

The Norwich Museums Members' Briefing Paper March 2014

Visitor Numbers 2013/14 - See Appendix 1

Visits to the Norwich Museums as a whole from April 2013 to the end of January 2014 were 4% higher than for the same period last year.

After a slow start to the year, Norwich Castle has got steadily busier, attracting high numbers of visitors during the autumn as a result of the exhibition **Curiosity** and a very popular October half-term family events programme.

These numbers have been further enhanced as a result of the RSPB's Big Garden Birdwatch free weekend event on 25/26th January. Over 3,700 visitors - a record number - visited the museum over the one and a half days of the event. The café operated at full capacity and shop sales were up by 40%. However, it is interesting to note that the additional income generated by the shop and café only covered c.38% of the admissions income which we chose to forego (benchmarking the figures against a January weekend without a temporary exhibition, which typically attract approximately 1,000 visitors). On the positive side, the weekend generated a new audience and allowed us to work with an excellent new partner – the RSPB.

In summary, Norwich Castle Visitor numbers to the end of January reached a record 150,836 compared with 146,301 for the same period last year – a 3% increase - which was also a record year having enjoyed the highest number of recorded visits in the past fifteen years is 175,000, set in 2010/11.

Roman Empire: Power and People, our current temporary exhibition, opened in early February and has received much publicity. It is supported by an excellent events programme and is already attracting high numbers of visitor - 4,700 in the first week – therefore, visitor numbers for 2013/14 are predicted to set new records.

Visitor numbers at Strangers' Hall are comparable with previous years when it opened 4 days a week all year round. As a result of the success of opening an additional 2 days per week during June to September, the Friends' have generously agreed to fund this initiative again in 2014.

The rebranded **Museum of Norwich at the Bridewell** has had disappointing visitor numbers this Autumn, but the museum is in the process of being renamed and it is expected that this, combined with a campaign to improve awareness of what the museum has to offer, together with a good events programme including packages for group visitors, will help to reposition it within the Norwich Museums offer and establish it as the Museum of Norwich. Improved signage within the City would also be highly desirable.

School Visits 2013-14 See Appendix 1

Schools visits across the Norwich sites have been positive and are 4% higher than for the same period last year. Strangers' Hall was particularly popular in December and additional school sessions are now being established at The Museum of Norwich.

An element of our ACE Designated Development Fund application called *Interpreting Early Man*, involves the development of archaeology learning resources and sessions for Key Stage 2 school pupils. This will enable us to support teachers to deliver this new element in the new National Curriculum being implemented in autumn 2014. We will hear whether our application has been successful in March 2014.

OTHER LEARNING SERVICES NEWS

Developing work with Foster Families at Norwich Castle

On Saturday 11th Jan the '*birth children of foster parents*' support group spent the afternoon building their own colourful version of Norwich in an art workshop at Norwich Castle led by Emma Bosanko. The teenagers had a chance to build relationships and share advice whilst making cardboard replicas of local architecture from Cow Tower to The Forum.



At the end of the session the group came together to create an installation of all the buildings which will go on display at County Hall. It was a fantastic opportunity for the teenagers to bond with other children in similar situations and share experiences through a community-based project. The session was also a chance to forge future links between the support group and Norwich Castle. It is an interesting extension of our well-established work with foster families and looked after children. Some participants will hopefully be attending Norwich Castle's Museum Club in the future.

Arts Awards

5 Key Stage 4 students were awarded Bronze Arts Awards at Norwich Castle on Saturday 1st February.

Arts Awards is an Arts Council England accredited scheme to promote cultural engagement. The equivalent would be the Duke of Edinburgh Scheme. The Awards are focused on different age groups and levels. The Bronze Award is for Key Stage 4, Silver for 6th formers and further education level students, and the Gold for Further Education level. The length of scheme and amount of work and commitment involved increases as one moves up and the Gold Award also counts towards UCAS points.

The Scheme is still at the early stages of development and at present there has been a mixed take up by schools in Norfolk

This is the first time we have run the Bronze Award scheme. Both the students and their parents were very pleased with the scheme which they used for the compulsory Year 10 work experience. A second scheme is planned for next year. Members of the Norwich Museums Young Volunteers Group are working towards a Silver Award, and the Norwich Museums Youth Forum towards the Gold Award.

There is strong potential for overlap with the Library Service on this important initiative.

Young Volunteers Team

The Young Volunteers Team was formed almost two years ago to initially devise and run an event for the Cultural Olympiad aimed at young adults called *Skin*. A group of around 10 young people successfully applied to our volunteer recruitment and devoted two hours a week to planning what would turn out to be the first *Skin* event on 21-22 July 2012.

