

## **Norwich area museums committee**

Date: **Tuesday, 12 September 2017**  
Time: **14:00**  
Venue: **Crome Centre Gallery, Norwich Castle**

### **For further information please contact:**

#### **Committee members:**

Committee officer: Jackie Rodger  
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#### **Norwich City Council:**

Councillors Brociek-Coulton (chair), Bradford, Herries, Jones (T), Maxwell and Price

#### **Norfolk County Council:**

Councillors Nobbs (vice chair), Clipsham, Jones (B), Rumsby, Ward and Watkins

Democratic services  
City Hall  
Norwich  
NR2 1NH

#### **Co-opted non-voting members:**

Brenda Ferris (Norfolk Contemporary Art Society), Amanda Geitner (East Anglia Arts Fund) and Ceri Lamb (Friends of the Norwich Museums) Councillor Hardy (South Norfolk Council)

[www.norwich.gov.uk](http://www.norwich.gov.uk)

**Ex-officio member:** Councillor Buck

**Informal tour - Members are invited to meet in the Castle Rotunda at 13:00**

Refreshments will be available before the start of the meeting

### **Information for members of the public**

Members of the public and the media have the right to attend meetings of full council, the cabinet and committees except where confidential information or exempt information is likely to be disclosed, and the meeting is therefore held in private.

For information about attending or speaking at meetings, please contact the committee officer above or refer to the council's website.

## Agenda

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### **1 Membership and apologies**

To note that Norfolk County Council has appointed Councillor Watkins to take the place of Councillor Butikofer and to receive apologies for absence.

### **2 Public questions/petitions**

To receive questions / petitions from the public.

Please note that all questions must be received by the committee officer detailed on the front of the agenda by 10am on **Thursday, 7 September 2017**.

Petitions must be received must be received by the committee officer detailed on the front of the agenda by **10am on Monday, 11 September 2017**.

For guidance on submitting public questions or petitions please see appendix 1 of the council's constitution.

### **3 Declarations of interest**

(Please note that it is the responsibility of individual members to declare an interest prior to the item if they arrive late for the meeting)

### **4 Minutes**

**5 - 8**

To approve the accuracy of the minutes of the meeting held on 11 July 2017

### **5 Norwich Museums briefing July to August 2017**

**9 - 18**

To receive the report on the activities of the Norwich museums for the period July to August 2017, including the following illustrated presentations:

- Rembrandt exhibition - Dr Francesca Vanke, Keeper of Art
- Contemporary Art update - Harriet Loffler, Curator of Modern and Contemporary Art

Date of publication: **Monday, 04 September 2017**





## MINUTES

## Norwich Area Museums Committee

14:00 to 16:10

11 July 2017

Present:                   **City Councillors:**                   **County Councillors:**  
                                   Brociek-Coulton (chair following       Nobbs (vice chair following appointment)  
                                   appointment)                               Clipsham  
                                   Bradford                                       Jones (B)  
                                   Herries                                       Rumsby  
                                   Maxwell                                      Ward  
                                   Price

**Co-opted voting members:**

Brenda Ferris (Norfolk Contemporary Art Society)  
 Amanda Geitner (East Anglia Arts Fund)  
 Ceri Lamb (Friends of Norwich Museums)  
 Councillor Hardy (South Norfolk Council)

County Councillor Buck (vice-chairman, Norfolk Joint Museums committee)  
 (ex officio member)

Apologies:           County Councillor Butifkofer (other council business) and City Councillor  
                                   Jones (T)

**1.       Declarations of interest**

Councillor Buck declared an interest in item 4 (below), Friends of the Norwich Museums – Update, because he had been the recipient of a grant.

**2.       Minutes**

**RESOLVED** to agree the accuracy of the minutes of the meeting held on 7 March 2017.

**3.       Norwich Museums Briefing February to June 2017**

By way of introduction, the head of operations and learning said that, at the last meeting, the committee had asked the collections development manager to undertake a review of the collections to identify film containing silver nitrate that could potentially become unsafe. An item had been identified at Strangers Hall which would be kept under-review and any decision on its future would be referred to the committee.

