

NORWICH AREA MUSEUMS COMMITTEE

18 October 2010

Item No. 5

GENERAL UPDATE ON THE NORWICH MUSEUMS

Report by the Norwich Museums Manager

<p>This report updates the Committee on work in the Norwich Museums over the last 3 months</p>

1. VISITOR NUMBERS AND ADMISSIONS INCOME

1.1 Museum & Study Centre Visits 2010/11 (see Appendix A for details)

The visitor figures for the Norwich museums in the financial year 2009-10 were excellent, 12,000 more than the previous year, with the Castle having its best year since 2001-2 following the major redevelopment, with the highest number of February half-term visitors on record.

Visitor numbers for the 2010/11 to date (April to August) for the Norwich Museums as a whole have exceeded last year's visitor numbers by 12% for the same period. This is predominantly due to a 16.5% rise in the numbers of visitors to Norwich Castle, the vast majority visiting during August when we welcomed 28,000 visitors to the Castle compared with 18,000 in 2009/10.

The significant rise in visitor numbers can be explained by the following:

- Bad weather;
- Changes in holiday patterns, i.e. more people staying in Britain and/or vacationing locally;
- Successful package: popular temporary exhibition (Beatles to Bowie photography), interactive displays (Medieval Machines), new permanent display (Norwich Prison Stories), daily programme of drop in events and activities;
- Successful marketing campaigns.

1.2 School Visits 2009/10 (see Appendix B for details)

School visits for the Norwich Museums as a whole for 2010/11 to date (April-August) have increased 9.5% compared with the same period. This follows a 12% increase in 2009/10 on the previous year.

The Norwich Learning Team continues to work closely with schools and deliver a wide range of high quality sessions to primary and secondary pupils.

The additional costs of delivering workshops and other sessions are charged to the school (cost of freelance education workers) but no profit is made by NMAS. Norfolk schools do not pay admission fees to the Norwich Museums. There is no admission charge to schools that choose to undertake self-guided tours and

material is available on the web site to support teachers to undertake self-guided tours. There is also a bursary available for schools who request help with covering travel costs.

1.3 Implications of public sector budget cuts

NMAS, along with the rest of the County Council, has since 2009 been looking as how it can reduce its costs and make budget savings each year. The approach has been to look at ways in which we can earn more income, work more efficiently and find different ways of doing things. This will include a comprehensive review of the Norwich Museums staffing structure.

As part of working more efficiently NMAS is trying to reduce the number of buildings that NMAS occupy, in line with the County Council accommodation policy. As well as 12 museums, there are two study centres and a number of separate stores across the county. NMAS would like to ensure that each building is used as effectively as possible, and that it is clear to the public what services are available at each site.

In Norwich, officers have been looking at the operations of Carrow House and the Shirehall Study Centre.

- NMAS would like to move out of Carrow House, which was only intended as a temporary expedient when the Fire Officer required us to move the costume and textile collection from Strangers Hall in the 1990s. Although staff and volunteers have done an exceptional job the building has many drawbacks. To mention a few: Carrow House is not an easy building to work in; its location away from the other Norwich Museums sites mean that the curatorial staff have to undertake a higher proportion of their time on operational and reception responsibilities than at the more central sites which accommodate higher numbers of staff; there is limited public transport and public parking facilities; the site is only accessible to the general public two days a week;
- Although designated as a Study Centre and open five days a week, the Shirehall houses a number of other functions, which are not necessarily compatible with public access and could be relocated to other sites.

NMAS is starting a consultation process on the feasibility of reconfiguring the Shirehall accommodation to provide access to the Norwich Museums reserve and study collections on one site. This will mean vacating Carrow House and moving costume and textile collections and services to the Shirehall.

Over the next few months NMAS officers will be looking at what changes are desirable and how and when they can be achieved. Stakeholder groups, volunteers, the public and staff will have the opportunity to be involved in these discussions.

