

# The Norwich Museums

Members' briefing July 2013

## Visitor Numbers

**2012/13** - See Appendix 1

Visitor numbers across the Norwich Museums were extremely good in 2012/13.

Norwich Castle attracted just under 183,000 visitors. The record for the highest number of recorded visits in the past fifteen years is 175,000, set in 2010/11.

The Bridewell Museum also attracted good levels of visitors exceeding its full year first year visitor target in 9 months.

Strangers' Hall had only 10% less visitors in 2012/13 than in the previous year despite a reduction in opening hours from 4 to 2 days per week following return of Front of House staffing resources to the Bridewell Museum upon reopening.

**2013/14** - See Appendix 2

April visitor numbers at Norwich Castle were good but not as high as last year. This can be attributed to the following factors: April 2012's Titian exhibition from the National Gallery was particularly prestigious and hugely popular; the weather during April 2012 was particularly bad which tends to benefit in-door venues. May's visitor numbers however were almost 3,000 more than last year, so year-to-date, Norwich Castle visitor numbers are on a par with 2012/13. Visitor numbers at Strangers' Hall and Bridewell Museum are approximately the same as last year, so for the year to date, visitor numbers at Norwich Museums are within a few hundred of last year.

The year has kicked off well at Norwich Castle Study Centre in the Shirehall. The upheaval caused by the relocation of the Costume and Textile Collections to the Shirehall and the subsequent reorganisation of office and storage accommodation has finally settled down enabling staff to focus on public delivery. An ACE funded Adult Learning Officer has been in post since February and a programme of adult learning events is now being rolled out.

## School Visits

**2012-13** See Appendix 3

School visits continued to hold up across the Norwich Museums in 2012/13 which is very encouraging in the current economic climate and especially when compared to other museums and galleries across the country.

However, there has been a noticeable drop in the number of secondary school visits. Many secondary schools are undergoing the process of changing to Academy status and as a result of the work and time this involves, they appear to be organising less external visits. We are hoping that this situation will only have a short-term impact on museum visits whilst schools focus on internal matters.

#### **2013-14** See *Appendix 4*

School visits for April and May are a little lower than for the same period last year. This may be partly due to a number of Learning Officer vacancies within the team. Recruitment is underway with new post-holders expected to be in place by the new academic year.

#### **Analysis of Schools Programme 2012/13** See *Appendix 4*

The Norwich Museums Learning Manager has produced an overview of the school sessions delivered across the Norwich Museums looking at type of event, Key Stage, number of schools and number of pupils.

#### **Implications of changes to National Curriculum**

Museums Learning Staff are currently grappling with understanding the potential impact of the Government's draft proposed changes to the National Curriculum due to be implemented in September 2014 on museums learning programmes. The proposed changes to the history curriculum could have a negative impact as the proposal of utilising a chronological approach to deliver history over the course of life of a student would have a big impact on the Primary School museums programme, which make up the biggest proportion of school visits. Subjects such as Egyptians and Victorians would no longer be taught to this age group. Staff are, of course, also looking for new opportunities and how to adapt existing sessions to meet different objectives.

#### **Capacity issues**

School visits to Norwich Castle over February and March 2013 were over 3,500. This level of school activity places considerable pressure on the building resulting in the need to deliver a high proportion of teaching sessions in galleries and a challenging situation regards being able to provide sufficient lunch space. Maintaining the number of school visits is essential, but it is also important that this is balanced with the needs of other visitors.

We are currently investigating whether there is any opportunity to turn staff accommodation or storage areas into spaces for learning delivery and/or lunch spaces in order to create additional non-gallery public space. This is presenting a challenge as much of the office accommodation and storage facilities in Norwich Castle are unsuitable in terms of accessibility and other building or operational factors. However, a natural history store behind the natural history galleries is looking promising and we are currently looking for places to relocate collections and identify what needs to be done with the room and built in storage furniture to make it secure and suitable for learning delivery.

### **Developing new sessions**

Primary school teachers have approached us regarding developing a maths-based event for primary Maths, following on from the extremely successful *Storming the Castle* event we deliver for secondary Maths. Two local teachers are working with Norwich Museums Learning Officers to work up a session which will initially be trialled at their school and, if successful, offered to other primary schools.

Learning Officers are also developing new and adapting existing school sessions for delivery in the soon to be completed refurbished courtroom in the Shirehall.

### **OTHER LEARNING SERVICES NEWS**

The Norwich Museums Learning Services team works with UEA trainee primary teachers (180 per year) as well as secondary History, Maths and RE teachers (about 20 for each subject per year), in order to invest in the teachers of the future and encourage them to view museums as an essential resource. The secondary work with teachers is a national lead. Trainees get the opportunity to teach school pupils in the museum setting.

Norwich Museums Youth engagement activities include an excellent inter-generational project with Age UK and 6th formers from Open Academy using the Dutch paintings as inspiration, as well as a successful 12 week programme for Young Offenders.

The Norwich Museums Youth Forum have been very active. They carried out a mystery shopping exercise on behalf of young people and presented their findings at an event on Tuesday 18<sup>th</sup> June. They have also been presenting short talks to the public on the current Sculpture exhibition *Short Cuts and Digressions*.

### **Finance**

NMAS needs to make significant budget savings over the next few years. These are cumulative savings to the core NCC budget, not one-off savings for just one year. They were part of the Big Conversation public consultation and have been agreed by the County Council.