The head of operations and learning presented the report and answered members' questions.

Ruth Battersby-Tooke, curator of costumes and textiles, gave a power-point presentation on the Nelson and Norfolk exhibition, which would contain objects and clothing associated with Lord Nelson from his childhood in Norfolk to his death in 1805. The Ensign of Le Généreux had been made in the late eighteenth century and was an early example of tricolour. It was an important historic object which had been gifted to the City of Norwich by Captain Edward Berry and had been displayed at St Andrews Hall for 97 years. The exhibition would be the first time that it had been displayed in public for 100 years. It had been subjected to forensic testing and gunpowder dust had been identified. Other significant exhibits on display included the drape from the Nelson's funeral car; the portrait of Nelson by William Beechey which was donated to the City of Norwich, the dress coat worn by Nelson at the Battle of the Nile, a dress worn by Lady Hamilton and a brick with Nelson's initials (interesting in itself, in that it was discovered by H Rider Haggard).

When considering the forthcoming exhibitions, members welcomed the Nelson and Norfolk exhibition. Amanda Geitner referred to the Magritte: The Lost Painting exhibition in the Colman Project Space and said that tickets for a talk at 17:30 the following day had sold well. She referred to the Rembrandt: Lighting the Darkness exhibition of etchings and said that the mechanism of printing had not changed much since the fifteenth century. The John Jarrold Printing Museum had been approached for the loan of a printing machine to demonstrate the printing technique. Members asked for a detailed presentation on the exhibition at its next meeting.

During discussion members of the committee congratulated the officers for the success of the Norfolk Museums Service at securing external funding including the recent announcement of National Portfolio Organisation funding from Arts Council England covering the period 2018-22. The head of operations and learning said that the credit for this was due to Steve Miller, the assistant director, community and environmental services (culture & heritage) and a strong team of officers; and, importantly, the support of the Norfolk Contemporary Art Society, East Anglia Art Fund, The Friends of the Norwich Museums, Heritage Lottery Fund, the Freeman and other partners which strengthened the bids and enabled projects such as The Keep to be progressed. He explained that prior to this year the Arts Council had funded 16 museums and, as from this year, bands had been created widening out the criteria for funding to 66 museums. There were a number of museums across East Anglia that, unlike the Norfolk museums service (NMS), had previously not benefited for funding that were now eligible for funding under bands 2 and 3. NMS was in band 3, one of only 12 museums now in that band. He explained how the service received additional funding from Arts Council England to support regional development work across the East of England including the Share Museums East workforce development programme and support for independent museums with Accreditation.

The operations manager circulated the attendance figures for the last quarter at the meeting. He explained the importance of the "blockbuster" exhibitions, such as the Nelson and Rembrandt, in attracting visitors to Norwich Castle. Members were advised that the visitor numbers included wedding and school visitors where appropriate.

Discussion ensued on managing visitor numbers and the potential to use of Trip-advisor and social media to provide up to the minute information. A member referred to new technology which enabled supermarkets to change prices in response to demand and asked whether flexible pricing could be used to encourage visitors at quiet times or divert visitors away from Norwich Castle to the other city museums. The operations manager said that the service would need to make decisions about pricing in the long term. However it was important to ensure that admission charges were not too great as to be priced out of the market. The Freeman's gift of two weeks' of free entrance to the Norwich museums would give an opportunity to survey visitors to ascertain their motives for visiting the museums. The head of operations and learning confirmed that whilst dynamic pricing could in theory see individual ticket prices decrease or increase, there were no plans to change the overall pricing structure at present. There would be comprehensive review of pricing structure as part of the Keep Project business plan. This would look at a range of options. A member said that he would not be happy with "rationing entry by price". Members were reminded that free admission continued to be offered to key groups including Norfolk school children.

Members commented on the popularity of Gressenhall Farm and Workhouse and were advised that this was due to the new "Voices from the Workhouse" exhibition. The event there for foster carers had families had been well attended. The operations manager said that a key motivator for the purchase of museums passes was events or exhibitions. In reply to a question, he said that it was not possible to break down figures of young people attending events or exhibitions from the rest of the museum. This could only be done by monitoring visitors at the door. The head of operations and learning said that part of the Keep Project business plan would be to monitor the flow of visitors around the museum.

