

Norwich Area Museums Committee 8 September 2020

**Norwich Museums Update: March to August 2020**

**1. COVID-19 Service update**

- 1.1 All NMS museums closed to visitors on 19 March 2020 as a result of the Coronavirus pandemic. The majority of NMS staff have been working remotely from home since this time.
- 1.2 Many normal activities and services, including general visits and school visits, have been severely impacted due to COVID-19. Many NMS staff have been involved in key duties relating to the Norfolk County Council's (NCC) COVID-19 emergency work, including helping to coordinate volunteer activities, managing the distribution of food and medicine to residents who needed this support, and making telephone calls to identified vulnerable residents.
- 1.3 During the lockdown period NMS staff have developed a broad range of digital resources to support audiences, including resources for children and families. Digital engagement activity included a significant expansion of social media activity. Resources were also developed for those in digital poverty or without ready access to digital content.
- 1.4 The enormous range of NMS activity during lockdown is being captured in the weekly *Museums Mardle* staff e-newsletter. Members of the committee can be added to this distribution list on request.
- 1.5 Following the Government announcement that museums could legally reopen from 4 July with suitable COVID-19 security measures in place, three NMS sites – Norwich Castle, Gressenhall Farm & Workhouse and Time & Tide Museum have now successfully reopened to visitors. This followed the implementation of strict COVID-19 safety procedures that were reviewed and signed-off by the NCC Health & Safety and Wellbeing team. Reopening was also in accordance with sector-specific guidance issued by the National Museums Directors Council. Time & Tide and Gressenhall reopened to Museums Pass holders and Friends on 18 and 20 July respectively, prior to opening to the general public on 3 August. All visits have to be pre-booked using timed tickets available from the Art Tickets website. To accommodate social distancing, site visitor capacity has been significantly reduced.
- 1.6 Staff training has taken place at all sites in advance of reopening. Staff are provided with any identified PPE and protective screens have been installed at key points. Enhanced staffing levels ensure that visitors can be provided with the necessary support and advice.
- 1.7 Norwich Castle opened on 24 August to Museums Pass holders, Friends and other key stakeholder groups only. These specially invited visitors are using timed tickets pre-booked through the Art Tickets website. The Castle is currently not yet open to the general public. This limited opening enables staff to evaluate the new COVID-19

arrangements and make changes where required. The date for reopening Norwich Castle to the general public is still to be confirmed. The use of pre-booked tickets using timed slots will continue for the foreseeable future, as this enables visitor numbers to be strictly controlled. The site is currently open from 10.30am to 3.00pm Monday to Saturday. This reduced opening time facilitates additional site cleaning.

1.8 Planning work is also underway regarding the phased reopening of other NMS sites including the Museum of Norwich and Strangers' Hall.

## 2. Reopening at Norwich Castle

### 2.1 Museum reopening arrangements

From Monday 24 August the ground floor only of Norwich Castle has been opened – initially to only Museums Pass holders, Friends and other key stakeholder groups. The use of the ground floor only makes it easier to manage the one-way systems that have needed to be implemented. The planning of COVID-secure routes was complicated by the commencement of main construction works for the Norwich Castle development project in early August. The visitor entrance route originally intended for use during construction works was not suitable for social distancing, requiring the development of a completely new temporary route.

The new COVID-19 temporary visitor entrance is via door E8 (please see the Castle plan below). Visitors using wheelchairs or with pushchairs can enter via door E9. The temporary visitor exit is via door E6. Visitors tour the building by following a recommended one-way route. Visitors are also able to access toilets.

Visitors and staff are expected to adhere to a 2 metre safe social distance at all times. To aid this, clear and distinctive COVID signage and floor markings have been installed throughout the museum to guide visitors through the one-way systems, as well as to the toilets and the exit.

