

**AGENDA ITEM NO. x**

<b>Committee:</b>	BURSLEDON WINDMILL JOINT MANAGEMENT COMMITTEE
<b>Date of Meeting:</b>	FRIDAY 11 DECEMBER
<b>Title of Report:</b>	COMMUNITY MANAGER'S REPORT
<b>Author:</b>	EMMA BANKS

**Purpose:**

Report on activities at or relating to Bursledon Windmill  
Covering period Feb 2020 2019-Nov 2020

**1 Providing a Welcoming and Well Maintained Site**

**1.1 Windmill Service Delivery**

In February, before the new season began we ran a pre-season training session and deep clean on site with the staff and volunteer team.

The Windmill opened for the 2020 season on March 7<sup>th</sup> and kicked off with a special 'Opening Weekend' event. This was closely followed by Science Weekend on 14<sup>th</sup> & 15<sup>th</sup> March, event linked to British Science Week. There were a wealth of activities with make and takes and a science experiment table. These events were well attended with over 150 people attending in the first two weekends.

In March 2020 the site was closed due to the COVID-19 Pandemic, the Visitor Services Assistant, Jeff Witcher was furloughed. The Miller/Caretaker, Gary Freeman and Community Manager, Emma Banks continued to work over the lockdown period ensuring regular Health & Safety checks and essential maintenance we carried out.

Prior to reopening the Community Manager carried out a Covid-19 risk assessment for the site. A number of measures were implemented, including limiting numbers of people on site, a suite of informational signage installed, hand sanitiser stations installed and face coverings issued to team members. All team members attended a 'Return to the Workplace' training session led by the Community Manager outlining the new measures in place.

Following the training the site was opened to the public on 25<sup>th</sup> July.

The team, led by Visitor Services Assistant, Jeff Witcher, developed a new innovative events programme to adapt to the Covid-19 regulations, adhering to limited numbers and social distancing. We were also able to run Windmill tours to one family group at a time.

This event programme included outdoor yoga sessions, a live music gig, and ploughman's supper and family nature crafts. Due to the popularity of this event offer and a regular flow of weekend visitors the site saw over 700 visitors from mid-July until October.



*Figure 1 Yoga at Bursledon Windmill*

Due to work being carried out to the Windmill cap and concerns regarding the condition of the stocks and sails it was decided to close a month earlier than planned, at the end of October.

## **1.2 Visitor Figures**

The visitor figures for the 2019-2020 season were fantastic. We completed the season currently 37% ahead of budget in terms of visitor figures, despite not completing a full month in March. This was 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.

The 2020-21 season was challenging, however we were pleased to welcome over 700 visitors from mid-July until October. This was due primarily to the popularity of the event offer and a regular flow of weekend visitors to the site. However, as we were unable to run some of the larger scale regular summer events so there was an obvious impact on visitor numbers.

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	Closed	Closed	153	4261
2020-2021	Closed	Closed	Closed	34	198	345	99	47					723

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

### **2.1 Caring for collections**

During June 2020 an annual condition inspection report for the Windmill was carried out by Bonwick Heritage Consultancy. (Report attached). The report highlighted a number of areas where repair works are required and highlighted the risks associated with lack of action. Hampshire Cultural Trust is now working with Hampshire County Council to produce a timetable for these repairs to be carried out.

Due to Covid-19 planned works by the HCT team to the safety barriers in the cap were postponed. Repairs to the wooden roof of the cap were carried out by HCC in November 2020 and further emergency works to remove the stocks and sails are planned for December 2020. This will enable them to be condition surveyed. This survey will be the basis for and planned repairs to the stocks and sails. Under the current agreements HCC are responsible for any structural works needed. The Head of Community, Facilities Manager and Community Manager is meeting with the HCT fundraising team to discuss how we can support this process.

During July 2020 a review of the Health & Safety communication with visitors was carried out, this led to new signage being produced and a change in the safety briefing given to visitors when they purchase tickets and intend to visit the Mill building.



Figure 2 New safety signage for the Windmill

### **3 Inspiring Learning and Community Engagement**

#### **3.1 Community Engagement**

##### **Horizon 20:20**

The Horizon programme has continued to support vulnerable young people in The Bridge Education Centre. During the time when face-to-face activity was not possible HCT secured funding through Youth Endowment Fund to offer resources and online sessions for young people. 20 Creative Boxes shared out by the Bridge Education Centre.

The following workshops took place in the Spring Term.

- February - 2 Printmaking with artist Sarah Gaiger
- March - 5 Animation sessions

64 young people participated in these sessions and 20 people received creative boxes as part of the Create and Connect programme.

In August there were continued opportunities to engage with online workshops and resources open to young people in Eastleigh through Hampshire Children’s Services.

With felt making sessions with artist Jono Retallick and in November artist led session with Thomas Cooke. 30 young people participated in these sessions.



*Figure 3 Printmaking workshop*

## **4 Marketing and Communications**

### **4.1 Print material**

The autumn edition of “What’s On for Families” and featuring Bursledon Windmill were delivered in 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 for Halloween/October half term.

### **4.2 Social Media**

HCT Facebook now has over 5000 “likes” and twitter over 6000 followers. Events at Bursledon Windmill are promoted on both social media sites on an ongoing basis.

The Bursledon Windmill Facebook page is still growing steadily and now has 1782 '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.

The Instagram page is also growing with a 607 followers since we started the page in June 2019.

### **4.3 Culture on Call**

When venues closed an online offer, Culture On Call was developed by HCT and launched 3 April. From 3 April until 31 October there were 57,118 page views and 26,969 sessions. You can view online content at <https://www.cultureoncall.com/> including the Eastleigh exhibition Life Through The Lens <https://www.cultureoncall.com/life-in-eastleigh-through-the-lens/> and Bursledon Windmill Tree Trail.

### **4.4 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.

Emma Banks, November 2020