The review will enable NMAS to identify some excellent opportunities to use the collections more effectively and realise the ambition of the Shirehall to be a high profile Study Centre.

In the meantime it will be business as usual at Carrow House. There will be no change to the opening hours or the current events and activities programme which runs until April 2011.

Budget Planning Process

As a result of the public sector spending review the timetable for setting the County Council's budget for 2011/12 will be setback until the New Year to allow for a thorough public consultation exercise, during the autumn. Due to the need to make substantial budget savings it is likely that NMAAS will be facing significant changes in its service delivery. These will be considered as part of the consultation exercise.

Sunday Morning Opening

As request by the AMC, Vanessa Trevelyan, the Head of Museums and Archaeology, made a request for additional revenue to increase opening hours at Norwich Castle by opening to the public on Sunday mornings. She has been informed that there is no potential for growth in the current financial year to fund a trial period as suggested, and that, whilst budgets for 2011/12 have not yet been established, it is certain that the budget will be reduced. Under these circumstances, she did not feel able to pursue the proposal any further.

2. RECENT AND CURRENT EXHIBITIONS AND EVENTS

Norwich Castle's Summer exhibition 'Beatles to Bowie: the 60s exposed' explored the leading pop music personalities who helped create 'Swinging London' in the 1960s. The photography exhibition, loaned from the National Portrait Gallery together with an exhibition of the works of 1960's artist Bridget Riley proved to be very popular, attracting a wide range of people and age groups.

Medieval Machines

This summer visitors were able explore medieval technology in the Castle with a hands-on exhibition from Science Projects, London. This interactive exhibition was enhanced by in-house Interpreter led events in the Keep over on related subjects such as arms and armour. It was very popular with visitors and in particular families and young people, demonstrated by large numbers of positive comments forms and we are investigating the possibility of hiring a similar exhibition next summer or of purchasing similar exhibits for permanent use.

Prison Stories

In the middle of August, the new Prison Stories displays opened in the keep basement. These are a lot more object-rich than the old displays, and incorporate many objects and documents that have not been displayed before.

Among the collections visitors are seeing for the first time are poignant transportation tokens, simply engraved with messages of remembrance by transportees who didn't expect to see their families again. Tim Pestell, Curator of

Archaeology, has traced the subsequent histories of the women named on our tokens, and their stories are described in the gallery.



While preparing this display, we discovered that Granville and Mervyn Tink, the decorators appointed to paint the gallery, are themselves descended from a Norwich Castle prisoner who was subsequently transported! The current passion for family history research is bringing to light many such connections with gaol staff and prisoners; we are collecting as much of this information as possible for our archives.

Mervyn and Granville Tink (pictured above), whose ancestor Philip Tink was transported to Australia, and below, the original list of prisoners showing the charges against him.

NORFOLK, } TO WIT.		<i>A CALENDAR</i>
		Of the Prisoners in the Custody of John Harvey, Esq. the Sheriff of the said County, for Trial at the next General Quarter Sessions of the Peace, to be holden at the Castle of Norwich, in the Shirehouse, on Wednesday, the 11th day of January, 1826.
1	MATHEW JACKSON, aged 13,	Committed October 22, 1825, by Rev. Thomas Talbot, Clk. charged on the oath of Thos. King, of Sprowston, with having stolen an iron stake and about ten yards of chain, his property.
2	JOHN LUCK, aged 18,	Committed October 25, 1825, by J. Postle and A. Beevor, Esqrs. charged on the oath of Charles Grand, of Honingham, with having been found in a plantation in the occupation of Richard Crawshay, of the same place, armed with a gun, about the hour of six o'clock in the morning of the 24th of this month, and with having one cock pheasant in his possession.
3	THOMAS MATHEWS, aged 20,	Committed November 3, 1825, by Rev. M. Beevor, D.D. charged on the oath of William Ringer, of Wymondham, alehouse-keeper, on suspicion of having stolen four cock and two hen turkies, from out of his cart, standing in the Three Boars yard, in the said parish.
4	ROBERT LEEDER, aged 25, and	
5	JOHN LEEDER, aged 21,	
6	PHILIP SCALES TINK, aged 48,	Committed November 15, 1825, by B. Kittmer and T. B. Evans, Esqrs. charged on the oath of Wm. Weeding and others, with having, on the 18th day of October last, stolen a featherbed, bolster, and two pillows, from the dwelling-house of the Rev. John Barthop Roberts, of Wymondham, his property.
7	JAMES STANNARD, aged 99,	Committed November 15, 1825, by J. Postle, Esq. and Rev. T. C. Long, Clk. charged on the oath of Samuel Lightning, of Mulhaston, with having stolen, between the 20th and 22d day of June last, a will tilt, his property.

