

AGENDA ITEM NO. 4

Committee:	BURSLEDON WINDMILL JOINT MANAGEMENT COMMITTEE
Date of Meeting:	15 th Nov 2018
Title of Report:	COMMUNITY MANAGER'S REPORT
Author:	Cerian Gale

Purpose:

Report on activities at or relating to Bursledon Windmill
Covering period July - Sept 2018

1 Providing a Welcoming and Well Maintained Site

1.1 Windmill Service Delivery

We started our summer programme of events with our Great Outdoors weekend on the 7th and 8th July where we offered pond dipping and dragonfly making activities. Pond dipping in the past has proved a very popular activity and while we had 44 visitors over the weekend we felt the exceptionally good weather did mean people had chosen to go elsewhere.

August got off to a flying start with the first of our two Bursledon Bake Off events on the 1st Aug. We had had a lot of positive interaction about this event on Facebook and were hoping for a busy day – and we got one! We cooked a massive 170 pizzas and had over 270 visitors on site. We got some great feedback from visitors but realised we needed to adapt the event for the second date in order to managing things more smoothly with the numbers we were now seeing attend the event. Therefore we took the decision to make the next event bookable in advance – this worked really well and the event was much easier to manage second time round and we still cooked 155 pizzas and had 230 visitors on site. We also included a mini kid's version of our windmill tour this year to keep people entertained while they waited for their pizzas to cook which proved incredibly popular.



Figure 1: Enjoying pizza with a beautiful view!



Figure 2: The volunteers enjoying a well-deserved pizza at the end of the second event

Our main focus for Sept was our Harvest Weekend event planned for the 8th and 9th as part of the Heritage Open Days programme. We had harvest themed activities and trails to do in the barn, a shortened version of the windmill tour available for free and had our WW1 J-Type lorry on display in the car park. On the Sunday we had partnered with Bursledon Brickworks, Southampton Heritage Buses (who ran free bus journeys between the sites) and the Friends of Bursledon Railway to provide a joint event between the three sites. This was a huge success – on the Sat we had 139 visitors, but on the Sunday we had 397! Speaking to as many visitors as possible it was clear that lots of them were locals who either had never visited the mill or had not been for years and they were all very impressed and interested in our on-going event programme so hopefully will return again now.



Figure 3: Having fun tooting the horn on the J-Type



Figure 4: Corn dolly making



Figure 5: Two old girls together - one over 200 and the other over 100 years old!

Throughout the summer we have continued with the Mill training for our Mill Assistant volunteer on alternate Fridays. Despite a very calm summer with little wind we have been able to complete a lot of the basic training and in Sept we were able to finally put the Mill into operation for him to experience for the first time! Hopefully the autumn/winter will give us plenty more opportunities. We are now at the stage of looking to sign off the first two levels of training and 'qualify' him as an 'apprentice'. While we have had a couple of enquiries about becoming Mill volunteers sadly we have not had any one else yet who feels the role suits them – either from a time commitment perspective or the physical nature of it. Based on advice from Eling Tide Mill I am working with the Marketing Team to expand the area we are advertising to a more county-wide approach in the hope this will increase numbers.

Looking ahead towards the autumn period we are excited about the success of the summer events and anticipate that continuing. With that in mind we have decided to make both our out of hour's events – Spooky Mill and the Christmas Fair and Santa's Grotto bookable events to manage numbers effectively and guarantee income too. And we will be running two weekend events in Oct and Nov as normal – in Oct it will be a Halloween make and take at the end of half term and in Nov we will add to the very popular dragon weekend from last year with a dragons and fairies weekend.

1.2 Visitor Figures

Over this reporting period Bursledon has had an excellent 3 months – with visitors totalling 1528, over 400 up on same time the previous year. July was slightly down because of the hot weather which was a trend seen at all our venues. Aug looks down on last year but because of how our reporting periods work the visitor numbers for the pizza event on the 29th are showing under Sept's figures. Last year in Aug we ran free events every weekend funded by the Tesco Bags of Help grant so we did extremely well to beat last year and proves we have built on the visitors we encouraged to site then. Sept was a fantastic month with the hugely successful Harvest Weekend event for Heritage Open Days contributing over 500 people to the figures for that month.

