

## BURSLEDON WINDMILL JOINT MANAGEMENT COMMITTEE

Wednesday, 30 November 2016 (11:45 am – 12:15 pm)

### PRESENT:

Representing Eastleigh Borough Council - Councillors Van Niekerk (Chairman) and Cross

Representing Hampshire County Council – Councillor House

Representing Bursledon Parish Council – Councillor Mark McCormick

Mrs Sutton	- Hampshire Buildings Preservation Trust
Cerian Trevan	- Hampshire Cultural Trust
Matthew Blythe	- Local Area Manager

Apologies for absence were received from Councillor Alan Broadhurst, Councillor Judith Grajewski, Councillor Diane Andrewes, Mr Jackson and Tim Kelly

### 1. MINUTES

The Minutes of the meeting held on 5 July 2016 were agreed as a correct record.

### 2. CURATOR'S REPORT

Members considered the report of the Community Museum Manager, Cerian Trevan. She advised that herself and Jeff Witcher, the Visitor Services Assistant, started at the Windmill at the beginning of the summer providing much needed consistency in staffing. Jeff had an extensive background in customer service delivery and had been working on improving the visitor experience over the summer including the welcome to site and promotion of events.

In line with improving visitor experience and facilities at the site a coffee machine was installed in July to allow the provision of hot drinks to visitors for the first time. To complement this a new range of soft drinks was also developed and proved popular over the summer. Work now needed to be done to establish how to install a hot water boiler so tea could also be offered.

With the volunteer team having dwindled to one long-term interpretation volunteer and a garden volunteer a key focus for the summer had been to increase volunteer numbers. There was now a growing team of three new welcome/interpretation volunteers, one returning volunteer and two new mill assistant volunteers. Jeff had been interviewing and inducting the welcome volunteers over the last few months and there were at least two volunteers per day on site and they were all also keen to support events at site.

The increase in volunteers and new staff had meant that cleaning and maintenance was easier to keep on top of. The barn and visitor facilities were now cleaned regularly and were in much better condition. Gary had carried out a lot of maintenance around the site including grass cutting, hedge cutting, tidying the front of the barn and pond clearance. He also found a local tree surgeon who was willing to give spare wood he had which would ensure the pizza ovens could be supplied. The wood had also been used to create a rustic seating area by the beautiful lavender flowerbed in view of the pond.

Work had also been progressing on the site maintenance plans related to the Tesco Bags of Help Grant. Bursledon was successful in securing a £10,000 grant for works to improve the external areas of site. Works would include extending the boardwalk around the exposed sides of the pond to improve safety and access, replacing the damaged fencing at the entrance and repairing other sections around the site, installing outside lights to the barn and creating another flower bed at the front of the barn.

She advised that she had also been working with Gary and the H&S Advisor to develop a Safe Working Practice for climbing the sails which, amongst other things, would enable them to be re-painted.

With a complete site team and two new mill volunteers a training and maintenance plan was being developed to enable the windmill to start operating to full capacity again. Fosters Mill had been contacted who provided training in 2014 and were able to do so again, it was hoped in time for November. Gerian had also been in touch with Ian Clark who would hopefully be able to provide maintenance. The other key aim was to build up a team of people from within the Trust who were trained in emergency procedures such as turning the cap to provide support out of hours if high winds were experienced.

Visitor numbers continued to be down on last year throughout the summer. This was disappointing, but likely a combination of a lack of permanent site staff for the early season, a lack of marketing as a result and the windmill not being fully operational. In addition a drop in numbers would be expected a year or two following a re-launch. With a full team now in place the aim was to address this for next year with an exciting programme of events and activities that was properly marketed and a regularly operational windmill.

The following events had taken place this year and been well received; Special Sundays – Get Buzzy 10 July; Ways with Wood – 31 July; The Great Bursledon Bake Off – 17 August and Special Sundays – Windmill Making 18 September.

For the rest of the autumn season two more Special Sunday events had been arranged – Pond Dipping and Craft with Corn plus a Woodland Shadows event during half term supported by SEARCH and Spooky Mill in November where there was the opportunity to tour the Mill by torchlight.