The Art of Faith (Saturday 2 October 2010 – Sunday 23 January 2011)

'The Art of Faith' is the new major exhibition at Norwich Castle. It is an examination of the long history of religious diversity in Norfolk, and brings together rare and beautiful religious objects from the Bronze Age to the present day. The exhibition is the result of several years of planning and partnership working between Norfolk Museums & Archaeology Service and the School of World Art Studies and Museology at the University of East Anglia. Representatives of local faith groups have also been involved in the research and development of the project. It is funded with the support of the Arts and Humanities Research Council.

Across the centuries, Norfolk has been home to many faiths. For example, Vikings, Anglo-Saxons, Romans, Christians, Jews, Sikhs, Muslims, Pagans, Buddhists, Hindus, Baha'is and members of the Church of Christ Jesus of Latter-Day Saints (Mormons) have all arrived with their own belief systems. Norfolk's landscape is still dotted with churches, a reflection of the various different branches of Christianity practised.

Around half of the objects in this striking exhibition come from Norfolk itself. Highlights include Rubens' altarpiece 'The Return from Egypt' (Holkham Hall), a spectacular four metre high font cover (St James Church, Castle Acre), the magnificent Bronze Age 'Oxborough dirk' (British Museum) and the 'Bodleian Bowl', a Medieval Jewish ritual vessel, discovered in Norfolk (Ashmolean Museum).

Before leaving the show, visitors can have their say by leaving a message on the Wall of Wisdom describing what faith means to them.

For schools wishing to explore the educational elements of the show further, a new Art of Faith web site contains teacher resources, interactive games and events for schools.

'Fab Sunday' at Norwich Castle



On Sunday 18 July 2010, Norwich Castle came alive to the sounds of the 60s. Flamingo Amy, a vintage hairdresser and Katy Bristow, make-up artist were on hand to give visitors a 60s make-over and Graham Corney was there photographing the event. DJ Doc Watson played music in the TCA and Sam Gosk gave dance lessons and showed staff and visitors how to do 'The Madison'.

There was a chance to try on some 60s clothes, speak to a vinyl expert and see the scooter enthusiasts as they roared into the mound! 'Fab Sunday' was one of the events supporting the main temporary exhibition over the summer, 'Beatles to Bowie', a photographic show on loan from the National Portrait Gallery, which has proved popular.

Through the Eyes of a Child - An exhibition of creative work by Norfolk school children - 9 October 2010 - 28 November 2010



This vibrant exhibition in the Timothy Gurney Gallery at Norwich Castle is a celebration by over 1,000 Norfolk primary school children who worked with the Museum Learning Team during 2009-10. It brings together art they have produced in response to the collections at Norwich Castle Museum & Art Gallery, as part of two arts projects, 'Start' and 'Take One Picture'.

If you were expecting a few pictures and maybe a poem or two, be prepared to be amazed, and even rather humbled. A mind-boggling variety of creative work is on show from MDF clocks, pottery made from recycled materials, mod roc and tissue paper sculpture, to felt creatures and flowers, a treasure chest, short films, collage and - an altarpiece.

