

Committee:	BURSLEDON WINDMILL JOINT MANAGEMENT COMMITTEE
Date of Meeting:	THURSDAY 27 FEBRUARY
Title of Report:	COMMUNITY MANAGER'S REPORT
Author:	EMMA BANKS

Purpose:

Report on activities at or relating to Bursledon Windmill
Covering period July 2019-Jan 2020

1 Providing a Welcoming and Well Maintained Site

1.1 Windmill Service Delivery

July began with an exciting evening event – a folk band performance from Electric Eden on 6 July with over 40 people enjoying the performance on a lovely warm evening.

The July weekend event 'A Flying Visit' focused on flying insects with special family crafts and attracted 50 visitors over the weekend of 6-7 July.

August saw the return of the ever popular Pizza events, a new twist on the event was presented by adding in additional 'Pancake' days, where participants mixed their own batter and added sweet or savoury toppings to pancakes that were cooked on the pizza ovens. The events were marketed together as the Bursledon Bake Off with four events taking place on 2, 9, 16 & 23 August seeing over 600 visitors to the site to take part.



Figure 1 Visitor enjoying a Bursledon Bake Off Pancake Day (image credit @wildlittleadventures)

We held another extremely successful Harvest Weekend, a free event as part of the national initiative Heritage Open Days on 14 & 15 September. We were delighted to have a Tasker Steam Wagon on site plus family crafts, local produce stalls and lots of family activities to enjoy. On Sunday we linked up with local partners to provide heritage buses running between the Mill, Brickworks and Bursledon Station. We had a fantastic turn out with 175 visitors on the Saturday and 503 on the Sunday.



Figure 2 The staff & volunteer team with the 'Little Giant'

On 28 & 29 September we held a Harvest Art event with a family craft activity using harvest vegetables, it was one of the least popular events of the year with 24 visitors over the weekend.

Held on 12 & 13 October the Dragons, Fairies & Wizards Weekend proved to be a hit with families seeing 200 visitors over the weekend. Visitors were invited to come in costume and take part in a number of activities including a fairy trail, activities, storytelling and crafts around the site.



Figure 3 Marketing image for Dragons, Fairies & Wizards Weekend

There was a fun Halloween Crafts Weekend on 26 & 27 October that proved popular with over 100 visitors to the event.

The Spooky Mill evening event took place on 30 October and we had a huge 298 visitors come along to the event. Many came in costume and enjoyed themed crafts and spooky storytelling in the Mill. Moving forward it has been decided to review the event as the volume of people attending the site in a short period is really unsustainable and we are planning a different style of event for 2020.

On 16 & 17 November it was The Big Sleep Weekend, 48 visitors came along to enjoy family crafts and learn about wildlife hibernation during the colder months.



Figure 4 The Big Sleep family craft activity

On 7th December the Christmas Fayre and Santa's Grotto enjoyed bumper visitor figures with 399 visitors to the site including over 100 bookings to visit Santa's Windmill Grotto.



Figure 5 Santa and elves in the Windmill Grotto

1.2 Visitor Figures

The visitor figures for the 2019-2020 season have been fantastic. We are currently 40% ahead of budget in terms of visitor figures, this is a fantastic achievement for the team. This has mostly been achieved due the popularity of the special event weekends, especially the huge success of the Harvest Weekend and Christmas Fayre.

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	197	207 Closed	Closed	Closed	323	3259
2019-2020	206	276	567	238	869	805	339	409	399 Closed				

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

2.1 Caring for collections

Progress was made in September 2019 with a revised programme of repair works agreed focusing initially on improving the access within the cap of the Windmill to ensure a safe working environment. Plans and methods of work were drawn up, there was then a delay due to access to timber that meant that further works were postponed until improved weather. Technician hours have been allocated in March to finish off the works to the cap and carry out other basic repairs.

In January 2020 a meeting was held with HCC to discuss the report prepared by Luke Bonwick regarding repairs required to the Mill. HCC are currently reviewing the documentation and it is expected that an additional survey will be required. Under the current agreements HCC will be responsible for any structural works needed. The

Community Manager is meeting with the HCT fundraising team to discuss how we can support this process.