	<b>2011/12</b>	<b>2012/13</b>	<b>2013/14</b>
In Year Savings	234K	145K	161K
Total Cumulative Savings	234K	£379K	£540K

The savings represent approximately 10% of NMAS's budget. Savings for 2011/12 and 2012/13 have been met and savings for 2013/14 have been identified and measures put in place to ensure high standards of continuing delivery.

At present there is no detailed information with regards the public sector funding situation beyond 2013/14, but further budget savings of a similar level over a three year period are expected.

## New Funding

NMAS has secured £239,500 from a new Heritage Lottery Fund funding stream called the Catalyst programme. This will enable the Service to lead on supporting the museums sector in the region in attracting funding from businesses, by doing things such as creating training programmes and developing relationships with the business community. Delivered by the service's SHARE Museums East programme, this success reaffirms NMAS' role as a leading museum in the region. NMAS's museums will also benefit from the training and development on offer.

Catalyst heritage: building fundraising capacity grants is part of the wider Catalyst programme, a £100million+ investment partnership between the Department for Culture, Media and Sport (DCMS), Arts Council England (ACE) and HLF designed to enable arts and heritage organisations to develop and explore innovative new approaches to securing private giving

## Norwich Castle Temporary exhibitions

### CURRENT EXHIBITIONS

#### **SHORTCUTS & DIGRESSIONS: Contemporary sculpture from the Arts Council collection, Saturday 11 May–Sunday 8 September 2013**



Adam Chodzko,  
*Untitled Stile (teenage version)*,  
1992, Arts Council  
Collection, Southbank  
Centre, London.

Containing work by leading British artists *Shortcuts and Digressions* is a unique selection of sculptural works recently acquired by the Arts Council Collection. Curated by artist Brian Griffiths to sit alongside his installation in the Castle Keep (during May), this exhibition explores many ideas which characterise his own work: time, movement, travel and the narrative potential of objects.

It will explore how sculpture can use and embody *Shortcuts*, a term which can suggest direction, duration, speed, narrative, displacement, efficiency, possible clarity and potential laziness. The selected works also efficiently shortcut to different environments and activities. They become a way of mapping our complex relationships to objects and how they represent and shape our lives.

Brian Griffiths writes: *"Hello everyone, I am an artist, so have considered this exhibition in the same way I approach making art. I have come to the Arts Council Collection with my own interests, tastes and experiences. To think about the show I started by selecting the works I was intrigued by or jealous that I hadn't made, or in some cases that confused me. From here, with a long list of sculptures, links began to form, associations and references. Notions of travel in a very loose way guided selection and how works could potentially come together in the galleries.*

**JOHN SELL COTMAN: A Picturesque Tour of Norfolk and Normandy,**  
Colman Watercolour Gallery to Sunday 16 March 2014

Cotman's architectural watercolours, drawings and prints are technically astonishing in their clarity, detail and accuracy. This exhibition aims to reveal his unrivalled skills as an architectural draughtsman, as well as the depth of his knowledge and enthusiasm for original research. It will take visitors on a picturesque tour of Norfolk and Normandy. Cotman visited Normandy in the early 1800s and was inspired by the architecture and countryside to produce many fine paintings.

This exhibition is part of the **Norman Connections** project which unites the castles of Norwich, Colchester, Rochester and Hastings in England with the castles of Caen and Falaise, the Bayeux Tapestry Museum, Calvados Tourism Department and Calvados Regional Council in France, in developing a new insight into the Anglo-Norman world. Together, they are forming a shared approach to the conservation, interpretation and display of their Norman monuments and collections.

*The programme has been selected under the European cross-border cooperation programme INTERREG IV A France (Channel) – England, co-funded by the ERDF*



**GERARD STAMP: CONQUEST, Norfolk's Norman legacy reflected in watercolour**

Colman Art Galleries to Sunday 29 September, 2013

An exhibition of new water-colours by artist Gerard Stamp, reflecting his enduring passion for Norfolk's Norman architecture and the work of John Sell Cotman.

*Gerard Stamp  
Castle Rising Steps, watercolour*

**LOOKING FORWARD**

**CURIOSITY: Art, Wonder and the Pleasures of Knowing, Norwich Castle,**  
Special Exhibition Galleries 28 September 2013 – 5 January 2014



This is an exhibition devoted to wonder, awe and mystery in contemporary art and beyond. It draws on the rich tradition of the *Wunderkammer* or cabinet of curiosities, reveals surprising meetings between art and science, and explores the ways that artists today mine themes of fascination, inquiry, obsession, monstrosity and invention.

*The Paston Treasure, Dutch School, 17<sup>th</sup> Century, Oil on Canvas, Norwich Castle Museum & Art Gallery*

The exhibition brings together artworks and objects from five centuries of rigorous inquiry and delightful strangeness. Drawing on the collections of major museums in the UK and abroad, it includes examples of cabinets of curiosities from the seventeenth and eighteenth centuries, paintings and drawings that depict the collector's love of oddities and wonders, and specimens from medical and natural history. Artworks range from J.M.W. Turner's studies of birds to key works by contemporary artists such as Katie Paterson and Pablo Bronstein. The focus of the exhibition will be on the ways that recent art has engaged this earlier history of curiosity and its contemporary forms.

*Curated by writer and critic Brian Dillon, the exhibition is a Hayward Touring exhibition organized in collaboration with Turner Contemporary. It is produced in association with Cabinet:*

### **EMPIRE: Roman Power and People**

Special Exhibition Galleries, February to April 2014

This exhibition will explore the story of the Roman Empire and its impact both locally in Britain and also further afield, in the eastern provinces. This will be a unique touring exhibition, combining fascinating objects from the British Museum's collections of Roman, Romano-British and Romano-Egyptian material never before displayed together.