Each of these pieces originates from an art work in the Museum's collections. This was the thrust of both the Start and the Take One projects, which involved in-Museum and in-school work. 'Take One Picture' is a cross-curricular approach to paintings developed by the National Gallery, London. Norwich Castle Museum & Art Gallery is proud to be selected as a regional partner for Take One, working with school teachers, and with trainee primary teachers from the University of East Anglia. The 'Start' programme, funded by The Prince's Foundation for Children & the Arts, introduces children to a local cultural venue, in this case Norwich Castle Museum & Art Gallery, to experience the very best of the arts and helps them to develop a lasting relationship with that venue by producing work such as this. What is so important to both these schemes is a holistic approach to learning: seeing links from visual art to literacy, from there to geography and history, and so on.

The source paintings for this work include the ever popular 'Paston Treasure' (Treasure, Trade and the Exotic Gallery) and John Crome's 'Norwich River: Afternoon' (Crome Gallery) as well as lesser-known paintings the children studied in immense detail, such as Eloise Harriet Stannard's 'Apples in an Overturned Basket' (Crome Gallery). These are reproduced on a board at the outset of the exhibition, which is in turn made into a trail for younger visitors. Probably John Crome would never in his wildest dreams have imagined his work to inspire one primary school to design a vast table-top eco-park for Norwich, which they presented to the City Council. Similarly, the unknown Dutch master of 'The Paston Treasure' would be mightily surprised to encounter a replica of his huge banquet piece – but this time made out of coloured couscous!

The schools which took part in this exhibition are:

'Start'	'Take One'
Bawburgh School	Angel Road Infant School
Costessey Infant School	Colby Primary School
Costessey Junior School	Dussindale Primary School
Queen's Hill Primary & Nursery School	Falcon Junior School
St. Augustine's RC VA Primary School	Notre Dame Preparatory School
St. Peter's CE VC Primary School	Sparkhawk Infant School & Nursery
	Stalham Junior School

The exhibition forms part of 'The Great British Art Debate', a national project exploring what British art has to say about identity, and aimed particularly at young people. The project brings together four partners – Norfolk Museums & Archaeology Service, Tate Britain, Museums Sheffield, and Tyne & Wear Art Galleries and Museums.

Tudor Month at Strangers' Hall

July 2010 was Tudor month at Strangers' Hall.

The event kicked off on the 12 July with *Food to Impress, perfumes to delight and colours to astonish: the secrets of a Tudor household revealed*, based jointly at the Castle and Strangers' Hall. In this day school, the food historian Moira Coleman introduced visitors to her wonderful work on the Tollemache family recipes recorded by Katherine Tollemache in the sixteenth century. In the afternoon, the group learned how to lay a Tudor table and explored the story of Tudor dining.



For the rest of the month Strangers' staff ran small events every day from making a 'pre duvet' bed to creating your own Tudor-style ruff from paper. The volunteer Strangers' Stitchers group welcomed visitors to stitch with them in the garden on a couple of Wednesdays and encouraged visitors of all ages to have a go at blackwork or making Tudor buttons. At the weekends, the focus was on the Tudor garden and what it takes to be a Tudor Housewife, which made everyone appreciate washing machines!

Finally, on 23 July 2010 Queen Elizabeth I visited Strangers Hall– although she turned out to be Rachel Duffield, Live Interpretation Officer from Gressenhall, in disguise. Rachel paraded in her superb Elizabethan-style gown explaining aspects of Elizabethan dress to visitors, and also granted an exclusive interview to the EDP.

Afghan Summer at the Royal Norfolk Regimental Museum.

A new display opened in June at the Regimental Museum: 'Afghanistan Then and Now'. This was a collaborative effort with the Royal Anglian Regiment, Suffolk Regiment Museum and Essex Regiment Museum. The display puts the current conflict into historical context. The 9th Foot (later Norfolk Regiment) fought in the First Afghan War (1842) and the Second Afghan War (1878-80). There are parallels between the 19th century and 21st century conflicts.