The event was so successful that the group has continued to work with us on other event planning and delivery including *Skin 2* and *Museums at Night in 2103*, and the forthcoming event on **8th March, *Skin 3: Romans Remixed***, which will feature a modern take on Roman culture, complementing the current Roman Empire exhibition.

Norwich Castle Temporary exhibitions

CURRENT EXHIBITIONS

- **ROMAN EMPIRE: Power and People**

A British Museum Tour. Special Exhibition Galleries, to 27 April 2014



Norwich Castle is hosting the largest ever UK exhibition of Roman artefacts on loan from the British Museum this autumn.

Roman Empire: Power and People brings together over 160 stunning pieces from the British Museum to explore the story of one of the most powerful empires the world has ever seen.

Highlights include sculpture from the villas of the Emperors Tiberius and Hadrian, coins from the famous Hoxne treasure, beautiful jewellery and even near-perfectly preserved children's clothing from Roman Egypt.

The exhibition explores the wealth, power and organisation of the Empire, but also how the Romans viewed their provinces and other peoples. Religious, military and personal objects give an insight into the lives of people across the Empire, from northern Britain to Egypt and the Middle East. These fascinating objects show how the influences of the many people and places that the Romans came into contact with were absorbed and adapted into the Empire.

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

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

Frances Kearney, New Work

Colman Art Galleries Project Space to Sunday 23 March 2014

These beautiful yet disquieting photographic tableaux have been made especially for Norwich Castle. Displayed within the context of the Norwich School of paintings they demonstrate Kearney's fascination with human behaviour, landscape and the effect of nature on the human psyche.

LOOKING FORWARD

- **Summer 2014: The Wonder of Birds**

Special Exhibition Galleries 24 May – 14 September 2014

The ***Wonder of Birds*** exhibition will explore the cultural impact of birds upon mankind. Eliciting a wide range of emotions from awe to fear, from pleasure to cruelty, birds have intrigued us since the earliest of times.

The Show will span the centuries and include a wide range of exhibits from the arts, natural history, archaeology, fashion and social history, with spectacular loans from local and national collections.

The *Wonder of Birds* will be supported by an Open Art Show ***Inspired by Birds*** which offers artists living in East Anglia the opportunity to show and sell recent work. Organised in association with the East Anglia Art fund, the show will be a wonderful companion to the major loan exhibition *Wonder of Birds*.

Timothy Gurney Gallery, 12 July – 31 August 2014.

- **Autumn 2014: John Wonnocott and John Lessore**
- **Spring 2015:** Exhibition developed around a loan of a **Manet** painting owned by the Ashmolean Museum in Oxford
- **Summer 2015: Jeff Koons.** A touring exhibition from the Artist Rooms Programme.
- **Autumn 2015 Digital/New Media exhibition**
- **Spring 2016: How to Train Your Dragon - A Vikings Guide to Deadly Dragons.** An exhibition from the National Centre for Children's Books on the book by Cressida Cowell.
- **Summer 2016:** Leading venue with Norwich University of the Arts for **The British Art Show 8**

Exhibition proposals under discussion

- Rembrandt in Autumn 2016
- A V&A Museum of Childhood exhibition focusing on Dolls Houses and the history of the home in 2017
- Building a touring exhibition around the Paston Treasure painting in 2018 in collaboration with Yale University, USA.

Events

REPORTING BACK

Christmas Events

Norwich Castle hosted its 2nd Craft Fair and Christmas Event on Friday 6 December 5-9pm. Unfortunately this was the date of the floods which together with particularly inclement weather resulted in less numbers of visitors than projected. We also subsequently discovered that other craft fairs across the city, including that at Dragon Hall, didn't attract the same numbers of visitors as in previous years, and as a result are rethinking our 2014 Christmas offer at Norwich Castle.

Christmas at Strangers' Hall, including a resident Father Christmas, was very popular, with a record number of visitors on both days.

RSPB Big Garden Bird Watch

The event was hugely successful attracting over 3,700 over the weekend 24/25 January. A motivating factor in hosting this event was to promote our forthcoming summer exhibition *A Wonder of Birds* to a wider audience with a clear interest in birds. We distributed promotional to all visitors as well as ensuring that they were taken back to the RSPB nature reserves. and centres. The RSPB were so happy with the event that they will come back to support our *Wonder of Birds* events programme during the summer.

Valentine's Eve Event at The Museum of Norwich

Following on from last year's innovative and successful Valentine's Eve campaign, Museum of Norwich staff have been working in partnership with the Norwich Lanes to develop events and raise awareness of the Museum.