The Community Manager visited Winchester City Mill in October and talked to staff to gather knowledge regarding commercial milling. The conversation included an overview of the Health & Safety requirements, Food Hygiene requirements and staffing needs that would need to be met in order to mill flour for sale. The Community Manager will continue to carry out research and a report will be completed by the end of May 2020.

The Community Manager will attend a Society for The Protection of Ancient Buildings Training course on Health & Safety requirements in traditional mills in March 2020.

3 Inspiring Learning and Community Engagement

3.1 Community Engagement

Horizon 20:20

Our Horizon 20:20 project started its 4th year of the programme in September. The project, which works with The Bridge Education Centre in Eastleigh, has delivered arts based engagement through activity such as upcycling, ceramics and printmaking in both the Autumn and Winter terms, plus a trip to Roche Court and the Nuffield Theatre in Southampton. During this time the project has worked with 55 young people from the Education Centre.



Figure 6 Artwork made by young people as part of the Horizon 20:20 Project

The ICE Project

The ICE Project which works with young people experiencing mental health issues, in partnership with Hampshire CAMHS, is currently working with Eastleigh young carers, with a ten week art project looking at fashion upcycling. In the autumn term we worked with a group from CAMHS in Eastleigh, working with Eastleigh based SoCo Music.

The project celebration for the 3rd year of the ICE Project takes place at The Point on 24 March, hopefully everyone will have received an invite but if not please let us know!

Industrious Minds

We are delighted to announce that our application to the National Heritage Lottery Fund for the 'Industrious Minds' was successful and Hampshire Cultural Trust has been awarded £34,200.00 for delivery of the project.

Industrious Minds is an 18-month project working with up to 40 young people to engage them with the industrial heritage of Eastleigh. Utilising Hampshire Cultural Trust's local collections, the local studies area at Eastleigh Museum and built heritage of Eastleigh, young people will investigate how past industry has shaped present day, and how current industry will shape our future. There will also be a focus on the impact of industry on the environment in response to Eastleigh Borough Council declaring a climate emergency.

The project will provide young people with a voice, responding to these topics through a collaborative exhibition, digital interpretation and artist response which will go on to tour around the borough. The outcomes created by young people during Industrious Minds will also inform Eastleigh Museum's new venue and interpretation plan, embedding their voices into the future development of the museum. Our main aims are to inspire young people to engage with Eastleigh's heritage and to help inspire pride of place among Eastleigh Borough residents.

Project partners will include Eastleigh Borough Council, One Community, The Bridge Education Centre and Energy Youth Club.

3.2 Out of hour's bookings

25 members from Waterlooville U3A enjoyed a visit to the Mill followed by tea and cake on 15 August.

4 Marketing and Communications

4.1 Print material

Summer and Autumn editions of "What's On for Families" and featuring Bursledon Windmill were delivered in July and October. 20,000 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 summer holidays and Halloween/October half term, 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 60,000. We have promoted features such as the Halloween Craft and Spooky Mill, as well as the summer programme of bakes, etc.

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 also taking part in the Visitor Survey project, this involves taking questionnaires from a cross section of visitors to provide feedback from those who visit which we can then use to improve both our marketing and the service the Windmill provides.

4.4 Social Media

HCT Facebook now has over 4500 “likes” and twitter 6100 followers. Events at Bursledon Windmill are promoted on both social media sites on an ongoing basis. Those we have promoted during the period include Halloween and half term activities (Spooky Mill, craft) and pancake/pizza days, etc.

The Bursledon Windmill Facebook page is still growing steadily and now has 1668 ‘likes’ and is proving to be a very strong marketing tool for special events. We have been actively posting and taking part in social media themes such as the #dollypartonchallenge showing the ‘personality’ of the site based on different social media sites.

The Instagram page is also growing with a 350 followers since we started the page in June 2019.



Figure 7 Bursledon Windmill #dollypartonchallenge

Other Projects

The Bursledon Windmill venue leaflet continues to be produced and is professionally distributed across the region and is at every HCT venue as well as Bursledon itself.