

Norwich area museums committee

Date: **Tuesday, 17 June 2014**
Time: **14:00**
Venue: **Town Close Auditorium**

Norwich Castle Museum and Art Gallery, (please sign in at reception), NR1 3JU

For further information please contact:

Committee members:

Norwich City Council: Councillors Blunt, Bradford, Button, Price, Maxwell and Wright

Norfolk County Council: Councillors Bremner, Dearnley, Gihawi, Morgan, Sands (M) and Watkins

Co-opted non-voting members: Brenda Ferris (Norfolk Contemporary Arts Society), Charlotte Crawley (East Anglia Arts Fund) and Ceri Lamb (Friends of Norwich Museums), Councillor Bracey (Broadland District Council), Councillor Hornby (South Norfolk Council)

Committee officer: Lucy Green
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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

1 Election of chair

To appoint a chair for the meeting.

2 Apologies

To receive apologies for absence

3 Public Questions

To receive questions / petitions from the public (notice to be given to committee officer by 10am on the day before the meeting).

4 Declaration 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)

5 Minutes

To agree the accuracy of the minutes of the meeting held on 4 March 2014.

MIN NAM 2013-03-04

3 - 6

6 Members briefing paper June 2014

7 - 14

(Report of the Norwich museums manager)

Purpose - This report updates members on the work of the Norwich museums to June 2014.

Date of publication: **Wednesday, 11 June 2014**



MINUTES

NORWICH AREA MUSEUMS COMMITTEE

2pm to 3:15pm

4 March 2014

Present:

City Councillors:

Button (chair)
Ackroyd
Blunt
Boswell
Bradford
Maxwell

County Councillors:

Bremner (vice chair)
Dearnley
Watkins

Co-opted Non-voting members:

Brenda Ferris (Norfolk Contemporary Arts Society), Charlotte Crawley (East Anglia Arts Fund) and Ceri Lamb (Friends of Norwich Museums)
Councillor Bracey (Broadland District Council)
Councillor Hornby (South Norfolk Council)

Apologies:

County Councillors Sands (M) Morgan and Gihawi and Jennifer Holland

1. DECLARATIONS OF INTEREST

There were no declarations of interest.

2. MINUTES

RESOLVED to approve the accuracy of the minutes of the meeting held on 3 December 2013, subject to noting that Councillor Blunt was present at the meeting.

3. THE NORWICH MUSEUMS – MEMBERS' BRIEFING MARCH 2014

Rachel Kirk, the museums manager presented the report and answered member's questions.

Charlotte Crawley asked if more obvious signage for the Museum of Norwich could be added to the bottom of Bridewell Alley. The head of the museum service said that although the Heritage and Economic Regeneration Trust (HEART) were originally responsible for the signage, the museum service would look to make contributions towards new signs.

The museums manager updated the members on the first Bronze Arts Awards ceremony held at the castle. She said that the museums service was looking at working with the library service to share resources to promote and develop the awards. The scheme was in very early stages but she hoped that more work would be undertaken to promote awareness of the scheme over the coming year. Six out of eight of the museums trainees had found highly regarded work within the museums sector within three months of leaving the programme and the remaining trainees were hopeful of finding work very soon.

Brenda Ferris reported that the Norfolk Contemporary Art Society had held a successful auction and had raised over £9,000.

Charlotte Crawley gave an update on the digitisation project. She said that Lucy McNeil had approached the Friends of Norwich Museums to help towards funding the project to allow her to continue her work. The Town Close estate charity was able to contribute £15,000 towards the project which would allow Lucy to continue with her work and hopefully to hold an exhibition in the future. In response to a member's question, the head of the museums service said that he would look into the images being made available to buy as prints as a way of increasing revenue for the museum service. The images already digitised were available on the museum website and an agreement with Google's Arts project would allow people from around the world to create their own virtual exhibitions.