Angela Riley, the Keep Project manager, gave a power-point presentation to update members on the Keep Project (Norwich Castle – Gateway to Medieval England) as it moved through the development stage. The contract for the Project Management role had been awarded to Artelia UK. She explained the objectives and expected outcomes from this complex project. Members were also advised that the project was in a strong financial position with a remaining £1.2 million still to be raised. The Garfield Weston Foundation had given £500,000 which had boosted the funding. It was hoped that £50,000 of this would be through by a keep-giving campaign that would be launched in September to coincide with the European Heritage days. The committee then viewed the "fly-through" of what the project would look like when completed.

During discussion, the Keep Project manager, together with the head of operations and learning, answered members' questions on the procurement arrangements and the project team. Discussion ensued on the promotion of Norwich as a medieval city and members were advised of works including a survey that had been conducted by University of Leicester post graduate students into what the city had to offer as a medieval city and reviewing the landscaping to improve access to the museum. The working group would be looking at the outcome of this and was considering digital trails, improved signage and maps. It was intended to hold a medieval festival in either 2020 or 2021.

**RESOLVED** to:

- (1) note the report and thank the officers for their presentations;
- (2) ask the head of operations and learning to arrange for a presentation on the Rembrandt exhibition at the next meeting;
- (3) hold an informal tour for members of the committee who wish to attend in the hour before the next committee meeting, and to ask members to advise the head of operations and learning if they have any preferred areas that they would like to visit.

(Due to the length of the meeting, Councillor Ward had left the meeting at this point. Councillors Jones (B) and Hardy left the meeting during the following item.)

**4. The Friends of Norwich Museums – Update**

(Councillor Buck had declared an interest in this item.)

Ceri Lamb presented the report on the activities of the Friends of Norwich Museums (FNM). The FNM had been established in 1921 and was the second oldest independent friends group in the UK. In reply to a question, she said that the FNM obtained its funding to support the museums through its members' subscriptions. The FNM only funded projects or artefacts at the request of the curators.

**RESOLVED** to thank Ceri Lamb for the report.

**5. Norfolk Contemporary Art Society**

Brenda Ferris presented the report on the activities of the Norfolk Contemporary Art Society (NCAS). The society had celebrated its sixtieth anniversary in 2016 and had held a range of exhibitions and activities throughout the year. The society raised most of its funds through the biennial auction. The next auction would be on 24 November 2017 and members wishing to purchase good contemporary art at a reasonable price were advised to attend.

**RESOLVED** to thank Brenda Ferris for the report.

CHAIR



Norwich Area Museums Committee 12 September 2017

## Norwich Museums briefing: July to August 2017

### 1. Exhibitions at Norwich Castle

#### 1.1 *Small Stories: At Home in a Doll's House* (4 Mar – 25 June 2017)

Selected as one of only two UK regional venues, Norwich Castle Museum hosted this major international touring exhibition from the V&A Museum of Childhood. Showcasing a stunning collection of twelve of their best dolls' houses spanning 300 years, the exhibition proved popular for both families and doll's house enthusiasts from across Norfolk and beyond. The main exhibition was enhanced by the *Dream House 2017*, an installation of miniature dream rooms created by Norfolk artists, architects, makers, community groups and school children.

#### 1.2 *Nelson and Norfolk* (29 July – 1 October 2017)

The *Nelson & Norfolk* exhibition was formally opened on 28 July by Dr Kevin Fewster, Director of National Museums Greenwich, Mark Pendlington, Chairman of the New Anglia Cultural and Cllr John Ward, Chairman of Norfolk County Council. The opening was attended by volunteer members of the East Norfolk Militia.



This major exhibition draws on some of the most extraordinary objects connected to Admiral Lord Nelson, reflecting his naval victories, his relationships and above all, his affection for his native county of Norfolk. The focal point for the exhibition is the 16x8.3m Tricolour Ensign of the French warship *Le Généreux*, which takes up one half of the whole exhibition, filling the first temporary gallery space. This is the first time the ensign has been on public display for 100 years.

