	Manage public access to the windmill 2012/2013				3 i)	B
	A Manage the restoration of the windmill with the removal of the stock and wind shaft during the first half of 2012.		Curator & HCC Property Services			
	B Develop the fundraising plan and restoration plan – including conservation statement during 2012. Initiate full restoration project(subject to successful fundraising during 2013) as set out in the conservation statement .		Curator, Senior management and HCC Property Services	Achieve fundraising plan for restoration works.		
	The restoration work will cause some restrictions around the opening of the windmill. The intention is to minimise this disruption. It is also the intention to seize the opportunity to engage community interest in this work.		Curator Senior management and HCC Property Services	Maintain Sunday opening to the public (weather dependent) for 52 weeks .		
1.2	Develop public access to the Windmill through the development of a new sustainable				3 i)	B

	community partnership model.					
	To realise - with EBC, BPC, HBPT and other key stakeholders and the community partnership - the vision for the future of the windmill.		Curator	See above		
	To work with partners and local community groups to develop greater use of the site.		Curator	See above		
No	Key Activity	Budget	Lead Officer	Target	HCC	EBC
	Welcoming and well maintained windmill and site (continued)					
	To continue to build a team of volunteers and sustain current volunteers to support and enhance public access within the context of the emerging community partnership model. Develop skills of volunteers to lead events programmes.		Volunteer coordinator Curator, VSA Community Engagement & Learning team	Develop vol skills to lead family events Develop 2 types of guided tours 2012/13		
	Pilot regular tours led by volunteers on particular aspects of the site including the technology, natural habitat and local history.		Volunteer coordinator VSA	Develop 2 types of guided tours 2012/13		
	Through fundraising enable the improvements to the windmill site be accessible to the public and facilitate the partnership group to maximise the use of on site improvements (oven, tables and building work). Now incorporated into the conservation plan.		Volunteer Coordinator Curator/ VSA HCC Property Services			
	Support the community partnership group to realise any additional phased work that maybe required to improve access and sustainability to the site.		Area Curator			
1.3	Develop income for the site				3 v)	A

	Develop the retail offer of the site for visitors, pilot Chip and Pin technology and use new shop stock to grow retail offer.		Curator/ VSA			
	Revitalise the catering offer and ensure visitors can be provided with improved refreshments.		Curator/ VSA			
No	Key Activity	Budget	Lead Officer	Target	HCC	EBC
	Welcoming and well maintained windmill and site (continued)					
1.4	Maintenance and Health and Safety				1 v)	A
	Manage all health and Safety requirements involved in the wind shaft restoration.		Curator	Ensure H/S regime is met. Ongoing		
	Maintain the risk register and ensure safe operating of the site and mill with reference to the operational procedures manual.		Curator/ VSA/volunteers	Ensure H/S regime is met. Ongoing		
	Ensure appropriate training provided for Front of House staff and volunteers in both customer service and Health and Safety.		Curator/ VSA/ volunteers and CE & L team	Ensure H/S regime is met. Ongoing		
	Ensure annual regime for health and safety maintenance and pest control is in place.		Curator	Ensure H/S regime is met. Ongoing		
	Monitor weather conditions as part of the H & S regime to turn sails in adverse weather conditions.		Curator/ VSA	Ensure H/S regime is		

	And ensure the windmill is adequately prepared.			met. Ongoing		
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Service Area 2: Hosting Special temporary exhibitions & related events

No	Key Activity	Budget	Lead Officer	Target	HCC	EBC
	Exhibitions	£5000				
2.1	Explore the options for developing a local temporary exhibition space for community groups to display. This was expressed as of great interest at the community partnership meeting in November 2011. An exhibition system would be installed allowing local groups to present their displays with support from the museums service.		Exhibitions Manager	Support pilot exhibition on local history.	3 ii)	B
2.2	Explore options for the installation of small scale changing exhibitions within the Barn space. It will include converting one corner of the barn into a small gallery space complete with energy efficient LED lights and a sound system for oral history audio presentations and music. The panels will be removable to reveal the original fabric of the building.		Exhibitions Manager, Community Engagement & Learning team	Support pilot exhibition on local history.		

