

Committee:	BURSLEDON WINDMILL JOINT MANAGEMENT COMMITTEE
Date of Meeting:	TUESDAY 15 FEBRUARY
Title of Report:	COMMUNITY MANAGER'S REPORT
Author:	EMMA BANKS

Purpose:

Report on activities at or relating to Bursledon Windmill
Covering period November 2021-January 2022

1 Providing a Welcoming and Well-Maintained Site

1.1 Windmill Service Delivery

November saw a very quiet period for the Windmill and the site closed for the season at the end of November.

The first weekend of 4-5 December saw the return of the Christmas Grotto & Fayre. It was a very popular event welcoming 422 visitors over the weekend. As well as the Grotto there were a number of local craft stalls, face painting, local ale from Botley Brewery and turkey baps available for visitors to enjoy!



Figure 1 Windmill Grotto

Emma Banks, Community Manager will be moving into another role at Hampshire Cultural Trust as Collections Programme Manager. A new Community Manager, Jess Vincent has been appointed and will start in post at the end of February.

Planning for the 2022 season is now well under way with Visitor Services Assistant, Jeff Witcher, leading on the delivery of another active event programme.

1.2 Visitor Figures

Weekend visitor numbers continued to be quiet. Again, the active events programme lifted visitor numbers and led to December 2021 being the busiest recorded December figures since the records have been kept!

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	120	461	Closed			

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

2.1 Caring for collections

Jon Skipper, HCC Heritage Architect will provide an update on the Windmill stocks and sails projects at the JMC meeting.

The Hampshire Cultural Trust 'Support Our Sails' Fundraising Campaign has had another success in this period with £1000 being awarded from the Society for Protection of Ancient Buildings 'Mills Repair Fund' taking the total raised to £8457.62 to date.

We are awaiting the annual Windmill condition report from Bonwick Heritage Consultancy.

3 Inspiring Learning and Community Engagement

3.1 Community Engagement

Horizon 20:20

The Horizon programme activity in this final year has been in the planning phase in the autumn term.

In January the Horizon 20:20 programme continued after Autumn of planning with a new Art teacher working with artists on workshops designed to re-engage students in learning and build in opportunities for professional development at The Bridge Education Centre.

16 students took part in 2 x full day artist led sessions with Printmaker Sarah Gaiger



Figure 2 Printmaking artwork produced by a student

4 Marketing and Communications

4.1 Print material

The Bursledon Christmas Fayre and Grotto was included in the What's On for Families Winter 2021 leaflet, which was distributed to HCT venues in October 2021 and made available across the 21/22 Christmas period.

4.2 Online marketing

The HCT monthly e-newsletter featuring events from Bursledon Windmill, has been sent to sign ups on the HCT database. We have promoted features such as the photography calendar and live music event Bow & Box.

4.3 Research

Visitor Surveys continue at the venue. 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 5,600 likes and the HCT twitter has over 6,770 followers. Events and news at Bursledon Windmill are promoted on both channels, including the 2021 Christmas grotto and the 2022 photography calendar. The Bursledon Windmill Instagram page has 935 followers, and the Facebook page has 1292 likes.

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 itself.

5. Other Projects

5.1 Innovate to Generate

The Bursledon Windmill 'Innovate to Generate' programme work has continued. The programme involved attending 4 training workshops on income generation and planning, ending with the opportunity to apply for a grant of £1200. This funding has now been approved.

The funding will be spent on strengthening the food and beverage offer at the Windmill – data comparison showed that with a stronger offer including speciality coffees/tea and local cakes the site could dramatically increase the visitor spend per head to £0.50 (from current rate of 0.11 sph) and attract returning visitors.

The outdoor space will be utilised as an alfresco seating area giving an attractive venue for people to enjoy refreshments. We intend that our offer will be as environmentally sustainable as possible, forming part of the Hampshire Cultural Trust Environmental Action Plan.

The funding will be matched with a bequest left for the Windmill site IN 2020 and an investment from HCT to purchase a coffee machine and other equipment needed. The total project cost is £2250. The new equipment will be in place by the end of February 2022, ready for site opening in March.

Emma Banks, February 2022