AGENDA ITEM NO. 3

Committee: BURSLEDON WINDMILL
JOINT MANAGEMENT COMMITTEE

Date of Meeting: 13 Feb 2018
Title of Report: CURATOR’S REPORT
Author: Cerian Gale

Purpose:

Report on activities at or relating to Bursledon Windmill
Covering period Nov 17 – Jan 18

1 Providing a Welcoming and Well Maintained Site

1.1 Windmill Service Delivery

This report covers a much quieter period of the year for Bursledon as the site is closed Dec, Jan and Feb. In Nov we held the second of our two Autumn Special Weekends – The Big Sleep with animal specimens on display, crafts and trails to enjoy as a family. This event drew in over 70 people that weekend so did very well for the time of year.

Our final event of the season was our new Santa’s Grotto and Christmas Fair on the 2nd Dec. This was a lovely event with the Mill dressed as a traditional Santa’s Grotto and the Barn hosting a craft fair with stalls of locally produced arts and crafts products and a special Christmas themed trail and decoration making. Lots of our volunteers supported the event with Andrea creating some fab craft activities, Stephen dressing up as Santa with his elves and Jackie, Theresa and Jane all doing a great job of welcoming our visitors to site.
It was really well attended for its first year with 169 visitors in the 4 hours we were open and we had lovely feedback from the visitors saying how much the children had enjoyed it and what great value for money it was; one customer even said our Santa was ‘better than Paulton Park’s Santa’!

While we have been closed Gary our Miller has been on site every other Sunday to conduct regular maintenance and ensure the Mill is cleaned. Site staff also attended site twice over the Christmas period to turn the cap of the mill due to the changing wind direction and high speeds.

The team and site also took part in the Community Christmas Tree exhibition (25th Nov – 6th Jan) at Eastleigh Museum having created their own unique Christmas tree.
With re-opening in mind the team manned a stall at the Community Showcase event at The Point in Eastleigh on Jan 28th. The stall proved very popular with people and we got several names of potential new volunteers and promoted the site to a lot more.

We are now busy planning for the new season with pre-season training/update organised for the end of Feb and lots of events to look forward to. Our first one will be in conjunction with British Science week on the 10th/11th March and focus on mill engineering and metrology with lots of fun experiments to get involved in too. Then for Easter we will have a trail to follow round site with a prize for all correct entries and a Windmill Wednesday on the 11th April themed on fairies and woodland creatures for spring.
1.2 Visitor Figures

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<th>May</th>
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<th>Sept</th>
<th>Oct</th>
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<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
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Bursledon has had another good month in Nov, 76% up on budget, this was driven mainly by the Special Weekend Hibernation event at the beginning of the month, but in addition good weather and steady numbers the rest of the month helped too.

Bursledon was closed in Dec so had no budget, but we decided to run a Santa’s grotto event on the 2nd Dec which attracted the 169 actual figure and was a big success. As a result this will have added to our YTD visitor total to help get us closer to budget and added some extra income too.

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

2.1 Caring for collections

Hampshire Cultural Trust’s Conservation Engineer and his workshop volunteers have progressed well with plans for repairs to the mill. Several visits have been undertaken and parts designed in house. These were outsourced for profiling, then returned to Chilcomb, where welding of the parts took place. Plans to measure up and create new oak wedges, which are all different sizes, are under way and the materials for this have now been delivered. A new guard has been fabricated to house the tail gudgeon plus a new adjustable metal band for the tail gudgeon has been completed and eight replacement adjustment metal brackets are nearly finished for the brake wheel fore and aft adjustment. The next visit to site will see the fitting of the brackets to aid the reinforcement of the walkway railings in the cap and then it will be safe to undertake all the remaining works.
Figure 6: Adjustor

Figure 7: Guard for the Tail Gudgeon
The Arts Council England have contacted us with regards the Accreditation applications for 14 of our venues, including Bursledon, submitted in August, the review process is progressing well and we are now at the stage of answering the queries they have relating to our applications. Once this is complete we anticipate that Accreditation for all venues will be granted again.