At the Royal Norfolk Regimental Museum what is mainly a graphic display is augmented by equipment and uniform as well as a display about Waziristan, adjacent to Afghanistan, and often in the news for the operations by Pakistan against insurgents. Members of the Regiment saw action there throughout the 20th century before Partition.

For the summer holiday the afghan theme was expanded to include other aspects of this fascinating country, including some specimens from the Natural History department and an afghan coat bought in Kabul by a member of staff whilst on the hippy trail in the 1970's! Kiting is a popular pastime in the country so our holiday craft activity is kite making.

Royal Norfolk Regimental Museum celebrates 20 successful years

This summer Norfolk Museums & Archaeology Service celebrated twenty years of the Royal Norfolk Regimental Museum at the Shirehall, Norwich. The museum was opened in July 1990 by HM Queen Elizabeth the Queen Mother. Since then it has successfully grown and developed as a centre for research, education and high -quality displays.

Well wishers were invited to join the celebrations with free admission on Saturday 24 July 2010. There was birthday cake for visitors and staff were on hand throughout the day to help and advise on family history related to the military and the museum's collection. Almost 200 visitors came especially for the event, many of them new to the museum.

HERITAGE OPEN DAYS VISITOR FIGURES SEPTEMBER 2010				
	ADULTS	CHILDREN	TOTAL 2010	TOTAL 2009
Norwich Castle				
Sat 11 Sept	846	345	1191	
Sun 12 Sept	375	94	469	
TOTAL	1221	439	1660	1535
Regimental				
Thurs 9 Sept	70	2	72	
Fri 10 Sept	89	1	90	
Sat 11 Sept	99	30	129	
TOTAL	258	33	291	487
Strangers' Hall				
Thurs 9 Sept	108	3	111	
Fri 10 Sept	128	17	145	
Sat 11 Sept	342	44	386	
TOTAL	578	64	642	455

3. OTHER NEWS

‘Tate Shorts’ - a new project

NMAS has recently made a successful application to the Tate Arts Shorts film grant programme. We are now working with Tate to create a film called 'The Art of Nature' focusing on the French artist, Hubert Duprat, and his work with Cadis Larvae. Norwich Castle is hoping to host the first solo exhibition of Duprat's work next summer and Tate is helping us to produce this complementary film, providing funding, guidance and training. The film will be shown in the exhibition, and will be showcased on the new NMAS website and social media platforms such as Facebook and YouTube. Tate will also promote the film through Tate Online and the Arts Council website. The Tate Art Shorts programme is organised by Tate Media, working with Arts Council England and Tate Connects.



Glass found in Norfolk was recycled by the Romans

Glass from Caister-on-Sea, from the NMAS collections and part of a larger assemblage of glass vessels from across England, shows evidence for recycling. But this glass is over 1500 years old! Research by Harriet Foster (based at the Shirehall) and Caroline Jackson (University of Sheffield) has shown that a large proportion of glass in the last century of Roman rule (4th century) was recycled, perhaps because supplies of fresh material weren't getting through to Britain or other northern Roman provinces as easily.

The Roman fort at Caister-on-Sea was one in a long line of 'Saxon shore forts' sited along the eastern and south-eastern coastline of Britain, possibly built to defend the province from potential attacks by sea or as fortified supply and transport points. During excavations in the 1950s, fragments of glass vessels were recovered that suggest its inhabitants had access to a large range of glass wares, most of which may have been made locally but with at least some being imported over considerable distances.

For more information about this research, visit <http://planetearth.nerc.ac.uk/news/story.aspx?id=824>.