The exhibition will explore the power, vastness and might of the Roman Empire and Britain's place in it. It will examine how the Romans viewed their provinces and also the other peoples who were part of it.

The exhibition will showcase some of the British Museum's finest pieces from the Roman period, with over 130 loaned objects on display. There will also be objects from Norwich's own collection of Romano-British material, setting a local context for visitors.



*Cast copper alloy statuette of a soldier in Roman military dress, arms outspread*

Objects will include sculpture from the villas of the Emperors Tiberius and Hadrian; representations of gods from as far apart as Hadrian's Wall and Egypt; coins from the famous Hoxne Treasure; beautiful jewellery and near-perfectly preserved children's clothing.

### **The Wonder of Birds**

Special Exhibition Galleries 24 May – 14 September 2014

This exhibition will be the latest in the Norwich Castle Museum & Art Gallery tradition of multi-disciplinary exhibitions, and will explore many different aspects of this fascinating theme.



*Swan Roll, c1500, Norfolk Record office*

The aim is to combine works from NMAS's own art collections, natural history and textile collections. It will also include key loans from other institutions, both national and regional. It will exhibit work by pioneering early bird artists but will also be seeking to incorporate works by important contemporary artists and photographers. Many of these are based in East Anglia, since this region is world-famous for its abundant bird-life and unique habitats.

It will examine a range of issues: from the development of the scientific discipline of ornithology, to conservation and extinction of species, to interpretations of birds in art; from the symbolic meanings of birds, to their uses in decoration and fashion. The exhibition will encompass ideas around birds as predators and prey, as symbols of status and of domesticity, birds in the natural landscape and in East Anglian identity, migration and exoticism as well as the enduring power of bird song and flight within the human imagination.

Major art loans already identified include: Hans Holbein *Lady with a Squirrel and a Starling* (National Gallery), John James Audubon *Hawk Attacking Partridges* (Victoria Gallery, University of Liverpool), George Frederick Watts *Dedication to Beauty and Innocence* (Watts Gallery), Constantin Brancusi *Maiastra*, Max Ernst *Forest and Dove*, JMW Turner *The Cave of Despair*, Cedric Morris *Landscape of Shame* (all Tate) and others from national institutions.



*Little Bittern, Ixobrychus minutus, Thomas Bewick, c.1800, Trustees of the British Museum*

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### **Autumn 2014**

In collaboration with Norwich University of the Arts (NUA), who will be celebrating their 70<sup>th</sup> Anniversary, Norwich Castle developing together an exhibition of the work of **John Wonnocott and John Lessore**, nationally known artists who have taught at NUA during their long careers. This will be the first exhibition of their work in Norwich. Guest curator Linda Morris and Norwich Castle's art department are liaising with other museums and art galleries with regards the possibility of touring the exhibition to other UK venues.

### **Summer 2015**

A touring exhibition from the **ARTIST ROOMS** in Summer 2015. ARTIST ROOMS is a collection of international contemporary art which has been created through one of the largest and most imaginative gifts of art ever made to museums in Britain by Anthony d'Offay. Acquired for the nation by National Galleries of Scotland and Tate with support from the National Heritage Memorial Fund, the Art Fund and the Scottish and British Governments. ARTIST ROOMS On Tour, supported by ACE and the Arts Fund enables this collection to reach and inspire new audiences across the country, particularly young people. NB Norwich Castle has yet to receive a decision regards artist's work it will receive, on offer is Andy Warhol or Jeff Koons.

### **Summer 2016**

Leading venue with Norwich University of the Arts for THE BRITISH ART SHOW 8, widely recognised as the most ambitious and influential exhibition of contemporary British art. Organised by Hayward Touring, it takes place every five years and tours to four different cities across the UK.

### **Exhibition proposals under discussion and development but not yet confirmed or funded include:**

- Building an exhibition around a loan of a Manet painting owned by the Ashmolean Museum in Oxford for Spring 2015.
- Building an exhibition around the possible loan of a Rembrandt painting from the National Gallery.
- Collaboration with the Norwich Writers Centre focusing on literary heritage.

## **Museum and Gallery refurbishments**

### **Shirehall Courtroom**

Staff in the Learning Team are developing material for delivering Courtroom tours for visitors to Norwich Castle on a similar basis as those of the Dungeons and Battlements. These will commence during the Summer School holidays and are advertised in the new What's On leaflet. Learning Officers are also busy developing school sessions on crime and punishment and citizenship to be delivered in the Courtroom. Options for income generation, e.g. adult learning, living history events and room hire including weddings are also being explored. Further reports on this important initiative will follow later in the year.



### **Royal Norfolk Regimental Museum Display in Norwich Castle**

The new displays and interpretation are on track to open during August 2013 with an interactive timeline planned for the Autumn. A formal opening organised by the Royal Norfolk Regimental Museum Trustees will take place in late October 2013.

### **EU funded Norman Connections Project and HLF funded Collecting Culture Projects**

Modest new displays, interpretation, reconstructions and interactives generated by these two projects for Norwich Castle's Keep will begin to be installed from July 2013 followed further interventions later in the Autumn.

We are also investigating opportunities, implications and costs for improving the long-term presentation of the Keep including the potential use of digital media and projections. The British Museum remains an important partner for this development work. Further reports will follow in due course.