2.2 Promoting Access, and Providing Specialist Knowledge and Advice

The Conservation Technician identified and prepared several agricultural implements from the stores for adding to the displays that were mounted in August to add additional interest and items for visitors to enjoy. One of our volunteers has created an I-spy game for them too. In addition the Petter engines that were running on our Harvest Weekend have become part of the equipment on display in the barn.
The Conservation Technician was also integral in arranging estimates for electrical works, and facilitated access to the mill for the electrical contractors to carry out the works. We have therefore had new LED lights fitted in the Barn to improve the lighting in here which should help light the exhibits and also the barn itself, showing off the roof etc. much better. This work also added several electric sockets to the left-hand side of the barn and an outdoor socket which will be particularly helpful during events.
Bay tree cuttings for the gardens have been taken and struck by the Curator of Arts (a keen gardener), they will soon be ready for transferring. One of our volunteers discovered that bay trees have apparently been historically used to deter flies, moths, mice and cockroaches - environmentally friendly pest management! So we wanted to include them in the new planter at the front of the barn.

![Figure 11: Bay tree cuttings waiting to be planted out](image)

3 Inspiring Learning and Community Engagement

3.1 Formal Education Provision

Due to the time of year and site being closed for two months of this report there have been no school visits to site.

3.2 Better Life Chances

As part of Horizon 20:20 arts intervention programme 20 students aged 11-16 at the Bridge Education Centre experienced 6 glass and 2 papier mache workshops with professional artists between November and January. There were 149 learning hours in total, with one student saying, ‘After the glass workshop I was left wanting to do more’.

*The ICE Project* – arts for positive mental health - Simon Says charity in Eastleigh, that supports bereaved young people is working with Strong Island Media to make a film about grief. Around 10 vulnerable young people aged 11 – 18 who have experienced the trauma of losing a close family member are taking part. This project will run for a further 2 years.

Wessex Dance Academy takes Hampshire’s highest tariff young people on 12 week, contemporary dance cohorts. The young people come from secured units, education centres or are not at school. Many are young offenders and a number are children in care. The Academy has a strong history of helping young people to turn their lives around
through discipline, improved re-fueling habits and physical activity. Jack (not his real name) from Eastleigh has attended the Academy recently and has now gone on to study at Chichester College.

**Out of hour’s bookings:** Due to the time of year we have had no out of hours visits during this period. However, we have already started taking bookings for the following Spring from local beaver groups.

4 **Marketing and Communications**

4.1 Print material

A new edition of What’s On covering the period Sept – December and featuring Bursledon Windmill (Harvest Fair, Heritage Open Weekend, Outdoor Film Showing, Dragon Weekend, Spooky Mill, Big Sleep Weekend and Santa’s Grotto) was delivered at the end of August. 12,500 copies were printed and circulated via our distributors, Culture Calling, to TICs, libraries, museums, accommodation providers, educational establishments, attractions, arts centres, theatres etc.

4.2 Online marketing

The e-newsletter Museums Monthly, featuring exhibitions and events from Bursledon Windmill, has been sent to sign ups on a new database. Subscribers now number over 5800. We have promoted features such as the Harvest Weekend (September) and the Big Sleep Weekend (October) in the newsletter and on the website.

4.3 Research

Postcodes are now routinely collected from visitors at Bursledon Windmill on an ongoing basis. These are profiled annually 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.

Bursledon Windmill will also started doing visitor surveys from March. This year-long, company-wide initiative will give us quantitative and qualitative data regarding our venues’ visitors, where they come from, why they come, etc. This vital data can then be used to feed back into our marketing and exhibitions, and also when applying for funding bids, etc.

4.4 Social Media

HCT Facebook now has over 3350 “likes” and Twitter over 5150 followers. Events at Bursledon Windmill are promoted on both social media sites on an ongoing basis. Those we have promoted during the period include the Dragon Weekend, Spooky Mill, Big Sleep Weekend and Santa’s Grotto both on Social Media and the website.
4.5 Digital

Hampshire Cultural Trust is now concentrating on the delivery a wider digital strategy and as such has employed a Digital Transformation Manager who is spearheading digital modernisation across all venues. Website user experience, online ticketing, especially in museums, and CRM, are immediate areas of focus. All of which will create a better user experience for visitors to Bursledon Windmill both on and offline. A new online volunteer form has already been delivered (Typeform) and work on the new website is underway for delivery April 2018.

4.6 Upcoming Projects

Significantly, we will begin working on a bespoke venue leaflet for Bursledon Windmill which will contain all the key details about the venue and can be used to promote it throughout the year. A new Bursledon Windmill logo will be created. These individual venue leaflets will replace the current quarterly What’s Ons which only feature events listings and don’t contain full venue information.

Cerian Gale
Jan 2018