Partnership research work - New insights into Iron Age torcs



The Archaeology department recently completed a week of intensive work and photography with colleagues from the British Museum looking at our Iron Age material from Snettisham. Dr Jody Joy of the BM is completing the definitive publication of the excavations undertaken there by the BM in the 1990s and as part of this is reassessing all the previous finds from the site. It now looks as though Norwich Castle's copious scrap fragments from the site match some of those held by the British Museum, and may represent complete torcs that were deliberately chopped up before being buried. We may yet be able to reconstruct some of these in a future project.

4. PROJECT UPDATES

The Bridewell Project

Building work continues at the Bridewell, as the in-house team work with architects Lucas Hickman Smith, and contractors Draper and Nichols on the major structural elements of the project.

A new accessible entrance is being created on Bridewell Alley and platform lifts are being added at different points to enable level access to all visitor areas. Floor levels are being altered where possible to minimise ramps and the courtyard will be accessible to all for the first time, with new double doors from the reception area. A new stairway will take visitors down to the undercroft on special days, with extra information available for those that cannot use the stairs.

There have had some exciting days on site, with builders discovering some steps onto the alley whilst excavating the new entrance. This confirmed the long unanswered question about whether or not we were reinstating a previous door way. More excitement was caused when a removal team arrived very early one morning, to transfer an early fire engine through the newly made hole in the wall. Thankfully, all went according to plan.

Whilst building work continues, the curatorial team are busy assessing the many thousand objects that are held in store, that highlight the many fascinating histories about Norwich and its people. New galleries will cover the city's early history as the leading provincial city in England, Norwich's shopping and trading past, the history of the building as a Bridewell, Norwich's industrial heritage (with special emphasis on the textile and shoe industries) and everyday life in the C20. The ever popular chemist shop will remain but will be greatly improved by the inclusion of a new screen. The Carrow Works Fire Engine will take pride of our place in our new entrance area.

The Bridewell Team have involved local people at all stages of the project, and that work continues with new collaborations planned with BBC Radio Norfolk and the Evening News. The team is currently asking members of the public for information on entertainment in 1950s and 1960s Norwich, from recollections of the Samson and Hercules, to memories of famous bands playing the city, as well as information on major city events or sporting occasions, such as speedway.

The Bridewell project also now has its own blog:

<http://thebridewell.wordpress.com/>

4. EXTERNAL SIGNAGE

Directional Signage

The directional signs located at the Castle Meadow, Farmers Avenue and Market Avenue entrances to the Castle Gardens, together with the freestanding sign near the Castle Lift was installed in 2000 and needs replacing.

Criteria

- Keep it simple;
- Just sign to Norwich Castle;
- Minimise arrows;
- Bold but simple presentation;
- Quality materials appropriate to Castle;
- Size proportional with mounting locations, working with existing design/patterns – e.g. keep within flint area on walls leading to gardens.

Progress

Shorthose Russell were commissioned to come up with outline proposals in February 2010.

During March to May 2010 Chris Bennett, Norwich City Council's Conservation Planning Officer, was consulted re design proposals and required planning permissions, also in-house and EAAF. Ideas were fed back to Shorthose.Russell.

Following research into appropriate materials and other practical issues through consultation with a number of possible suppliers, revised designs, specifications and costings were produced in September 2010.

Further consultation has taken place with the EAAF Executive Committee, the Norwich Society. Other stakeholders will also be consulted.

Next stage:

- Further consultation;
- Revise designs/spec and obtain costs;
- Submit planning permission applications;
- Install by 31 March 2010.

Funding has been secured from the Renaissance in the Regions Norwich display budget to deliver this improvement.

Banners on the Castle

In March 2010 Members of the AMC asked Chris Bennett, City Conservation Planning officer to attend the June 2010 AMC meeting to discuss Norwich Castle signage and banners.

Chris Bennett attended on 7 June AMC to give an overview of Norwich City Council/Conservation Planning signage guidelines. He agreed to organise an informal meeting with English Heritage to discuss the possibility of displaying banners on Norwich Castle Keep.

