

## AGENDA ITEM NO. x

<b>Committee:</b>	BURSLEDON WINDMILL JOINT MANAGEMENT COMMITTEE
<b>Date of Meeting:</b>	THURSDAY 15 JULY
<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 March 2021-June 2021

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

### **1.1 Windmill Service Delivery**

During April Visitor Services Assistant, Jeff Witcher continued to be furloughed. The Miller/Caretaker, Gary Freeman and Community Manager, Emma Banks were flexi-furloughed but continue to ensure regular Health & Safety checks and essential maintenance are carried out. The team returned from furlough from May 2021.

Following changes to the government Covid-19 guidance the site opened again to the public on 29 May 2021.

The site has a very active event programme planned for the season and in May and June the team have delivered Opening Weekend May Fayre, Bugs & Creatures Half Term Workshop, Sound Bath and Music At The Mill – Ben Dlugokecki. The events were all well supported.



*Figure 1 Music At The Mill - Ben Dlugokecki*



Figure 2 Sound Bath June 2021

Upcoming events include a further two Sound Bath Events, Outdoor Yoga, Strawberry Weekend and summer holiday workshops.

## 1.2 Visitor Figures

The 2021-22 season has opened well. Weekend visitor numbers have been quieter than anticipated, but a busy opening weekend and the additional site events have boosted the monthly figures. The budgeted target was 204 visitors and 288 visitors were achieved.

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	<b>3866</b>
2012 – 2013	385	285	227	251	332	316	433	253	188	62	228	364	<b>3314</b>
2013 – 2014	252	299	278	388	489	784	275	215	95	85	227	332	<b>3719</b>
2014 – 2015	252	422	318	362	0	121	90	290	72	390	332	503	<b>3152</b>
2015-2016	298	383	315	282	563	274	431	129	24	109	142	263	<b>3213</b>
2016-2017	170	124	150	142	309	160	148	59	Closed	Closed	Closed	142	<b>1404</b>

2017 – 2018	152	124	171	208	519	377	350	106	169 Closed	Closed	Closed	174	<b>2350</b>
2018 – 2019	208	178	295	179	434	915	323	197	207 Closed	Closed	Closed	323	<b>3259</b>
2019-2020	206	276	567	238	869	805	339	409	399 Closed	Closed	Closed	153	<b>4261</b>
2020-2021	Closed	Closed	Closed	34	198	345	99	47	Closed	Closed	Closed	Closed	<b>723</b>
2021-2022	Closed	Closed	288										

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

### **2.1 Caring for collections**



*Figure 3 Bursledon Windmill with sails removed*

HCT have been informed that a decision regarding allocation of budget from HCC for repairs to the Windmill has been decided. We understand that a decision is currently being made on whether HCC property services or buildings conservation team will lead on the project. We are awaiting further updates on this and the expected timescales for the project.

As mentioned at the last meeting 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. To date over £1,600 has been raised through community fundraising and £2000 raised from Trusts & Foundations.

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

#### **4.1 Community Engagement**

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

Horizon 20:20 programme continued connecting young people and supporting access to high quality art and culture

##### **The Bridge Education Centre**

Artist sessions have continued at The Bridge. Up to 25 young people took part in each session.

5 sessions of x Clay Portraiture Sculpture led by Artist Kezia Hoffman

1 session x Willow Making Outside

4 sessions x Model Casting



*Figure 4 Outdoor Willow Activity Session*

Additional **Creativity Boxes** were sent to individuals for homebased learning for young people unable to attend the centre or to support online sessions.

##### **Teacher Continued Professional Development**

40 x teachers took part in a cross curricular arts and outdoor learning CPD to inspire and re-energise and support wellbeing. Activities included Macramé, Willow Making, Introducing Hampshire Cultural Trust Collections, Active outdoor and Bushcraft.

##### **Chat and a Change**

With a successful fundraising bid to Tesco Bags for Help an additional £1500 was raised to deliver a project that supported the transformation of the unused outdoor space at The Bridge Education Centre into a calm space for young people to relax, opportunity to talk

with peers or to talk with a staff member whenever they need to. Further cross curricular activities continued to improve the outdoor space for cross curricular learning.

## **4 Marketing and Communications**

### **4.1 Print material**

Due to the ongoing pandemic, no print material was published during the period March – June 2021.

### **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 Bursledon Windmill May Fair and Support our Sails campaign.

### **4.3 Research**

Bursledon Windmill is 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 was on hold whilst venues were closed and will recommence in July 2021.

### **4.4 Social Media**

HCT Facebook now has over 5000 “likes” and twitter 6600 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 Bursledon Windmill May Fair and Support our Sails campaign.

Bursledon Windmill Facebook page has 1,864 likes on Facebook and 842 followers on Instagram.



*Figure 5 Image shared by Andy Blakemore on Instagram*

## **Other Projects**

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

## **5. Other Projects**

### 5.1 Innovate To Generate

Bursledon Windmill has been chosen as one of 10 sites to participate in the South East Museum Development *Innovate to Generate* scheme which offers grants of up to £1200 to encourage museums to explore and pilot new, innovative income generation ideas as part of their quest to build a stronger financial future.

The scheme will start with 4 workshops. The workshops look at how to plan for a new income-generating offer and how to avoid some of the pitfalls.

The Windmill project is focusing on the food and beverage offer available on site.

Emma Banks, July 2021