On 13 February The Museum of Norwich at the Bridewell, along with other shops and bars in the Norwich Lanes, opened late again, until 8pm, to celebrate **Valentine's Eve** with a special programme of events including a BBC Voices initiative where visitors were invited to share their memories on camera of Valentines. Throughout half term there were also special *'Hearts and Crafts'* activities including a Jack Valentine gift trail around the museum and craft sessions to create special Valentines gifts. The Museum also launched a public appeal for gifts for local Looked After Children.

The celebrations at the Museum are part of a wider promotion of the Norwich Lanes which has seen retailers and businesses embrace the Jack Valentine idea. Along with the museum, many shops opened late on 13 February, enticing customers in with special window displays and goody bags. Jack Valentine himself was glimpsed on CCTV footage, and was on hand on the night to surprise and delight!

LOOKING FORWARD See the *What's On* leaflet for full details

In Norwich Castle there will be a series **talks, workshops and special events** for adults and families running throughout the spring months supporting the Roman Empire exhibition and new displays. The Norwich Museums will be taking part in **HEART's *Dragon Festival*** in February with a series of dragon themed events, and Norwich Castle will celebrate National Science and Engineering week with an event on Saturday 15th March ***How Science Can Help Us To Explain The Past.***

First World War Commemoration

The Norwich Museums are exploring ideas and funding opportunities for commemorating the First World War and are planning to submit a bid to the Heritage Lottery Fund HLF in late March. HLF have advised NMS to stagger its bids in order to have a better chance of success in raising money for WW1 events across the County.

The Norwich Museums WW1 commemorative programme will include a series of workshops to support people to carry out their own research. For this we are creating facsimiles and digital copies of key documents and material, together with a resource pack providing basic information, guidance on research methods and information sources. This will greatly help staff to be able to deal with the large numbers of people making enquiries and will commence in late March 2014.

If the HLF bid is successful, other activities include displays in the Rotunda display case, including an exhibition of Edith Cavell in 2015. There are also plans to enhance the new Royal Norfolk Regimental Displays with a trench diorama based on sketches and letters from Cecil Upchurch. The event programme will include a family day in autumn 2014 focusing on the Christmas Truce, also lectures and films and drop-in events and activities as part of the core museum offer throughout the 4 year period. There are plans to use *Crowd Sourcing* to help transcribe the Regiment's unique WW1 Casualty Book and we're hoping to raise further funds to restore the Role of Honour and update its interpretation. Another element of the programme is researching the use of the Courtroom during WW1 for trials of conscientious objectors and to developing living history events for schools and the public.

Conservation News

The conservation team are currently conserving a unique and spectacular feather pelerine dating from c.1825-35 which will form part of *The Wonder of Birds* summer exhibition

The cape has been thoroughly surface cleaned to remove dust and insect cases. The feathers have been secured where necessary and the silk lining has been protected with a layer of fine silk crepeline fabric. This new fabric has been wrapped around the edges of the fragile lining and stitched through to the cotton on the front.

Other News

New Boudica film shortlisted for prize

The Castle's new animation introducing visitors to the story of Boudica has just been shortlisted for consideration by the final jury for the category of Best Commissioned Animation at The British Animation Awards. Alongside BAFTA, these are the most prestigious awards for animation in the UK. The film was created by Emma Calder of Pearly Oyster Productions who won the commission against tough opposition—60 companies applied for the chance to create a new telling of this powerful story. Emma's film imaginatively uses the visual motifs from Icenic and Roman cultures, including photographs of objects from the Boudica gallery. The finalists are due to be announced soon.



Designation Development Fund

We hope to find out whether we have been successful in our funding bid to the ACE Designation Development Fund for £90,000 to deliver a project called *Interpreting Early Man*.

Teaching Museum

Four new Teaching Museum Trainees have been recruited for training posts in the Norwich Museums. The trainees started in February and will be working in the areas of Events, WWI Commemoration, Collections Management and Display.

The first year of the Teaching Museum Initiative has been a great success, both for participants (of which 5 of the 8 trainees have secured jobs already) and also to staff who have gained experience in supervising and mentoring. In addition, the scheme has been of a great benefit to NMS in providing additional workforce capacity and bringing in new knowledge and skills.

New Acquisition

We are exploring the possibility of acquiring the mobile currently hanging in Norwich Castle's Rotunda. This art work was created specifically for the space by Dutch artist Marjolijn Dijkman as part of the *History Rising* project.

The Works on Paper Digitisation Project

Volunteer Lucy McNeill has been a volunteer in the Art Department for over two years. During this time she's undertaken research into digitisation in museums and galleries across the UK. Now she's putting her knowledge into practice, leading on the digitisation of NMS's important works on paper collection which includes prints, drawings and watercolours, many by well known names. The Digitisation Project aims to put 12,000 images of watercolours, drawings and prints onto the internal Modes database and the NMS website and is being supported by the East Anglia Art Fund and the Norwich Town Close Estate Charity.