The head of the museums service said that Norfolk was the only museum service in England to have received funding from the 'catalyst' fund for developing fundraising skills. He hoped that this training would allow the museum service to become more self sufficient. He also said that the five year strategy was in the final draft stage and would be completed by 14 March 2014. Some copies would be printed for committee members, major funders and to keep on site but a digital copy would be circulated to everyone else. He encouraged members to forward the strategy to anyone they thought may be interested. Finally, he explained that the culturally exempt status that the museum service had adopted would mean that VAT charges on admission fees would be kept within the museum service. This would be a high value, low risk, revenue stream for the service for as long as it wished to be a culturally exempt body.

RESOLVED to note the report.

4. NMAS COLLECTIONS RATIONALISATION PROGRAMME 2010-14

The museums manager presented the report and explained the rationalisation process. She talked through the list of items and took member's questions on individual items. She explained that although some items were already in a super store at Gressenhall, ownership of the items would be transferred to Gressenhall.

RESOLVED to approve the rationalisation of the items listed in the report.

5. REPORT FROM CO-OPTED MEMBERS

Charlotte Crawley introduced a report on the East Anglian Arts Fund. She said that their main function was to raise money for art exhibitions which were mostly held at the castle but in some smaller venues as well. Around £20,000 was donated to the castle each year. The fund played an important role in strengthening relationships between local artists and Norwich castle. They also funded art master classes for A level art students to attend, paid for transport and supply cover for art teachers to allow them to attend the class with students.

The head of the museum service thanked the East Anglian Art Fund for their work and for being a critical friend. He said that there was huge value in having such support from an outside organisation.

RESOLVED to note the report.

6. SCHEDULE OF MEETINGS

RESOLVED to note the schedule of meetings for 2014-2015.

CHAIR

Year End Update 2013/14 - See Appendix 1

Visitors

22,777 people visited the Norwich Museums and Study Centre in 2013/14, 6% more than in the previous year. This was primarily due to high numbers of visitors at Norwich Castle which reached a record 193,646 compared with 182,984 in 2012/13. Strangers' Hall also performed well, attracting 11,179 visitors which was more than was projected. This was as a direct result of the additional opening hours during June to September generously supported by the Friends.

Schools

School visits to the Norwich Museums held their own in 2013/14 at 20,634 compared with 19,968 in the previous year. Strangers' Hall performed particularly well.

Visitor Numbers 2014/15 - See Appendix 2

Visits to Norwich Castle are 20% higher for April and May 2014 compared with the same period last year. This can be attributed to an excellent Easter and May half-term family events programme, the continued popularity of the Roman Empire exhibition through to the end of April when numbers were significantly boosted over the last weekend of the exhibition as a result of good press coverage. Also Museums at Night. In May there was a 3 week temporary exhibition changeover but good visitor numbers were maintained, demonstrating the continued popularity of the core Norwich Castle visitor offer of Keep, permanent displays and daily events programme.

Visitors to both Strangers' Hall and the Museum of Norwich are both over 20% lower than for the same period last year. It's possible that the visitor offer at Norwich Castle which has received so much media coverage has had an impact on the number of visits to the small Norwich Museums. We are interrogating the ticket information to identify if there have been reductions in particular ticket categories or whether this decrease is across all audiences, and reviewing marketing activities.

Efforts to improve awareness of the Museum of Norwich at the Bridewell in order to build visitor numbers continue. The Museum remains Trip Advisor's second best visitor attraction in Norwich. A comment in March 2014 ... *"oh my where do i begin? its amazing its wonderful, 2 1/2 hours and 267 pictures later and i still didn't feel id seen all of it. the pharmacy room. the collections. i have fallen for this place its amazing. taking the aussie fiance here asap love it. if you dont visit this place you are a heathen "*

School Visits 2014/15 See Appendix 2

School visits for April are attached, however, as schools schedule their visits differently year to year, therefore comparing the number of school visits with previous years is not hugely informative for the first couple of months of the year, particularly as Easter falls differently each year which has an impact on the number of term time weeks.

OTHER LEARNING SERVICES NEWS

Responding to the new curriculum

The Norwich Learning Team have been working with schools to adapt the schools learning offer and develop new sessions in order to support schools to deliver the new curriculum, to include archaeology for Key Stage 1 and maths sessions for Key Stage 2.