### **Improvements to the permanent displays**

The Norwich Museums now have a modest annual budget as a result of ACE major partnership grant funding to support repairs, replacements and modest enhancements to the permanent displays. Curatorial and Display staff are currently compiling a work list to be rolled out over the next two and a half years. In addition to repair and replacement over the next two years this will include updating the Norwich Castle Introduction A/V room and film and the A/V interpretation in the Boudica Gallery. Also new interactives for the under fives and a range of new signage leading up to and in the Castle entrance and elsewhere in the museum.

## **Events**

### **REPORTING BACK**

#### **Contemporary Art Commission May 2013**

##### **Brian Griffiths: *These Foolish Travels***

Norwich Castle Keep Sat 11<sup>th</sup> May – Sunday 2<sup>nd</sup> June 2013

For the duration of the Norfolk and Norwich Festival, Norwich Castle Keep hosted a carnivalesque collection of tents and temporary dwellings, an installation by UK artist Brian Griffiths.

The **May half-term** daily Norwich Castle family activities followed the theme of travel with a series of events called *Different Journeys*.

Approximately 1,700 visitors, a largely local audience, enjoyed a great evening's entertainment at Norwich Castle's **Museums at Night** event, part of the national Museums at Night Festival. The decision this year not to provide limited numbers tours paid off - the atmosphere was more relaxed and it meant no one was disappointed. Highlights included roaming circus performers, the DixieMix Jazz Band in the Rotunda which was very popular, carnival mask-making, a giant circus-themed sculpture and a pop-up soft landscape to relax in provided by the Sainsbury Centre for Visual Arts. The event ended with a spectacular fire-breathing performance out on Castle Mound.

## **LOOKING FORWARD**

There will be a series **talks and lectures** running through to September supporting the exhibition *Shortcuts and Digressions*, including short talks by members of the Norwich Castle Youth Forum.

### **Living with the Sothertons: Discover Life in a Tudor Mayor's Household at Strangers' Hall.**

On Saturday 29 June the living history group *Four and Twenty Blackbirds* have invited visitors to help them prepare a Tudor feast, enjoy music and dancing and generally get involved in the bustle of feast preparation. This will be followed by a banquet for which tickets sold out.

### **Lord Mayor's Celebrations**

Norwich Castle will once again provide the backdrop for a spectacular free firework display on Saturday 6<sup>th</sup> July.

**The Bridewell celebrates its first birthday** following refurbishment on Saturday 13 July with special activities, music, games and cake. It is also opening specially on Sunday 7<sup>th</sup> July to take part in the Norwich Lanes' Summer Fayre.

**Summer holiday** family activities will focus on *Heroes of Norfolk* and will include fun activities including costumed characters, hands on crafts and the chance to handle real museum objects.

### **Halloween**

Working in partnership with the Forum and Norwich City Council Events Team, Norwich Castle will be taking part in a Halloween event including a pumpkin display around the mound, a pumpkin procession to the Forum, a competition and many other spooky activities.

### **November 5<sup>th</sup>**

Norwich City Council is moving its November fireworks celebration from Earlham Park to the heart of the city with a free firework display on Norwich Castle.

### **Christmas Events**

Norwich Castle will be hosting its 2<sup>nd</sup> Craft Fair and Christmas Event on Friday 6<sup>th</sup> December 5-9pm. An evening of live music, entertainment and Christmas shopping. Visitors can enjoy Christmas carols in the Bridewell Museum's courtyard and make festive decorations inspired by the collections on Saturday 14<sup>th</sup> and 21<sup>st</sup> December, and Father Christmas will be visiting Stranger's Hall.

There is a daily programme of drop-in activities and talks in Norwich Castle throughout the year, inspired by the temporary exhibition programme, permanent displays, significant anniversaries and local and national celebrations, together with family focused activities on Saturdays and during the school holidays. See the What's On leaflet or visit the website on [www.museum.norfolk.gov.uk](http://www.museum.norfolk.gov.uk) for up to date information for Norwich Castle, Strangers' Hall and Bridewell Museum

## **First World War Commemoration**

### **Events and activities**

Museum staff are preparing a bid to the Heritage Lottery fund on behalf of The Department of Cultural Services (*Norfolk Museums, Norfolk Record Office and Norfolk Library and Information Service*) for a programme of activities and events across the county to commemorate the First World War during 2014-2018. The Norwich Museums are planning a number of cased displays in the Rotunda, together with a variety of activities and events.

### **Norwich Roll of Honour**

We also hope to raise funds from the War Memorials Trust and the heritage Lottery Fund to conserve and interpret the Norwich Roll of Honour located in Norwich Castle's Keep.

The Roll of Honour lists the names and fighting units of over 3,500 Norwich men who died in the First World War. The names are painted onto large panels, which open out, concertina style from a wooden casing. This stands 9 foot high, and over 11 foot long. Until recently, visitors were able to open the enormous doors and unfold the panels inside, however, repeated opening has led to wear and tear on the object and the interpretive material, both digital and folder based, have also become rather tired and in need of refreshing.

**Background:** Like the war memorial which stands opposite City Hall, the Roll of Honour was designed by Sir Edwin Lutyens (*he also designed the Centotaph in Whitehall, Thiepval Arch on the Somme and many other memorials and cemeteries for the Great War, along with some of England's best loved country houses*). The Royal Norfolk Regimental Museum holds various historic documents relating to the commissioning of the roll of honour. In 1927 the War Memorial Committee signed off the design proposed by Lutyens, and approved the estimated cost of its production – a grand sum of £500.00. Museum Committee notes dated later in 1927, also note that there was agreement that the Roll of Honour should be positioned in the Castle on the understanding that *“such position must be regarded as a temporary one and that at some future date the stand will be removed from the Castle”*.

