

AGENDA ITEM NO. x

Committee:	BURSLEDON WINDMILL JOINT MANAGEMENT COMMITTEE
Date of Meeting:	THURSDAY 18 MARCH
Title of Report:	COMMUNITY MANAGER'S REPORT
Author:	EMMA BANKS

Purpose:

Report on activities at or relating to Bursledon Windmill
Covering period Dec 2020 2019-Feb 2021

1 Providing a Welcoming and Well Maintained Site

1.1 Windmill Service Delivery

Due to work being carried out to the Windmill cap and concerns regarding the condition of the stocks and sails the Windmill closed at the end of October 2020.

Since the latest Covid-19 lockdown the Visitor Services Assistant, Jeff Witcher has been furloughed. The Miller/Caretaker, Gary Freeman and Community Manager, Emma Banks are flexi-furloughed but continue to ensure regular Health & Safety checks and essential maintenance are carried out.

The current plan is that the site will reopen to the public at the end of May 2021. The events programme is currently being reviewed in light of the recent government roadmap.

1.2 Visitor Figures

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. 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	Closed	Closed	Closed	Closed	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. 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.

Emergency works to remove the stocks and sails were carried out in December 2020. HCT commissioned windmill conservation specialist Luke Bonwick to survey the condition (see attached report). Under the current agreements HCC are responsible for any structural works needed.



Figure 1 Equipment on site ready for the removal of the stocks and sails

A decision regarding allocation of budget from HCC for repairs to the Windmill is due at the end of March and HCC are currently establishing the full cost of the required repairs.

In the meantime Hampshire Cultural Trust have developed a fundraising campaign, aiming to raise £40,000 to support the required works. It is planned that £5,000 of this target will be raised through community fundraising including a series of special onsite activities and donation initiatives. Fundraising Officer Stacey Court-Martin will give more detail on these plans at the JMC meeting.

3 Inspiring Learning and Community Engagement

4.1 Community Engagement

Horizon 20:20

The Horizon programme has continued to support vulnerable young people in The Bridge Education Centre.

The following face to face sessions have been delivered December-February;

- 5 full days x artist-led painting sessions at The Bridge Education Centre

The following activities have been delivered remotely;

- 12 Creative boxes and resources were provided for students at The Bridge Education Centre along with online Fashion Design workshops with artist Roz Shabazz
- A Teacher Wellbeing whole staff CPD session at The Bridge Education Centre – Ceramics with artist Jill Maguire via Zoom to support teachers in school classrooms or isolating at home.



Figure 2 Ceramics by artist Jill Maguire

4 Marketing and Communications

Venues have been largely closed throughout Dec 20 – Jan 2021. During this time we have continued with online marketing and also our digital blog, Culture on Call. During the time period, this received 15.9k unique site views.

4.2 Online marketing

The HCT monthly e-newsletter featuring exhibitions and events across the organisation has been sent to sign ups on the HCT database. Subscribers now number over 66,445.

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 and will be available in March.

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. This project is currently on hold and will restart when the venue reopens.

4.4 Social Media

HCT Facebook now has over 5160 “likes” and twitter 6500 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 1900 followers 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 682 followers since we started the page in June 2019.



Figure 3 Bursledon Windmill Instagram Account @bursledonwindmill

Emma Banks, March 2021