After-school club

A Roman market was recently held by pupils at St Michael's Junior School, Bowthorpe. It was the finale of a History after-school club that 12 pupils from the school took part in every Wednesday for 5 weeks. The club was funded by a local business through the East Anglia Art Fund and was delivered by members of Norwich Castle's Learning Team. As part of the club, the pupils visited Norwich Castle's Roman Empire exhibition and the Boudica Gallery.

Norwich Castle Temporary exhibitions

LOOKING BACK

- **ROMAN EMPIRE: Power and People: A SUCCESS STORY**

A British Museum Tour 1st February to 27 April 2014.

This exhibition proved to be hugely popular with all our audiences. A sponsorship arrangement with the EDP provided a strong media profile with regular editorial and advertisements in the EDP which was then picked up by radio and television. The resulting high profile coverage created a sense that the Castle was the place to be and *Roman Empire* was an exhibition not to be missed. This translated into 65,560 visits during the period of the exhibition February to April. This compared very favourably with the same period the previous year which featured the popular family friendly exhibition *Magic Worlds* which attracted 54,212 visits.

CURRENT EXHIBITIONS

- **The Wonder of Birds**

Special Exhibition Galleries - 14 September 2014

The ***Wonder of Birds*** exhibition opened on Saturday 23rd May and explores 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 spans the centuries and includes a wide range of exhibits from the arts, natural history, archaeology, fashion and social history, with spectacular loans from local and national collections.



A beautiful weather vane in the shape of a heron, based on a painting by acclaimed contemporary artist Maggi Hambling which features in the show — see image left has been installed outside the main entrance to the Castle. Since early April visitors to the Castle's Rotunda have also been able to enjoy a live link up to the Hawk and Owl Trust's peregrine web cam from the top of Norwich Cathedral.

We have been working with a PR company and the EDP to generate a high profile for the exhibition. It has enjoyed coverage in national broadsheets including the Guardian, Times and Daily Mail, as well as monthly magazines such as Country Life and a wide range of other local and national publications. The EDP is also supporting the exhibition through regular editorials throughout the duration of the exhibitions.

- **Inspired by Birds**

Timothy Gurney Gallery

12 July – 31 August 2014.

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*.

COMING SOON

- **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**

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

Roman Empire

The Roman Empire Exhibition was supported by a fantastic and diverse events programme. An example is ***Virtually Roman***, our first virtual technology programme which involved the creation of a virtual Roman Coliseum and filming participants, using green-screen technology, who dressed and acted like Romans, with the role of Gladiator proving especially popular. The resulting films can be seen on our YouTube channel: <http://tinyurl.com/kr7tl5l> and click on the Virtually Roman files. This was a fantastic engagement tool and provided all with a link to send and share with all of their family and friends so good for museum profile-raising.



Loom Demonstrations to the Public

The Jacquard loom was restored to full working condition during the Museum of Norwich redevelopment project. Thanks to financial support from the Costume and Textile Association and the Worshipful Company of Weavers, we have been able to train freelancers and staff to use the loom, and produce cloth to an original Norwich design. So far we have run sessions for schools and booked groups, but in April, we held the first drop in session for members of the public. A further session will take place in June.

Exhibition Brings in New Audiences to the Museum of Norwich

This spring saw our first collaboration with a community group in the Museum of Norwich's temporary exhibition space. The Norwich 20 Group of artists was formed in 1944, and approached the Museum last year with a view to exhibiting at the museum as part of their 70th birthday celebrations. The modest exhibition tells the story of the Norwich 20 Group and was supported by a series of talks and has attracted visitor who had not visited the museum before.

Museums at Night

This year's theme was *Egyptians*. The evening's entertainment included two bands, DJ's, a belly dancer, costumed characters, craft activities, object handling, storytelling and fire eating. This free evening event attracted over 1600 visitors, many of whom were first time visitors or hadn't visited Norwich Castle for many years.



LOOKING FORWARD

In Norwich Castle there will be a series **talks, workshops and special events** for adults and families running throughout the summer, many of which have been inspired by the *Wonder of Birds* exhibition. These include 3 events involving partner organisations: Hawk and Owl Trust, RSPB and the Norfolk Wildlife Trust.

Strangers' Hall and the Museum of Norwich are taking part in the Norwich Lanes' Fayre on Sunday 6th July. Strangers' Hall's garden is feature in the National Gardens Scheme Norfolk Gardens 2014 programme.