## **Marketing and Publicity**

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#### **'What's On' leaflet**

A different approach has been taken towards promoting exhibitions and events at Norwich Castle. Previously exhibitions had their own leaflet which included events directly associated with the exhibition and other events were promoted with flyers. We've now put everything into one 'What's On' leaflet. The feedback from the public at being able to find everything in one leaflet has been very positive. The second What's On leaflet covering the period May-September is now available.

#### **Norwich City Council Events brochure**

Norwich City Council Events team produce an excellent brochure promoting the many different events residents can enjoy across the City between May and Christmas. This year the Norwich Museums are featured in the brochure ensuring that they are seen as a key element of Norwich's cultural offer.

### **Site Leaflets**

A new look Norwich Castle site leaflet is now available for the new season. The designs and branding developed following the redevelopment in 2001 have worked extremely well but were beginning to look tired and out of date after 12 years and needed a refresh. The new Bridewell leaflet has more pages and provides more information about the museum visit and the format of the Strangers' leaflet has been changed as the former A5 style didn't provide sufficient space for copy or work well in the distribution racks.

### **Advertising Campaigns**

Over Easter there was a bus back poster and forecourt post campaigns promoting the Bridewell Museum.

### **Social Media**

We've increased the number of Twitter followers to over 1,150 following Norwich Castle.

### **External Signs**

New external signage for Norwich Castle, leading into and within Norwich Castle Gardens has been installed, together with new graphics panel in the style of the new site leaflet are being installed on the Castle gate houses at the bottom of the bridge and in the external lift lobby.

## **Conservation**

### **OBJECT IN THE SPOTLIGHT:**



NMAS staff managed the complex process of preparing a beautiful pre-Raphaelite tapestry for loan to the Pushkin Museum in Russia.

The tapestry, by Edward Burne-Jones, has been requested by the prestigious Pushkin State Museum of Fine Arts, Moscow for their Pre Raphaelite: Victorian Avant Garde

exhibition 27 May – 30 September 2013 where it will be enjoyed by an international audience.

The tapestry, measuring 332.8 cm x 510 cm, has hung in the Castle Keep for over 20 years. The loan request was initially made in October 2010. Over 300 external and internal emails later, the de-installation, conservation assessment, cleaning and packing took place over a three-day period.

Behind the scenes in the lead up to the work in the Timothy Gurney Gallery, broken servers in Moscow, a truck stuck in the snow in Normandy and post-flooding clear up in the natural history gallery are all typical of the sorts of complications that threaten months of careful planning.

Once safely in the Timothy Gurney gallery, the Conservation team set to work preparing the tapestry for its long journey.

The tapestry is in very good condition with only a few small areas of the silk weft missing from previous pest damage. Both sides of the tapestry required vacuuming. Some repairs were carried out to the lining.

The tapestry was then ready for careful packing. A drain pipe covered with acid free tissue paper was used to roll the tapestry, with the image facing outwards. This gives the weave room to expand and does not stress the threads by compressing them. The tapestry was interleaved with acid free tissue as it was rolled to separate the layers so that loose threads do not get caught.

The tapestry was then wrapped in high density polyethylene sheeting, an inert archival product which is waterproof and has an anti static finish to prevent dust attraction.

A custom crate was designed and built by Momart - fine art handlers, measuring over 3.5m long, 0.57m wide and 0.6m high. Without anything in it, it weighs 153kg. It cost £1320 (which is met by the borrower).

Inside the case the tapestry is held in place at either end with Plastazote 'gallows'. The crate is lined throughout with dense Plastazote foam to cushion the object from vibration and shocks for its long journey to Moscow.



The packed tapestry was then smoothly glided through the galleries and into store negotiating a tight corner near the Café's freezers. Walking the route and measuring the space some weeks before meant the team knew it would turn the corner!

Keeping the public informed about what's happening to the tapestry was also an important part of the project: a Modes-generated 'off display' notice lets visitors know what is missing and why the tapestry has been removed from display. The whole process was documented via NMAS' social media where it attracted interest, and the story was also covered by the EDP.

On its return from Russia the tapestry won't be going back on display as it needs a rest, so it will be stored on racking in the Costume and Textile store in the Norwich Castle Study Centre, Shirehall. The Chapel area in the Keep, where the tapestry was displayed, is itself set for exciting redisplay later this year as part of the Norman Connections project.

And although it won't be on display for a while, closer access to the tapestry under good lighting enabled some photographs of beautiful details to be taken which will be added to the Modes records.

Adding these images, as well as correcting some previous inaccuracies is good collections management in practice, and will also benefit people searching the collections online.

While this was a particularly challenging loan to organise, loans of this nature have many benefits, including:

- raising the profile of NMAS' collections
- promoting Norfolk as a heritage destination to an international audience
- building relationships within the sector, thereby encouraging reciprocal loans to enrich our own exhibitions and displays
- and, as in this instance, offering the opportunity to undertake important collections care work and research.

## Other News

### *Norwich Museums Summer Season Rover Ticket*

A discounted ticket offering unlimited visits to the three Norwich Museums for one month from the date of purchase is being trialed this summer. It is hoped that this offer will encourage visitors to the City to visit all three museums, whilst local people will have the opportunity to make multiple visits to the three museums and take part in the many different summer holiday activities and events on offer.