Year	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Totals
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	422	318	362	0	121	90	290	72	390	332	503	3152
2015-2016	298	383	315	282	563	274	431	129	24	109	142	263	3213
2016-2017	170	124	150	142	309	160	148	59	Closed	Closed	Closed	142	1404
2017 - 2018	152	124	171	208	519	377	350	106	169 Closed	Closed	Closed	174	2350
2018 - 2019	208	178	295	179	434	915	323		Closed	Closed	Closed		

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

2.1 Caring for collections

Following the success of getting the windmill turning once more, Cerian Gale has met with our conservator, Nigel Spender, and the programme team to agree the list of ongoing repairs and maintenance tasks to be completed over the next 12 months. As part of the meeting, we agreed priorities for further works, opportunities for involving the venue-based team in the restoration works, and also agreed to check and potentially repair two of the stationary engines from the site. Both have been brought to the workshop at Chilcomb temporarily.

Nigel Spender was also preparing one of our working, historic vehicles to visit the windmill. The Thorneycroft J-Type which had served as a gun-platform during WW1 travelled over to join the weekend event at the start of September.

2.2 Accreditation

As mentioned in the previous report, we have submitted our application to the Arts Council England for Re-accreditation based on the new structure of our organisation. In July, we received the good news that our application has been successful; Bursledon Windmill is now once more Fully Accredited.

2.3 Update on New Ways of Working

We are continuing to embed the new ways of working within our new structure. Deborah Neubauer as Head of Community, and Mark Barden as your Cultural Experience Manager,

both attend programming meetings to help us set out new policies and procedures designed to help us work better together across the new teams.

Updates and improvements we have already agreed on are:

- Establishing a single point of contact for all collections related enquiries to collections@hampshireculturaltrust.org.uk
- New object entry process to better manage how we look after potential donations and loans
- New training opportunities for the use of the MODES collections database for the team

Looking forward, we will discuss training for volunteers and venue teams in collections care tasks and priorities for collections development.

3 Inspiring Learning and Community Engagement

3.1 Community Engagement

Horizon 20:20 is a four-year arts intervention programme run by Hampshire Cultural Trust, funded by Paul Hamlyn Foundation. During the autumn term 10 students at The Bridge Education Centre in Eastleigh (excluded from mainstream education) have taken part in 5 weeks of screen-printing workshops led by professional artist Sarah Gaiger. The young people also experienced a cultural trip to John Hansard Gallery in Southampton, visiting the 'Time after time' exhibition, with a talk and tour from Vanessa at the gallery. Professional photographer Faye Philips led them in creative response activities.

The ICE Project is a partnership between Hampshire Cultural Trust and Hampshire CAMHS, to use arts and culture to promote positive mental health. We ran a three day film-making course in Eastleigh over the summer for young people with lived experience of Eating Disorders. The film hopes to inform, inspire and educate, it will be shared on NHS websites.

3.2 Out of hour's bookings

We have had three out of hour's bookings during this period – all in July. Winchester Archaeology and Research Group visited on the 9th July and wrote us a lovely thank you email saying how much they had enjoyed their visit. The Itchen Blackfoot Beavers visited on the 12th and Gosport U3A visited on the 23rd. In total this was 83 out of hour's visitors.

4 Marketing and Communications

4.1 Print material

A new edition of "What's On for Families" for the summer period (covering the period July - Sept) and featuring Bursledon Windmill (summer holiday activities) was delivered at the beginning of July. 15,000 copies were printed and it was circulated via our distributors, Culture Calling, to TICs, libraries, museums, accommodation providers, educational establishments, attractions, arts centres, theatres, etc. As this features many events especially for the summer holidays, we also sent this to over 600 schools in the region for distribution in ParentMail and Book Bags.

4.2 Online marketing

The HCT monthly e-newsletter featuring exhibitions and events from Bursledon Windmill, has been sent to sign ups on the HCT database. Subscribers now number over 6420. We have promoted features such as the Great Bursledon Bake Off, Harvest weekend and teddy bears storytelling, as well as other children's and summer activities 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 is now taking part in the Visitor Survey project, this involves taking questionnaires from a cross section of visitors to provide insights into our visitors which we can then use to improve both our marketing and the service that Bursledon Windmill provides. This survey ended on 30 Sept and the data is being reviewed. The new survey begins 1 October.

4.4 Social Media

HCT Facebook now has over 3750 "likes" and twitter 5600 followers. Events at Bursledon Windmill are promoted on both social media sites on an ongoing basis. Those we have promoted during the period include a small social campaign for Great Bursledon Bake Off and several promotional posts and tweets for the special Harvest weekend.

Other Projects

The Bursledon Windmill venue leaflet was delivered at the beginning of the period in Sept. Featuring new photography and information about the windmill and its offering, this new 6 sided leaflet replaces the current cross-venue What's On guide as a generic and informative piece all about the permanent features of the venue. These leaflets will be available at the windmill itself, at other HCT venues and at local tourist offices, etc. to promote Bursledon Windmill.

Cerian Gale
Oct 2018