First World War Commemoration

A Heritage Lottery Fund bid has been submitted to support the delivery of the Norwich Museums commemorations for the First World War . We expect to hear back from HLF in July.

Workshops and a resource pack to support members of the public to undertake their own research has already been developed and trialled. The resource pack includes reference to material held by the Royal Norfolk Regimental Museum, Libraries and the Norfolk Record Office.

We are also working closely with Norwich City Council to raise funds to restore the Roll of Honour and relocate it from the Norwich Castle Keep to the City Hall where it will be more publically accessible.

Other News

Norwich Castle has been awarded Trip Advisor Certificate of Excellence for 2014.

Norwich Community History Club at the Museum of Norwich

The Norwich Community History Club, working with BBC Voices has recorded a series of short films about their favourite parts of the Museum of Norwich. These will be presented on our social media pages as a taster to entice first time visitors to give the museum a try.

New Acquisition

With generous support from the Norfolk Contemporary Arts Society, the Friends of the Norwich Museums and the V&A Purchase Fund we have been able to purchase the mobile currently hanging in the Rotunda. Our thanks go to all of the above. This art work was created specifically for the space by Dutch artist Marjolijn Dijkman as part of the *History Rising* project in 2013.

Commercial developments

We are in the process of applying for licenses to host wedding and civil ceremonies at Norwich Castle and Strangers' Hall.

An outdoor café seating area has been introduced on Norwich Castle Mound. Visitors will be able to experience one of the best views in the city whilst enjoying café picnic menu. This facility extends the visitor offer by providing an outdoor option on fine days. The café is in the process of being re-branded with the theme of tea. Visual improvements will include displays of teapots and new graphics. New teapots and tea ware have been commissioned for the cafe, inspired by teapots in the Lowestoft Porcelain collection. These will also be for sale in the Shop. Visitor will be able to choose from a range of specialist teas, including one blended especially for Norwich Castle.

The Rotunda space has been reconfigured. The information desk has been relocated to the side making the space much more flexible and suitable for a wide variety of uses including venue hire events.

The Norwich Castle guidebook has been revised. There are new sections on the Royal Norfolk Regimental Museum and the Prison Stories displays and out of date photographs have been replaced.

Strategic developments across NMS

The Norfolk Museums Development Foundation (a complementary fundraising vehicle for the Service) now has registered company status and has applied for charitable status.

We expect to find out whether the funding bid to ACE's second round of Major Museum Partnership funding has been successful in July. This is worth c.£1.2million per year and is awarded for 2015-18.

We have held an initial meeting with Norwich City Council about the plan to redevelop the Keep. A creative session will be held for all Norwich AMC members later in the 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.

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	168,908	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	182,984	182,984
	2013/14	17,529	15,710	11,797	14,473	21,492	13,130	19,626	13,418	9,812	13,849	24,043	18,767	193,646	193,646
Strangers Hall															
	2011/12	903	668	918	1,013	1,286	842	1,076	884	750	CLOSED	418	911	9,669	9,669
	2012/13	764	650	677	687	876	978	1,085	941	684	CLOSED	357	1,203	8,902	8,902
	2013/14	735	880	1,107	1,042	1,413	1,281	1,025	1,031	1,047	102	583	924	11,170	11,170
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	16,473	16,473
	2013/14	1,556	1,518	953	1,152	1,667	1,250	1,400	1,056	482	1,010	1,485	1,178	14,707	14,707
Norwich Castle Study Centre															
	2011/12	137	159	140	111	130	259	257	236	74	190	106	100	1,899	1,899
	2012/13	178	77	98	157	107	142	168	149	178	91	159	163	1,667	1,667
	2013/14	237	185	200	178	114	127	220	198	179	165	204	247	2,254	2,254
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	180,476	360,952
	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	208,466	208,466
	2013/14	20,057	18,293	14,057	16,845	24,686	15,788	22,271	15,703	11,520	15,126	26,315	21,116	221,777	221,777