Major loans include the Nile Coat from the National Maritime Museum at Greenwich and the bullet which killed Nelson from the Royal Collection. The exhibition is special for a number of reasons including marking:

- the first time the Tricolour has been reunited with the portrait of Nelson by William Beechey since 1863

- the first time the naval officer's coat and hat which Nelson wore at the Battle of the Nile have been seen in the same room since 1891
- the first time the Nelson bullet which delivered the mortal wound at the Battle of Trafalgar has ever been shown in the East of England

Other objects in this exhibition are drawn from NMS's own collections, including stored collections from Great Yarmouth, King's Lynn, Strangers' Hall, the Museum of Norwich at the Bridewell and Norwich Castle Museum. Curators also worked in partnership with the Norfolk Record Office and Norfolk Heritage Centre to display fascinating documents and books including letters from Nelson and the Parish Register in which Nelson's baptism is recorded. Further loans came from the Nelson Museum in Great Yarmouth.

A complementary programme of talks and activities is running alongside this major exhibition. To date the exhibition has seen very strong levels of visits. On Wednesday 9 August the Castle saw 2,222 visitors, the highest number of paying visitors on record.

### 1.3 Colman Gallery temporary displays

The current exhibition in the Colman Project Space is *Magritte: The Lost Painting*. This explores the story of the detective work recently undertaken on NMS' Magritte painting *La Condition Humaine*, where a quarter of a missing Magritte painting, *La Pose Enchantée* was discovered underneath the later work. This discovery occurred whilst conservation of the painting was taking place in preparation for a recent loan to the Pompidou Centre.



La Condition Humaine by Rene Magritte

### 1.4 *Sixty years On – Highlights from Norwich Castle's Collection* (Timothy Gurney Gallery)

This exhibition showcases the modern and contemporary art acquired over the last 60 years with the support of the Norfolk Contemporary Art Society. The show includes a range of works by artists including Prunella Clough, Graham Sutherland, Keith Vaughan and Frances Kearney.

## 2. Forthcoming exhibitions

### 2.1 Rembrandt: Lightening the Darkness (21 October – 7 January 2018)

This important new exhibition will centre on the nationally significant collection of Rembrandt etchings held by NMS, alongside selected loans from the National Gallery, the Royal Collections, the British Museum and the National Galleries of Scotland. A dedicated catalogue has been produced for this exhibition.



Rembrandt van Rijn, *Self-portrait with Saskia*, c 1636. Etching, Norwich Castle Museum

## 3. Norwich Castle Events

### 3.1 Archaeology Festival

In July Norwich Castle participated in the national Archaeology Festival programme. Activities included the family-focussed event day *A is for Archaeology* on Saturday 15 July, with metal detectorists and a range of characters providing a fun introduction to archaeology. The day was supported by Dr Natasha Hutcheson and the Sainsbury's Institute for the study of Japanese Art and Culture (based at UEA). During the following week there was a programme of talks including Faye Kalloniatis on the Norwich Castle Egyptian Collections, Dr Tim Pestell on the Binham Hoard and 2,000 years of Fake Coins with Dr Adrian Marsden. It is intended that the Archaeology Festival will become an annual feature of the Castle's events programme.

### 3.2 Pirates and Seafarers

The 2017 school summer holiday activity programme at Norwich Castle is themed around *Pirates and Seafarers*, providing a complimentary offer to the Nelson & Norfolk exhibition. The programme has been very successful, with visitor numbers increased on the previous year. The NMS learning team worked with Rob Johnson a PhD student at UEA who developed and delivered some entertaining scientific sessions on surgery at sea, contrasting past and present. The *Pirates and Seafarers* activities were promoted through a bus-back advertising campaign in Norwich over the summer months.



## 4. Freeman's free days

### 4.1 Museum free opening

Free admission was made available at the Museum of Norwich and Strangers' Hall from 25 July to 6 August thanks to the generous support of the Norwich Freeman. 2017 marks 700 years of the Freeman of Norwich and the open days at the Museum of Norwich and Strangers' sat alongside a wide programme of activities taking place across the city.