On 23 June 2010, an informal meeting with David Eve, English Heritage and members of AMC, including EAAF and Friends representatives took place on Castle Mound. The group discussed the general English Heritage approach to displaying banners on buildings together with the scheduled monument consent guidelines.

Stuart Garner, Norwich Museums Operations Officer agreed to provide some rough sketches to help inform further discussion with English Heritage.

Next Stage

As Norwich Castle's core budgets do not include a budget for signage it will be necessary to raise funding from other sources in order to progress to the next stage and commission banner design (fixing mechanism and graphic content).

ITEM 5 - APPENDIX A - VISITOR NUMBERS

[illegible]

[illegible]

TOTALS NORWICH MUSEUM VISITS	2007/08	15,976	19,617	14,170	21,074	29,544	12,885	17,572	11,869	8,586	8,429	17,064	16,360	100,381	193,146
	2008/09	14,592	13,531	13,357	15,566	22,783	12,814	15,239	10,611	7,143	9,669	19,763	13,518	79,829	168,586
	2009/10	18,129	14,494	14,289	20,464	21,643	13,795	15,866	12,038	9,552	9,413	22,111	17,206	89,019	189,000
														0	0
	2010/11	18,534	14,650	16,028	20,522	31,671	0	0	0	0	0	0	0	101,405	101,405
		VARIANCE AGAINST 2009/10												↑ 12%	

ITEM 5 - APPENDIX B - SCHOOL VISITS

SCHOOL VISITS		APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	TOTAL TO DATE	ANNUAL TOTAL
Castle Museum	2007/08	469	1,115	1,648	1,278	0	617	991	1,309	309	683	1,225	1,097	4510	10,741
	2008/09	995	835	1,895	1,047	65	684	908	1,946	734	1,140	1,719	2,066	4837	14,034
	2009/10	453	932	2,416	964	8	517	1,386	1,956	1,297	1,399	1,624	3,050	4773	16,002
	2010/11	424	1022	2217	1708	57								5428	5,428
Strangers Hall	2007/08	91	11	79	45	0	38	118	104	171	130	197	266	226	1,250
	2008/09	70	194	74	165	0	3	166	267	313	170	342	324	503	2,088
	2009/10	28	48	237	109		32	110	609	403	79	332	394	422	2,381
	2010/11	91	112	30	150									383	383
Royal Norfolk Regimental	2007/08	45	54	29	0	0	0	69	128	0	0	38	75	128	438
	2008/09	56	43	0	0	0	0	203	121	52	141	0	133	99	749
	ACTUAL	45	29	0				159	118	24		13	166	74	554
	2010/11	0	0	0	11									11	11

TOTAL SCHOOL VISITS	2007/08	605	1,180	1,756	1,323	0	655	1,178	1,541	480	813	1,460	1,438	4,864	12,429
	2008/09	1,121	1,072	1,969	1,212	65	687	1,277	2,334	1,099	1,451	2,061	2,523	5,439	16,871
	2009/10	526	1,009	2,653	1,073	8	549	1,655	2,683	1,724	1,478	1,969	3,610	5,269	18,937
	2010/11	515	1,134	2,247	1,869	57	0	0	0	0	0	0	0	5,822	5,822
	VARIANCE AGAINST 2009/10													↑ 9.5%	

NB Bridewell Museum closed until late 2011 / early 2012

ADDITIONAL INFORMATION

Breakdown of ticket types for Norwich Castle			
		2008/09	2009/10
Castle		69%	68%
Special Exhibitions		3%	4%
Pop in for a Pound		11%	12%
Groups & Schools		9%	8%
Norfolk Schools		8%	8%
TOTAL		100%	100%

REPEAT VISITS

We are able to estimate numbers of first time and repeat visits to Norwich Castle from The MORI Survey which asks visitors **"Is this your first visit to Norwich Castle?"**

		2008/9	2009/10
	Participants	421	339
First visit		41%	74%
Been Before		59%	26%