### *Extended Opening at Strangers' Hall*

Stranger's Hall opening hours increase to 4 days a week from Wednesday 29th May for 4 months following generosity of the Friends of Norwich Museums.

### *Bridewell Loom Project*

The Worshipful Company of Weavers and Costume and Textile Association funded project to run a loom demonstration/ education programme at the Bridewell Museum. This kicked off successfully with loom demonstration during Adult Learners Week.

### *Battlements*

A new anti-slip walkway has been installed and planning permission and funding obtained to install pigeon proofing which will enable the Battlements to be accessed once again. We are also planning to produce a leaflet to support Battlements tours in the future rather than installing graphics panels on the Battlements itself. These would be included in the price of the tour or available to purchase separately.

### *Norfolk and Norwich Festival*

Norwich Castle hosted the launch of the Norfolk and Norwich Festival for the first time.

### *Teaching Museum*

The Teaching Museum trainee scheme got off the ground in January with 8 newly recruited trainees starting across the service. Trainees will be with NMAS for 12 months gaining on the job experience of museum work with a view to developing a longer-term career in the sector.

Trainees will undertake a variety of roles contributing towards making collections accessible to the public. They will participate in a development programme delivered by staff to gain an understanding of the work of the

service as a whole. There will be opportunities for staff across the service to link into elements of this programme.

There are two four trainees in Norwich, a Social History trainee working across Strangers' Hall, Bridewell and Shirehall Study Centre, a Digital Services Trainee based at Shirehall; and Natural History and Archaeology trainees based at Shirehall

#### *Museum Development Programme Update*

The NMAS SHARE Museums East programme has got off to a great start. NMAS received Arts Council funding at the beginning of August 2012 and since then has reached 88 museums (16 in Norfolk) and 351 staff (111 staff in Norfolk Museums) through the training calendar.

#### *New Look Curator Report*

The latest curator report for 2011/12 is now available —and for the first time covers the whole service. With contributions from Conservation and the Display team as well as from curators across the county, the result is an impressive document which will give funders and other stakeholders a real insight into the curator's varied role. A limited number of hard copies will be available at the next meeting.

#### **Member Induction Programme**

There are a number of procedures and processes particular to the work of museums which Members are unlikely to have come across unless they have worked or volunteered in museums. One example is the Accreditation Scheme operated by Arts Council England (ACE), which focuses on the way we deal with collections in terms of acquisitions and disposal, care and maintenance, storage, documentation, display and interpretation. The Chair of the Norwich Area Museums Committee has agreed that it would be helpful to Members to have a better understanding of different areas of museum work of which Accreditation is but one. The Norwich Museums Manager will prepare and circulate a Member Induction Programme starting Summer/Autumn 2013 which will include guided tours of each of the Norwich sites.

If you want to discuss any matters in this briefing please contact Rachel Kirk [rachel.kirk@norfolk.gov.uk](mailto:rachel.kirk@norfolk.gov.uk)

For further information about the Norwich Museums, their services and programmes check out the website on [www.museums.norfolk.gov.uk](http://www.museums.norfolk.gov.uk) where you can also sign up to receive regular e-bulletins.

APPENDIX 1														
MUSEUM VISITS 2012/13		APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	Annual TOTAL
Castle Museum														
	2010/11	15,555	12,623	13,588	17,126	28,199	12,647	16,896	11,136	6,098	10,847	16,686	14,029	175,430
	2011/12	13,502	12,790	12,731	18,423	23,434	13,878	15,624	10,896	7,352	9,558	14,489	16,231	168,908
	<b>2012/13</b>	<b>21,242</b>	<b>12,846</b>	<b>15,198</b>	<b>18,019</b>	<b>19,998</b>	<b>14,202</b>	<b>14,469</b>	<b>13,224</b>	<b>8,757</b>	<b>8,346</b>	<b>20,218</b>	<b>16,465</b>	<b>182,984</b>
Strangers' Hall														
	2010/11	992	547	613	987	1,051	781	962	954	1159	CLOSED	647	876	9,569
	2011/12	903	668	918	1,013	1,286	842	1,076	884	750	CLOSED	418	911	9,669
	<b>2012/13</b>	<b>764</b>	<b>650</b>	<b>677</b>	<b>687</b>	<b>876</b>	<b>978</b>	<b>1,085</b>	<b>941</b>	<b>684</b>	<b>Closed</b>	<b>357</b>	<b>1,203</b>	<b>8,902</b>
Bridewell														
	2007/08	755	704	867	867	697	1,611	979	726	136	Closed	Closed	48	7,390
	2008/09	732	673	920	756	1,016	872	963	283	Closed	Closed	Closed	Closed	6,215
<b>2012/13</b>	Closed	Closed	<b>75</b>	<b>2,745</b>	<b>3,015</b>	<b>2,379</b>	<b>1,609</b>	<b>1,473</b>	<b>996</b>	<b>1,029</b>	<b>1,662</b>	<b>1,490</b>	<b>16,473</b>	
Norwich Castle Study Centre														
	2010/11	171	241	191	216	135	307	264	229	74	142	235	231	2,436
	2011/12	137	159	140	111	130	259	257	236	74	190	106	100	1,899
	<b>2012/13</b>	<b>178</b>	<b>77</b>	<b>98</b>	<b>157</b>	<b>107</b>	<b>142</b>	<b>168</b>	<b>149</b>	<b>178</b>	<b>91</b>	<b>159</b>	<b>163</b>	<b>1,667</b>
NORWICH MUSEUMS TOTAL														
	2010/11	16,718	13,411	14,392	18,329	29,385	13,735	18,122	12,319	7,331	10,989	17,568	15,136	187,435
	2011/12	14,542	13,617	13,789	19,547	24,850	14,979	16,957	12,016	8,176	9,748	15,013	17,242	180,476
<b>2012/13</b>	<b>22,184</b>	<b>13,573</b>	<b>16,048</b>	<b>21,608</b>	<b>23,996</b>	<b>17,701</b>	<b>17,331</b>	<b>15,787</b>	<b>10,615</b>	<b>9,466</b>	<b>22,039</b>	<b>18,118</b>	<b>208,466</b>	

\* NB Totals for Norwich Museums 2010/11 and 2011/12 does not include Bridewell figures as closed to public for refurbishment.