**Free-entry**  
to Strangers' Hall *and*  
The Museum of Norwich

*from Tuesday 25 July to  
Sunday 6 August 2017*

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**Strangers' Hall, Charing Cross:**  
open on Wednesday, Thursday and  
Friday 10am to 4pm and Sunday 1pm to 4.30pm

**Museum of Norwich, Bridewell Alley:**  
open Tuesday to Saturday 10am to 4.30pm




Impact of Freeman's free admission over relevant dates:

	2016	2017
Museum of Norwich	571	3776
Strangers' Hall	544	3027

During the free admission period visitors were asked to complete a short evaluation survey. Key findings were:

- 42% of visitors had never been to the museums before
- 33% last visited more than five years ago
- 42% came because of the free day that was supported by the Freeman
- 57% had heard of the Freeman before
- Most people (28%) heard about the free days from social media
- 90% would like to return to the museum they visited within the next year

## **5. Stranger's Hall**

### **5.1 Journey of a Freeman - Schools' Event at Strangers' Hall**

The Freeman of Norwich sponsored an event for primary schools as Strangers' Hall as part of their 700<sup>th</sup> anniversary celebrations. Working with the Freeman, the NMS learning team wrote and developed the event *Journey of a Freeman*, focusing on the 16<sup>th</sup> century and how a Freeman made his journey from apprentice to master craftsman and finally to being a Freeman of the city.

Four event days took place across the summer term, with 209 children from four local schools participating. Schools reacted very positively to publicity about the event and all days were booked quickly. The Freeman also provided help towards the cost of travel which proved a particular draw.

During the day the children worked with four costumed characters:

- Lettice, a weaver's wife whose husband is a master craftsman and a Freeman of the City. During this session the children, in role as apprentices, created a simple piece of weaving which they took back to school.
- Thomas, a merchant and Freeman of the City. With Thomas the children investigated the magnificent merchants' marks in the museum and made their own merchants' mark.
- Katlin, the organiser of The Mayor's Riding. The children took part in a drama activity to help plan the Lord Mayor's procession. They dressed in replica Tudor clothes and role-played whifflers, clowns, sword-bearers, the Mayoral party, the Freeman, and of course Snap the dragon.
- Bess, the household servant of a Freeman. The children helped Bess to sort out some of her employer's possessions to make an inventory. They



worked with Bess to investigate genuine and replica objects from the 16<sup>th</sup> century.

The day ended with a procession around the garden and the children taking part in a ceremony in which they recited an oath in order to gain the Freedom of the City for one day. Each child then received a scroll which contained a free entry ticket to a Norwich museum.

The days proved to be very successful and produced very positive feedback.

*‘The enthusiasm of the staff helped to engage the children and keep them focussed. All activities were thoroughly enjoyed’ - Year 6 teacher*



## **6.0 Museum of Norwich at the Bridewell**

### **6.1 Cecil Aldin – *The Art of Black Beauty* 25 July–25 November**

The current exhibition at the Museum of Norwich marks the 140 years since Jarrold & Sons first published Anna Sewell’s *Black Beauty*. The museum is displaying thirteen beautiful watercolours by the artist Cecil Aldin who was commissioned by Jarrolds to illustrate a later edition, published in 1915. The exhibition is part of Visit England’s ‘Year of Literary Heroes’ campaign and is being promoted by visit Norwich.



## **6.2 Norwich Pride: *Duvet of Love***

To support July's Norwich Pride event the Museum of Norwich unveiled the *Duvet of Love*, an art work by local artist David Shenton. The work is a bold artwork depicting a male couple embracing. It is a mosaic, made up of thousands of pin badges, pinned to a double duvet cover. The badges were collected by the artist and his friends and are a combination of historic badges and badges of local and social historical relevance, dating from the 1970s to the present day. This display formed part of a programme of work that has been developed independently by SOCOL trainee Freya Monk-McGowan. In addition to the Duvet display, Freya, supported Teaching Museum trainees David Holgate-Caruthers and Nicoletta Foden- Hall in the curation of a small pop up exhibition and the development of a podcast trail around the city, featuring people from the LGBTQ community speaking about their experiences.

