

AGENDA ITEM NO. x

Committee:	BURSLEDON WINDMILL JOINT MANAGEMENT COMMITTEE
Date of Meeting:	THURSDAY 25 NOVEMBER
Title of Report:	COMMUNITY MANAGER'S REPORT
Author:	EMMA BANKS

Purpose:

Report on activities at or relating to Bursledon Windmill
Covering period July 2021-October 2021

1 Providing a Welcoming and Well-Maintained Site

1.1 Windmill Service Delivery

A varied and busy event programme was delivered at the Windmill from July-October, including a trial of some new programming. The majority of events run in this period were at full capacity.

This included;

- Crazy M Magic Show – Children’s Entertainer Outdoor Show
- Teddy Bears Picnic – Family event including a teddy zip wire
- 2 ‘Music at The Mill’ Events
- Spooky Mill Silent Disco – Halloween Silent Disco in the Barn

Upcoming events include a further music event and the Christmas Grotto & Fayre.



Figure 1 The Windmill lit up for Spooky Mill Silent Disco

1.2 Visitor Figures

Weekend visitor numbers have been quieter than anticipated. The busy events programme has lifted visitor numbers and seen the venue targets met for most months and in some cases exceeded, however some of the traditional events have had to be run at a much lower capacity.

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
2021-2022	Closed	Closed	288	254	309	697	223						

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

2.1 Caring for collections

Hampshire County Council have provided a written update on the Windmill repairs. Please see attached document from Jon Skipper, HCC Heritage Architect.

The Hampshire Cultural Trust 'Support Our Sails' Fundraising Campaign has raised over £7000 to date, with £4,000 raised through Trusts & Foundations and just over £3000 raised from community fundraising.

Community initiatives have included a number of weekend community events, the production of a calendar and two Windmill volunteers doing a skydive!



Figure 2 Windmill Volunteers Flick & Alan - Alan completed a fundraising skydive in October and Flick is booked in for 2022!



Figure 3 Calendar competition entrant

3 Inspiring Learning and Community Engagement

3.1 Community Engagement

Horizon 20:20

Students from The Bridge Education Centre contributed to the Horizon 20:20: In the Making exhibition held from 18 September to 3 November. This creative collection has been produced by young people from Hampshire Education Centres and captures the wide range of skills, techniques and art forms they have used to express themselves and their ideas.

Engaging in a diverse set of projects over five years, so far 800 young people have gained and mastered skills through unique access to high quality artists and inspiring cultural experiences. The resulting artworks are both accomplished and meaningful. This celebratory showcase gives audiences a chance to access and share in the participants' incredible achievements

ICE Project

ICE Heritage - Through access to local heritage and by engaging in high-quality activity, ICE - Inspire, Create, Exchange - Heritage aims to promote positive mental health, provide longer term opportunities for young people by using creativity to build emotional resilience and bring attention to what museums can do to provide positive support for more young people. The ICE Heritage project is a collaboration between Hampshire Cultural Trust and **Hampshire CAMHS**, provided by Sussex Partnership NHS Foundation Trust. ICE Heritage is funded by ICE Heritage Lottery Fund and follows on from **The ICE Project**, a successful project that ran from January 2017 to January 2020 using the arts as a positive way for young people to acquire skills and express themselves, with the resulting positive impact on both their psychological health and emotional wellbeing.

5 Young people referred via CAMHS took part in 3 Creative sessions Printmaking, Photography and Music. The INSPIRE Days encourage young people to sign up for the long-term ICE Heritage 10 week CREATE sessions starting in January 2022.

Tesco Bags for Help

Hampshire Cultural Trust have been selected by the Tesco Community Grant Scheme to be part of the customer vote for our 'Food and Nutrition at The Windmill' project. We will work with local schools to develop and deliver a schools' session at the Windmill focusing on food wellbeing and healthy eating.

To vote, people will need to make a purchase within store of any value. The project with the highest number of votes across our region will receive £1,500 (or the amount that was requested up to this value), the second placed project £1,000 (or the amount that was requested up to this value), and the third placed project £500. Voting will commence in store from 1st October and continue to 31st December 2021. Participating stores are;
2156 BURSLEDON TWRS EXTRA SO31 8GN Extra
5141 TANHOUSE LN SOTON EXP SO30 2ZS Express
5618 HEDGE END SOTON EXP SO30 2US Express

4 Marketing and Communications

4.1 Print material

The Halloween programme at Bursledon Windmill was included in the What's On For Families Autumn 2021 leaflet (covering the October half term period), which was distributed to HCT venues in September 2021. The Bursledon Christmas Fayre and Grotto was included in the What's On For Families Winter 2021 leaflet, which was also distributed to HCT venues.

4.2 Online marketing

The HCT monthly e-newsletter featuring events from Bursledon Windmill, has been sent to sign ups on the HCT database. Subscribers now number over 70,000. We have promoted features such as the calendar photography competition and the live concert from Electric Eden.

4.3 Research

Visitor Surveys recommenced after going on hold temporarily during venue closures. 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.

Postcodes are routinely collected from windmill visitors. 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.

4.4 Social Media

The HCT Facebook now has over 5,500 likes and the HCT twitter has over 6,700 followers. Events at Bursledon Windmill are promoted on both channels, including the Crepes and Waffles event, Teddy Bears Picnic and Halloween events. We have also boosted some of the summer events via the Bursledon Windmill Facebook page to promote beyond the existing follower base (including Crepes & Waffles, Crazy M's Magic Show and Teddy Bears Picnic).

The Bursledon Windmill Facebook page has 2,335 followers and 914 Instagram followers.

Other Projects

The Bursledon Windmill venue leaflet continues to be produced and distributed across the region. It is at HCT venues as well as Bursledon Windmill 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 Windmill project is focusing on the food and beverage offer available on site. Four training sessions have been completed and the Community Manger has been investigating different catering models. The project will be completed over the closed season with the new offer available from spring 2022.

5.2 Venue Hire

In July the Windmill was hired for an evening Birthday party function and a booking has been taking for a wedding reception to take place in August 2022.

Emma Banks, October 2021