**APPENDIX 2**

<b>SCHOOL VISITS 2012/13</b>		<b>APR</b>	<b>MAY</b>	<b>JUNE</b>	<b>JULY</b>	<b>AUG</b>	<b>SEPT</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>Annual TOTAL</b>
<b>Castle Museum</b>														
	2010/11	424	1022	2,217	1,708	57	1,118	1360	2,777	706	1,840	1,736	3,224	18,189
	2011/12	550	1,287	1,985	2,097	37	510	1,489	2,529	772	1,583	1,580	2,946	17,365
	<b>2012/13</b>	<b>565</b>	<b>1788</b>	<b>1576</b>	<b>1900</b>	<b>83</b>	<b>619</b>	<b>1320</b>	<b>2155</b>	<b>1032</b>	<b>1082</b>	<b>2575</b>	<b>3037</b>	<b>17,732</b>
<b>Strangers Hall</b>														
	2010/11	91	112	30	150	-	-	156	537	128	CLOSED	273	341	1,818
	2011/12	29	168	164	94	-	-	223	253	78	CLOSED	68	447	1,524
	<b>2012/13</b>	<b>0</b>	<b>154</b>	<b>160</b>	<b>145</b>	<b>0</b>	<b>0</b>	<b>431</b>	<b>472</b>	<b>89</b>	<b>CLOSED</b>	<b>87</b>	<b>454</b>	<b>1,992</b>
<b>Bridewell Museum</b>														
	<b>2012/13</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>33</b>	<b>62</b>	<b>140</b>	<b>-</b>	<b>-</b>	<b>9</b>	<b>46</b>	<b>290</b>
<b>TOTAL SCHOOL VISITS</b>														
	2010/11	515	1,134	2,247	1,858	57	1,118	1,516	3,314	834	1,840	2,009	3,565	20,007
	2011/12	579	1,455	2,149	2,191	37	510	1,712	2,782	850	1,583	1,648	3,393	18,889
	<b>2012/12</b>	<b>565</b>	<b>1,942</b>	<b>1,736</b>	<b>2,045</b>	<b>83</b>	<b>652</b>	<b>1,813</b>	<b>2,767</b>	<b>1,121</b>	<b>1,082</b>	<b>2,671</b>	<b>3,491</b>	<b>19,968</b>

**APPENDIX 2**

<b>MUSEUM VISITS 2013/14</b>		<b>APR</b>	<b>MAY</b>	<b>JUNE</b>	<b>JULY</b>	<b>AUG</b>	<b>SEPT</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>TOTAL TO DATE</b>	<b>Annual TOTAL</b>
<b>Castle Museum</b>															
	2011/12	13,502	12,790	12,731	18,423	23,434	13,878	15,624	10,896	7,352	9,558	14,489	16,231	26,292	168,908
	2012/13	21,242	12,846	15,198	18,019	19,998	14,202	14,469	13,224	8,757	8,346	20,218	16,465	34,088	182,984
	<b>2013/14</b>	<b>17529</b>	<b>15710</b>											<b>33239</b>	<b>33239</b>
<b>Strangers Hall</b>															
	2011/12	903	668	918	1,013	1,286	842	1,076	884	750	CLOSED	418	911	1,571	9,669
	2012/13	764	650	677	687	876	978	1,085	941	684	Closed	357	1,203	1,414	8,902
	<b>2013/14</b>	<b>735</b>	<b>880</b>											<b>1615</b>	<b>1615</b>
<b>Bridewell</b>															
	2008/09	732	673	920	756	1,016	872	963	283	Closed	Closed	Closed	Closed	1,405	6,215
	2012/13	Closed	Closed	75	2,745	3,015	2,379	1,609	1,473	996	1,029	1,662	1,490	0	16,473
	<b>2013/14</b>	<b>1556</b>	<b>1453</b>											<b>3009</b>	<b>3009</b>
<b>Norwich Castle Study Centre</b>															
	2011/12	137	159	140	111	130	259	257	236	74	190	106	100	296	1,899
	2012/13	178	77	98	157	107	142	168	149	178	91	159	163	255	1,667
	<b>2013/14</b>	<b>237</b>	<b>185</b>											<b>422</b>	<b>422</b>
<b>NORWICH MUSEUMS TOTAL</b>															
	2011/12	14,542	13,617	13,789	19,547	24,850	14,979	16,957	12,016	8,176	9,748	15,013	17,242	28,159	208,635
	2012/13	22,184	13,573	16,048	21,608	23,996	17,701	17,331	15,787	10,615	9,466	22,039	18,118	35,757	208,466
	<b>2013/14</b>	<b>18,264</b>	<b>16,590</b>											<b>34854</b>	<b>34854</b>

\$ Pre-refurbishment

\* Totals for Norwich Museums 2011/12 does not include Bridewell figures as closed.to public for refurbishment.