## **7. Learning Team activities and projects**

### **7.1 Katrina Siliprandi**

It was with great sadness that we learned of the death of Katrina in July. She worked for NMS for over 30 years and under her stewardship learning was placed at the very heart of museums.

### **7.2 Sandford Award**

The NMS learning team has again been awarded a national Sandford Award for Heritage Education. The judge commented,

*Norwich Castle spans over 900 years of history and is home to an outstanding collection of art, archaeology and natural history. Its castle keep and galleries offer inspirational surroundings for a range of learning programmes tailored to the educational requirements of visiting school groups at all levels.*

### **7.3 Summer School for Looked After children**

This annual event was a great success. Eight children aged 10-12 years participated in a medieval themed programme. The programme was led by NMS learning staff and generated very positive feedback from the children, our partner Norfolk Virtual School for Children in Care and the volunteer helpers including trainees from the NMS Teaching Museum programme:

*"It was very rewarding to see the children growing in confidence as they worked with their mentor and every child left the Castle on the last day happy, confident and proudly displaying something they had created .... Brilliant."* – Maureen Steward, Norfolk Children's Services.

*I enjoyed every moment of summer school, from learning about the castle with the medieval knight to balancing plates and hula hooping with the jester! Seeing*

*the children inspired to learn and be creative was truly the best part for me.*  
Nicoletta Foden-Hall, Teaching Museum Trainee.

#### **7.4 GCSE history teachers' conference**

The new History GCSE specifications allow schools to undertake a local history study as part of their course. Norwich Castle has been chosen by the OCR Examination Board to be an exemplar for their option B course. This has been the spur for the NMS learning team to organise a second conference for secondary History teachers, looking at improving practice and what the museum can offer. Staff were delighted to welcome over 30 teachers to the Castle on 19 July.

#### **7.5 A-level Law project**

Working in partnership with the newly-formed Norfolk County Council 16+ advisory group and Springboard East Theatre Company, the NMS learning team has developed a new event for A-level Law students from three local 6<sup>th</sup> form colleges. Law is a very popular A-level subject and it was positive to be able to extend the current learning offer in this new subject area. The focus was the trial of John Stratford, the Dumpling Poisoner in the 1820s. The two days were well received, including an EDP article. The event will be offered to more schools next year.

### **8. Other Developments**

#### **8.1 HLF Kick the Dust programme**

The Heritage Lottery Fund has awarded Norfolk Museums Service a Round 1 pass for a grant of £776,500 for the project Norfolk Journeys, under the HLF's new Kick the Dust programme. This will be a consortium project delivered in partnership with YMCA Norfolk and Creative Collisions (a youth arts network in Great Yarmouth). The project aims to engage with around 8,000 11-25 year olds – including those most hard to reach - during a four year period from 2018-22. Through the project the young people will be able to participate in a range of structured heritage activities that will develop their skills, experience and confidence. NMS will be submitting round 2 paperwork to the Heritage Lottery Fund in February 2018 and funding should be confirmed in March 2018. Project activity would then start in spring 2018.

A summary of what the project aims to achieve:

“This project will create a model that will facilitate sustained engagement with the young people of Norfolk, including those most hard to reach. NMS will work with YMCA Norfolk and Creative Collisions, two organisations with a strong record of engaging the most vulnerable young people. Young people will create an individual journey into active engagement with Norfolk's heritage, using structured progression pathways based around a menu of options, tailored to meet individual needs. Specialise mentoring and the support of NMS will ensure



young people reach their potential and achieve their aspirations. Outcomes for young people will include certificated skills and training, enhanced employment opportunities, active involvement in programming and a chance to shape the direction and governance of heritage organisations.”

The competition for this grant was extremely fierce with only 12 projects being awarded funding across the whole country. <https://www.hlf.org.uk/about-us/news-features/kicking-storm-young-people-shake-heritage>

## **9. Visitor Numbers**

Detailed visitor figures up to the end of August 2017 will be circulated at the meeting.

### **Report contact:**

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