Since the installation of the governor belt the conservators had been checking with the on-site team that it was working correctly. They had also been helping with contacting Ian Clark, a meeting had been arranged with him to discuss conducting a mill inspection and load testing on the sack hoist, but also the possibility of assistance with training.

Schools finished for their summer holidays in mid-July so there had not been any facilitated school led visits during the months of July-August.

The school workshop programme had been reviewed in time for the new academic year and would be focussing on top learning programmes: KS1: Little Red Hen & the Grain Chain and KS2: Flour Power. The learning resources for each workshop were currently being refreshed and were actively promoted at the NQT conference in Winchester on 6 & 7 October. It was hoped that a revised HCT Schools Learning guide to replace the 2014 version would be produced.

Bursledon Windmill would be undergoing building work in November, so to avoid any clashes and tie in with the harvest festival bookings were facilitated in the early part of October.

A very successful family event led by the Ashcroft Centre was run in July called Ways with Wood. This offered lots of child and adult craft activities to get involved with and many families chose to stay for the whole morning/afternoon going round and trying lots of the different crafts.

The museum had become part of the local Dementia Action Alliance in Bursledon representing the heritage sector within the group which included local businesses and volunteer organisations. An on-going ambition of the Better Life Chances team was to develop a network of dementia friendly museums across the Trust by offering staff and volunteers Dementia Friends training.

As with school groups the summer tends to be quieter than other times of the year with groups breaking up for the holidays. Staff were able to help one Scout group in September who had their original venue cancel on them at short notice so a session for 20 children was run at the mill instead and received excellent feedback. Two other groups have been in contact interested in sessions in the spring.

A new edition of What's On covering the period July – Sept and featuring Bursledon Windmill was delivered at the beginning of September. 12,500 copies were printed and it was now in circulation via distributors, Brochure Connect, to TICs, libraries, museums, accommodation providers, educational establishments, attractions, arts centres, theatres etc.

The e-newsletter Museums Monthly, featuring exhibitions and events from Bursledon, had been to sign ups on a new database. There were now almost 3000 subscribers. Features such as Special Sundays and other

summer events were promoted in the newsletter and on the website.

Postcodes were now routinely collected from visitors on an ongoing basis. These were profiled annually using Mosaic software and provided ongoing information on which groups of people were using and not using services and how individual visitor profiles compared to the local area. This fed into the service and marketing planning processes.

Hampshire Cultural Trust's Facebook page now had over 2800 "likes" and nearly 4,000 twitter followers. Events at Bursledon were promoted on both social media sites on an ongoing basis. Those we have promoted during the period included the strawberry basket workshop, the special Sundays and the Bursledon Bake Off both on Social Media and the website.

The Royal Blood website including a sign up area and What's Ons for all upcoming events was now live. Although Bursledon Windmill did not have an exhibition as such, it was hoped that it would feature complementary activities and or events which could be promoted and shared.

Press adverts had been taken out, including a feature wrap and strip, (the Windmill should also receive some editorial support alongside this paid advertising space) in Schools Out, Primary Times, Defence of the Realm magazine and The View.

For the first time this year the big theme had a media partnership with Wave FM. This included On Air mentions of events during round ups of what's on locally (at least 3 mentions per week for each of our 4 featured events), 2 features in e-shots to their customer database, a webpage on Wave105.com (over 330,000 visitors per week), and specific targeted messaging via their Social Media channels throughout the partnership. Representatives from all three local Parish Councils offered to put details of opening times and events on their websites in order to help improve visitor figures at the Windmill. Cerian agreed that she would put the marketing team in touch with the Parish Councils.

It was **AGREED** that the report be noted.

### 3. FINANCE REPORT

Consideration was given to the Financial Report and Revenue Budget 2015/16. Members were advised that there was nothing to add to the report and there had been no changes to the report since the last meeting.

It was **AGREED** that the report be noted.

### 4. DATE AND VENUE OF NEXT MEETING

The following dates were given for the Meetings taking place in 2017:

14 February 2017 - 10:30 am – 16/17 First Floor, Eastleigh House;

11 July 2017 – 11:30 am – Bursledon Windmill;  
14 November 2017 – 10:30 am – 16/17 First Floor, Eastleigh House.

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