**APPENDIX 4**

<b>SCHOOL VISITS 2013/14</b>		<b>APR</b>	<b>MAY</b>	<b>JUNE</b>	<b>JULY</b>	<b>AUG</b>	<b>SEPT</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>TOTAL TO DATE</b>	<b>Annual TOTAL</b>
<b>Castle Museum</b>															
	2011/12	550	1,287	1,985	2,097	37	510	1,489	2,529	772	1,583	1,580	2,946	1,837	17,365
	2012/13	565	1788	1576	1900	83	619	1320	2155	1032	1082	2575	3037	2,353	17,732
	<b>2013/14</b>	<b>668</b>	<b>1034</b>											<b>1702</b>	<b>1702</b>
<b>Strangers Hall</b>															
	2011/12	29	168	164	94	-	-	223	253	78	CLOSED	68	447	197	1,524
	2012/13	0	154	160	145	0	0	431	472	89	CLOSED	87	454	154	1,992
	<b>2013/14</b>	<b>59</b>	<b>181</b>											<b>240</b>	<b>240</b>
<b>Bridewell Museum</b>	2012/13	0	0	0	0	0	33	62	140	-	-	9	46	0	290
	<b>2013/14</b>		<b>144</b>											<b>144</b>	<b>144</b>
<b>TOTAL SCHOOL VISITS</b>															
	2011/12	579	1,455	2,149	2,191	37	510	1,712	2,782	850	1,583	1,648	3,393	2,034	20,923
	2012/13	565	1,942	1,736	2,045	83	652	1,813	2,767	1,121	1,082	2,671	3,491	2,507	19,968
	<b>2013/14</b>	<b>727</b>	<b>1,359</b>											<b>2086</b>	<b>2086</b>

## APPENDIX 4

### Schools' Programme Analysis 2012/13

#### School visits to the Norwich Museums involving delivery of dedicated events

NB Total number of students attending school events is less than the total recorded number of school visits for 2012/13 as the latter includes self-guided visits by schools which do not include an event or workshop.

#### Key

Early Years – Primary School Reception – age 5

KS1 = Key Stage 1 – Primary School Years 1 & 2 – ages 6 & 7

KS2 = Key Stage 2 – Primary School Years 3, 4, 5 & 6 – ages 8, 9, 10, 11

KS3 = Key Stage 3 - Secondary School Years 7, 8 & 9 – ages 12,13 & 14

KS4 = Key Stage 4 - Secondary School Years 10 & 11 – GCSE – ages 15 & 16

Single School Events	No of Sessions	Total no of students
Romans KS2***	26	2207
Egyptians KS2	24	1951
Life in a Castle KS1	25	1457
Storming the Castle/Medieval KS3 *	20	1445
Tudors KS2	17	835
Florence KS1	9	363
Toys KS1	12	390
Slavery KS3 **	4	334
Crime & Punishment KS3	5	216
Medicine KS4	3	169
Victorians KS2	2	145
Xmas at Strangers KS1	2	89
Geography KS3	1	92
Day with the Arts KS2	1	67
Minimus (KS1/2 Latin)	1	48
Art workshops	2	89
<b>Total</b>	<b>154</b>	<b>9,897</b>

\* includes 120 free places for Teacher Training Day 29.1.13

\*\* 17 free places given to Open Academy

\*\*\* 50 places given to Greyfriars Primary 15.3.13

Literacy Events	No of Sessions	Total no of students
Prisoner's Tale KS2	4	132
Missing Treasure KS2	3	110
Poetry from Pictures KS1	2	71
Every picture KS1	1	39
Magical Characters - Magic Worlds exhibition related KS2	6	193
Fairytale Castles - Magic Worlds related KS2	7	217
<b>Total</b>	<b>23</b>	<b>762</b>

<b>Workshops</b> These are generally whole day events involving a number of schools taking part in a carousel of activities, e.g. object handling, craft and costumed characters	<b>No of Sessions</b>	<b>Total no of students</b>
Egyptians	9	226
Romans/Iceni	9	319
Medieval	10	437
Keep tour	12	404
Dungeon tour	3	74
Prison tour	1	37
Great Fire	7	220
Jubilee/Olympics	6	239
ASV	7	201
Digging & Dustbins	4	402
Geology	3	107
Arms and Armour	1	28
George and Dragon	1	40
Prehistoric	1	15
Latin	1	7
Food	1	10
Puppet making	1	28
Bridewell machines	1	26
<b>Total</b>	<b>78</b>	<b>2,820</b>

<b>Early Years Events</b>	<b>No of Sessions</b>	<b>Total no of students</b>
Castles	11	273
Bear Hunt	7	104
Treasure	5	102
Rags	4	90
<b>Total</b>	<b>27</b>	<b>569</b>

\* 23 free places 31.5.12 Blofield

\*\* 17 free places 6.3.13 Rackheath for

\*\*\* 8 free places for student teachers 15.6.12

<b>SCHOOL PROGRAMME TOTALS</b>	<b>No of Sessions</b>	<b>Total no of students</b>
<b>Single School Sessions</b>	<b>154</b>	<b>2820</b>
<b>Literacy Total</b> See below for details KS1/2	<b>23</b>	<b>762</b>
<b>Early Years</b> - see below for details	<b>27</b>	<b>569</b>
<b>Workshops</b> See below for details	<b>78</b>	<b>2820</b>
<b>Total</b>	<b>282</b>	<b>14,048</b>