Commercial developments

Venue Hire and Children's Parties packages are being developed for Norwich Castle in order to extend the use of the building and generate additional income. The City's most iconic landmark, Norwich Castle represents a prestigious and unique venue for corporate events.

Café improvements – plans are progressing well to improve the café offer at Norwich Castle including the introduction of a seasonal terrace area immediately outside the Castle and the introduction of a new theme of 'tea' to the area around the Rotunda. It is expected that these changes will help increase turnover as well as significantly improving the visitor experience.

NMS Catalyst Bid Success

Norfolk Museums Service, via SHARE Museums East, have been successful in gaining £239,000 from the HLF's 'Catalyst' fund to deliver a programme of training aimed at supporting museums across the region to develop their skills and knowledge in raising funding from private sources.

Other strategic developments across NMS

Work in setting up the new Norfolk Museums Development Foundation (a complementary fundraising vehicle for the Service), is progressing well. A report will go to Norfolk County Council's Cabinet in early March and the Foundation should be operational by April.

Following county-wide consultation, the Service will be Culturally Exempt (a status which will help it recover VAT on admission income) from the end of February. This will help the Service meet its budgetary commitments for the coming year.

If you want to discuss any matters in this briefing please contact Rachel Kirk 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 where you can also sign up to receive regular e-bulletins.

Item 5 Appendix 1

MUSEUM VISITS 2013/14		APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	TOTAL TO 31 JAN 14	Annual TOTAL
Castle Museum															
	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	138,188	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	146,301	182,984
	2013/14	17,529	15,710	11,797	14,473	21,492	13,130	19,626	13,418	9,812	13,849			150,836	150,836
Strangers Hall															
	2011/12	903	668	918	1,013	1,286	842	1,076	884	750	CLOSED	418	911	8,340	9,669
	2012/13	764	650	677	687	876	978	1,085	941	684	CLOSED	357	1,203	7,342	8,902
	2013/14	735	880	1,107	1,042	1,413	1,281	1,025	1,031	1,047	102			9,663	9,663
Bridewell															
	2008/09	732	673	920	756	1,016	872	963	283	CLOSED	CLOSED	CLOSED	CLOSED	6,215	6,215
	2012/13	CLOSED	CLOSED	75	2,745	3,015	2,379	1,609	1,473	996	1,029	1,662	1,490	13,321	16,473
	2013/14	1,556	1,518	953	1,152	1,667	1,250	1,400	1,056	482	971			12,005	12,005
Norwich Castle Study Centre															
	2011/12	137	159	140	111	130	259	257	236	74	190	106	100	1,693	1,899
	2012/13	178	77	98	157	107	142	168	149	178	91	159	163	1,345	1,667
	2013/14	237	185	200	178	114	127	220	198	179	165			1,803	1,803
NORWICH MUSEUMS TOTAL															
	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	148,221	328,697
	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	168,309	208,466
	2013/14	20,057	18,293	14,057	16,845	24,686	15,788	22,271	15,703	11,520	15,087	0	0	174,307	174,307

\$ Pre-refurbishment

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

SCHOOL VISITS 2013/14		APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	TOTAL TO 31 JAN 14	Annual TOTAL
Castle Museum															
	2011/12	550	1,287	1,985	2,097	37	510	1,489	2,529	772	1,583	1,580	2,946	11,256	17,365
	2012/13	565	1,788	1,576	1,900	83	619	1,320	2,155	1,032	1,082	2,575	3,037	11,038	17,732
	2013/14	668	1,066	1,897	1,088	0	537	1,794	2,241	1,388	1,334			12,013	12,013
Strangers Hall															
	2011/12	29	168	164	94	0	0	223	253	78	CLOSED	68	447	1,009	1,524
	2012/13	0	154	160	145	0	0	431	472	89	CLOSED	87	454	1,451	1,992
	2013/14	59	181	232	152	0	0	371	427	315	88			1,825	1,825
Bridewell Museum	2012/13	0	0	0	0	0	33	62	140	0	0	9	46	235	290
	2013/14	0	144	86	0	0	67	67	214	0	49			627	627
TOTAL SCHOOL VISITS															
	2011/12	579	1,455	2,149	2,191	37	510	1,712	2,782	850	1,583	1,648	3,393	12,265	31,154
	2012/13	565	1,942	1,736	2,045	83	652	1,813	2,767	1,121	1,082	2,671	3,491	12,724	19,968
	2013/14	727	1,391	2,215	1,240	0	604	2,232	2,882	1,703	1,471	0	0	14,465	14,465