\$ 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	17,365	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	17,732	17,732
	2013/14	668	1,066	1,897	1,088	0	537	1,794	2,241	1,388	1,334	2,046	3,426	17,485	17,485
Strangers Hall															
	2011/12	29	168	164	94	0	0	223	253	78	CLOSED	68	447	1,524	1,524
	2012/13	0	154	160	145	0	0	431	472	89	CLOSED	87	454	1,992	1,992
	2013/14	59	181	232	152	0	0	371	427	315	88	158	412	2,395	2,395
Bridewell Museum	2012/13	0	0	0	0	0	33	62	140	0	0	9	46	290	290
	2013/14	0	144	86	0	0	67	67	214	0	49	123	4	754	754
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	18,889	37,778
	2012/13	565	1,942	1,736	2,045	83	652	1,813	2,767	1,121	1,082	2,671	3,491	19,968	19,968
	2013/14	727	1,391	2,215	1,240	0	604	2,232	2,882	1,703	1,471	2,327	3,842	20,634	20,634

MUSEUM VISITS 2014/15		APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	Total to May	Annual TOTAL
Norwich Castle															
	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
	2013/14	17,529	15,710	11,797	14,473	21,492	13,130	19,626	13,418	9,812	13,849	24,043	18,767	33,239	193,646
	2014/15	22750	18933											41683	41,683
Strangers' Hall															
	2012/13	764	650	677	687	876	978	1,085	941	684	CLOSED	357	1,203	1,414	8,902
	2013/14	735	880	1,107	1,042	1,413	1,281	1,025	1,031	1,047	102	583	924	1,615	11,170
	2014/15	550	766											1316	1,316
Museum of Norwich at the Bridewell															
	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
	2013/14	1,556	1,518	953	1,152	1,667	1,250	1,400	1,056	482	1,010	1,485	1,178	3,074	14,707
	2014/15	1088	1269											2357	2,357
Norwich Castle Study Centre															
	2012/13	178	77	98	157	107	142	168	149	178	91	159	163	255	1,667
	2013/14	237	185	200	178	114	127	220	198	179	165	204	247	422	2,254
	2014/15													0	0
NORWICH MUSEUMS TOTAL															
	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
	2013/14	20,057	18,293	14,057	16,845	24,686	15,788	22,271	15,703	11,520	15,126	26,315	21,116	38,350	221,777
	2014/15	24388	20968	0	0	0	0	0	0	0	0	0	0	45356	45,356

SCHOOL VISITS 2014/15		APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	Total to April	Annual TOTAL
Norwich Castle															
	2012/13	565	1,788	1,576	1,900	83	619	1,320	2,155	1,032	1,082	2,575	3,037	565	17,732
	2013/14	668	1,066	1,897	1,088	0	537	1,794	2,241	1,388	1,334	2,046	3,426	668	17,485
	2014/15	1007												1007	1,007
Strangers' Hall															
	2012/13	0	154	160	145	0	0	431	472	89	CLOSED	87	454	0	1,992
	2013/14	59	181	232	152	0	0	371	427	315	88	158	412	59	2,395
	2014/15	9												9	9
Museum of Norwich at the Bridewell															
	2012/13	0	0	0	0	0	33	62	140	0	0	9	46	0	290
	2013/14	0	144	86	0	0	67	67	214	0	49	123	4	0	754
	2014/15	29												29	29
NORWICH MUSEUMS TOTAL															
	2012/13	565	1,942	1,736	2,045	83	652	1,813	2,767	1,121	1,082	2,671	3,491	565	19,968
	2013/14	727	1,391	2,215	1,240	0	604	2,232	2,882	1,703	1,471	2,327	3,842	727	20,634
	2014/15	1045	0	0	0	0	0	0	0	0	0	0	0	1045	1,045

Visitor Numbers Comparison May school half-term holiday

	Sat	Sun	Mon	Tue	Wed	Thur	Fri	Sat	Sun	TOTAL	Exhibition	Weather
2012/13	840	309	615	596	918	962	1302	544	181	6267	NONE	Mostly fine
2013/14	609	376	391	829	1257	1099	687	481	140	5869	Contemporary art	Fine
2014/15	875	371	697	1689	1622	1492	778	500	158	8182	Birds	3 very wet days, others fine