Service Area 3: Caring for collections & providing specialist knowledge & advice

No	Key Activity	Budget	Lead Officer	Target	HCC	EBC
	Collections	£2000				
3.1	Explore options for developing a local digital archive to showcase local collections relevant to the area selected and researched by local groups.		Collections Team		3 iv)	C

Service Area 4: Inspiring Learning and Community Engagement

No	Key Activity	Budget	Lead Officer	Target	HCC	EBC
	Learning and Community Engagement	£22,983				
4.1	Continue to build relationships with schools and community groups in order to increase use of the Windmill and further outreach.		Community Engagement & Learning Officer		3 iii)	C
	Promote the full range of KS1&2 school workshops across the curriculum developed and trialled during 2011/12, aiming to exceed last year's school visit no. of 135 pupils on site.		CE&L Team	200 pupils – 9 sessions		
	Develop closer links with the most local schools, through outreach sessions to raise awareness and engage interest in the restoration project: Bursledon Infant & Junior Sarisbury Infant & Junior Netley Abbey Infant & Junior Hamble Primary		CE&L Team	Approach all 9 & achieve outreach sessions in at least 3		

	Park Gate Primary King's Copse Primary					
	Continue to offer out of hours visits and talks for community groups of children and adults. E.g. U3A, Cubs/Brownies.		CE&L Team			
	Develop at least one 'Mini Museum' project to provide in-depth learning opportunities for one or more of four potential audiences: schools, families, youth and adults/older people.		CE&L Team			
4.2	Continue to provide holiday activities for family groups & young people.				3 iii)	C
	Work with the arts colleagues to explore the opportunity for developing an arts project focusing on Phoebe Langtry as a key person in the story of the windmill and how this might be presented through an arts programme.		CE & L Team & VSA Additional £2,000 Arts Budget			
	Develop a model for the volunteers to deliver hands-on family learning activity for holiday programmes.		CE & L Team & VSA Volunteers			
	Provide extra activities during Sunday openings in school holidays and for special themes such as National Science & Engineering Week. E.g: Easter Bunny Trails 1 & 8 April Mill Summer Murders 5 August Great Bursledon Bake Off 19 August Harvest Crafts 23 September		CE & L Team & VSA			
4.3	Plan for 2 special events in 2012/13 that could take place out of regular hours				2 ii)	C
	Deliver a series of special events throughout the year some in conjunction with partner groups including Bursledon Brickworks, Manor Farm, Bursledon community groups. E.g: Victorian Day with Brickworks, 15 July		CE & L Team & VSA & volunteers			

Service Area 5: Marketing and Management

No	Key Activity	Budget	Lead Officer	Target	HCC	EBC
5.1	Maintain Marketing activities	£5,525			1 i)	C
	Continue to collect information about visitors using MOSAIC and Visitor Surveys and produce an updated plan to target groups including local day visitors in the immediate area and South Hampshire		Curator & Marketing Officer	Twice yearly		
	Develop branding for the windmill.		Curator & Marketing Officer	Incorporate as part of restoration programme,		
	Undertake visitor postcode collections as required		VSA and Marketing officer	Twice yearly		
	Develop marketing mechanisms through countywide material and local flyers to promote the site		Curator and Marketing Officer	Ongoing		
	Work with Marketing Officer and Web manager to update and improve websites to appeal to target audiences through e campaigns and specific e mailing		Marketing/ curator	Ongoing		
5.2	Provide strategic management for the windmill in relation to Joint Management Committee, wider partnerships and forward planning		Strategic Team Manager - Visitor Services & Area Arts & Museums Manager	Ongoing	2 v)	A