

Committee:	BURSLEDON WINDMILL JOINT MANAGEMENT COMMITTEE
Date of Meeting:	12 th JUNE 2014
Title of Report:	CURATOR'S REPORT
Author:	Annabel Cook

Purpose:

Report on activities at or relating to Bursledon Windmill
Covering period January to May 2014

1 Providing a Welcoming and Well Maintained Site

1.1 Windmill Service Delivery

The Area Team has been developing the Windmill Interpretation Plan as part of the successful HLF funding bid. This plan will be further developed and delivered over the period of the HLF funding and has provided a valuable opportunity to investigate new ways of telling the story and history of the Windmill and the site.

Alongside this, the Area Team were also successful in a bid to become part of the Digital Stories Project. Five museums were selected from the applicants and it allows the team to work with a Digital Consultant to explore new ways of utilising Social Media and online resources to develop a community both digitally and also through an increase in visitors to the site itself.

On the site, volunteers are putting the finishing touches to a new double bread oven. This project is testament to the success of the pizza days held over the past year at the windmill. With such large numbers attending, the original oven proved not to be big enough to handle the demand and therefore, the larger oven has been constructed in preparation for the Hamble Heritage Weekend in June.



A range of events have been held on the site including Glass Lantern making, Easter Egg Decorating and storytelling with many of these events happening outside of the standard opening hours for the windmill, increasing access to the site.

Finally, Bursledon Windmill is part of a joint bid for funding to support Adult & Family Learning on the site. If the bid is successful, this money will further support additional events at the windmill and allow development of a workshop programme during the summer months for Adults.

1.2 Visitor Figures

The Area Team has worked hard to create new events at the windmill and have managed to achieve a 12% increase in visitors to the site despite the fact that the windmill has not been working during this year.

Year	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Totals
2009 – 2010	520	509	192	425	720	390	425	242	214	237	264	396	4534
2010 – 2011	660	612	558	461	801	386	542	327	88	262	473	386	5556
2011 – 2012	581	645	389	435	408	244	261	258	86	159	227	173	3866
2012 – 2013	385	285	227	251	332	316	433	253	188	62	228	364	3314
2013 – 2014	252	299	278	388	489	784	275	215	95	85	227	332	3719
2014 – 2015	252												

2 Caring for Collections, Promoting Access, and Providing Specialist Knowledge and Advice

2.1 Caring for collections

Extensive work has been carried out on the Social and Industrial History Collections stored at Chilcomb House, Winchester recently that will make it much easier for staff to locate and select objects for use in exhibitions and displays. During this work a number of objects have come to light that could be used to enhance the displays at the Windmill, such as bushels for measuring grain and various pieces of agricultural equipment from Hampshire's past.

2.2 Promoting Access and Providing Specialist Knowledge and Advice

The Keeper of Natural Sciences provided many of the specimens used in the Signs of Spring workshop in the Easter Holiday, such as young animals from the taxidermy collection.

Pond dipping and mini-beast hunts for 63 children and their parents were led by the Keeper of Natural Sciences during the May half-term, together with some insect matching games, making great use of the outside spaces around the windmill.

3 Inspiring Learning and Community Engagement

3.1 Formal Education Provision

Over the 5 month period January to May 2014, the CEL Team have only worked with 1 school group at the Windmill, despite two email campaigns. For the completed financial year 2013-14, the number of pupils in schools groups visiting the windmill was 365, which just missed the target of 400. Schools are not keen to visit in the winter months and are also awaiting the restoration. The CEL Team took this opportunity to undertake a major piece of work reviewing and revamping the school sessions to align them to the new National Curriculum and writing and producing a new schools' brochure to promote the service. A copy of this has been sent to every school in Hampshire and nearby authorities.

Date	School	Key Stage & Year Group	No. of children	Type of workshop
20 May	Shepherd's Down Special School	KS1, Yr 1&2	10	Little Red Hen & the Grain Chain

3.2 Community Engagement and Learning

In line with the Service Plan aim of widening participation, an excellent programme of activities for a range of audiences was offered over the 5 month period, including 4 out-of-hours events. **477** people took part in these activities (up to but not including May half term) which are additional to the regular Sunday offer.

Activity/Event	Target Audience	Date	No. of participants
Glass lantern making activity	Families	23 Mar	29
Tour & Talk for the Solent Events Group	Adults	27 Mar	20
Signs of Spring family workshop	Families	9 April	104
Paper Easter Egg Decorating activity	Families	13 April	37
2 X Going On a Bear Hunt interactive storytelling	Families	16 April	84
Outreach – stall & activities at Bursledon Brickworks Open Day	Potential visitors	27 April	131
Grain Chain workshop for 14 th Southampton (Sholing) Beavers	Children	15 May	31
Flour Power workshop for	Children	21 May	41

6 th Hamble Cub Scouts			
Minibeasts at the Mill workshop	Families	27 May	Not known at time of writing

The highlight of the programme was the range of activity, and the good uptake, for the Easter Holiday. The Easter Egg activity was offered by the front of house team as an extra activity during regular Sunday opening hours. The Signs of Spring workshop and the Going on a Bear Hunt interactive story-telling sessions were offered on week days in the holiday and were charging events. The good numbers participating are very encouraging and demonstrate the success of the promotional work detailed in Section 4.

The CEL Team are currently working with the VSA and partners at the two Country Parks and Bursledon Brickworks to plan the Hamble Heritage weekend activities for 21 & 22 June.



Signs of Spring Activities

4 **Marketing and Management**

4.1 **Publicity and Promotion**

In May 2014 a south-east area What's On leaflet, with an increased print run of 12,500 was produced. This covers the period from June to September and features Westbury Manor Museum, Eastleigh Museum, Bursledon Windmill, Gosport Discovery Centre and Gosport Gallery. It is being professionally distributed throughout the region.

4.2 **Online Marketing**

Events at Eastleigh Museum and Bursledon Windmill were promoted on a monthly basis via the Hampshire County Council cultural e-newsletter, Showcase. With new people signing up regularly, Showcase is now reaching over 30,000 subscribers. It regularly features both an exhibition and an object of the month as well as signposting recipients to events in their local area. In addition, the monthly e-newsletter Museums Monthly is sent to nearly 12,000 subscribers who have asked to receive museums specific information.

4.3 **Research**

Postcodes are now routinely collected from visitors at key sites over two 3 monthly periods - January to March and June to August. Postcodes are profiled using Mosaic software and provide ongoing information on which groups of people are using and not using our services and how individual visitor profiles compare to the local area. This feeds into the service and marketing planning processes. Profiles are currently being created for the most recent postcodes, collected between January and March 2014.

4.4 Social Media

The face book page and twitter feed set up by the exhibitions team at Chilcomb House to promote exhibitions and events at Museums Service sites are now well established. Facebook now has 1300 “likes” and twitter over 2100 followers. Recent posts by the Exhibitions team have promoted the Nest Box Making event at the Windmill in February as well as Signs of Spring in April.

Annabel Cook, May 2014