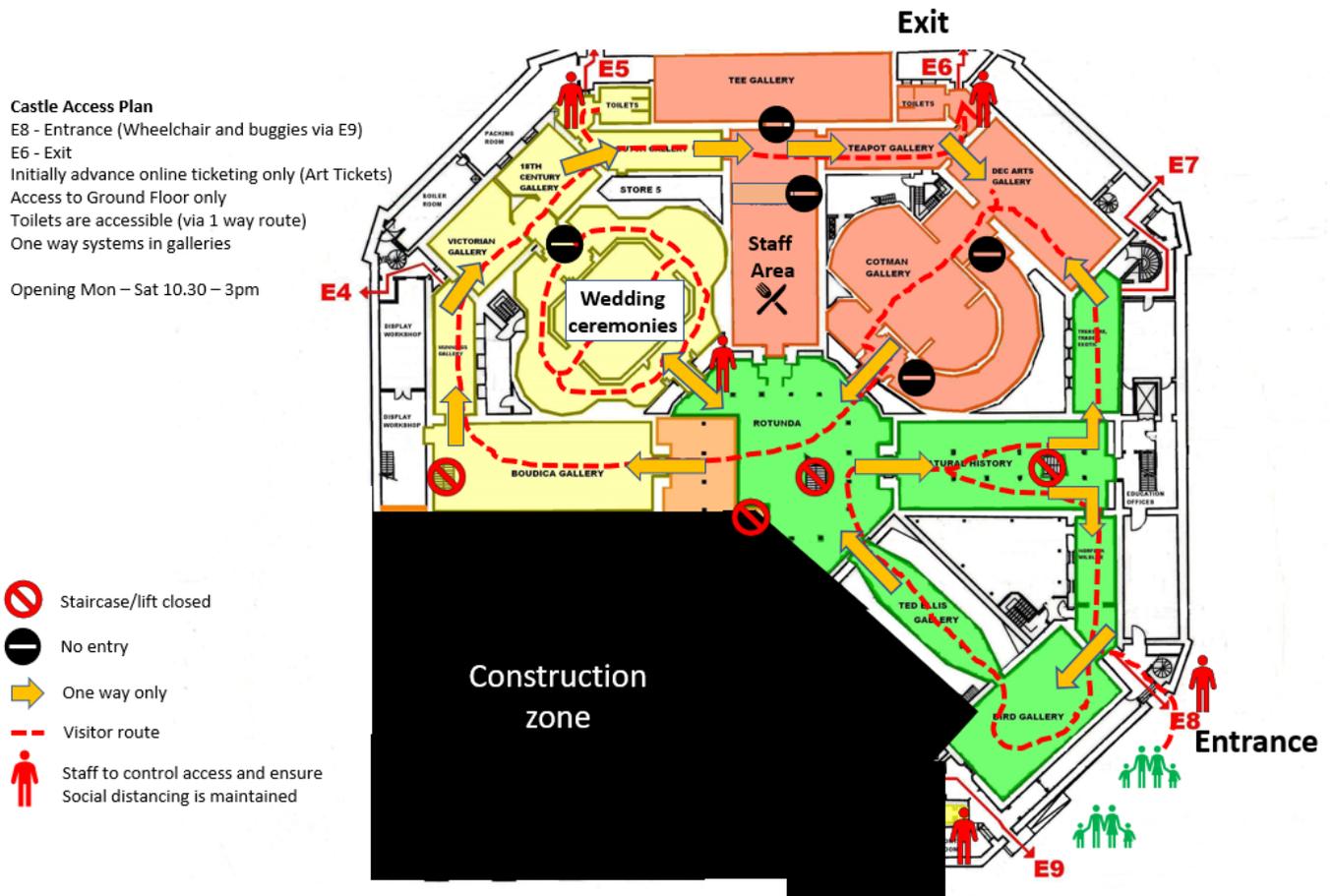


Sample of the COVID signage and floor markings in use at all NMS sites

Interactives have been covered or barred off to reduce the possibility of cross-contamination. The numbers of tables and chairs have also been significantly reduced to further limit touch points and help with the volume of cleaning required. There are also stickers placed on case fronts requesting that visitors do not touch the glass.

Hand sanitiser has been placed at strategic points throughout the museum. All visitors are requested to sanitise their hands upon entry, after visiting the toilet and prior to exiting the museum. Additional hand sanitiser units have also been installed at points in the museum where there are increased risks of visitors touching door handles or push plates.

Visitor contact information is being recorded for the NHS Test & Trace scheme. Visitors are legally required to wear face coverings at all times whilst inside the museum, unless exempt.



Plan of COVID-19 visitor routes at Norwich Castle

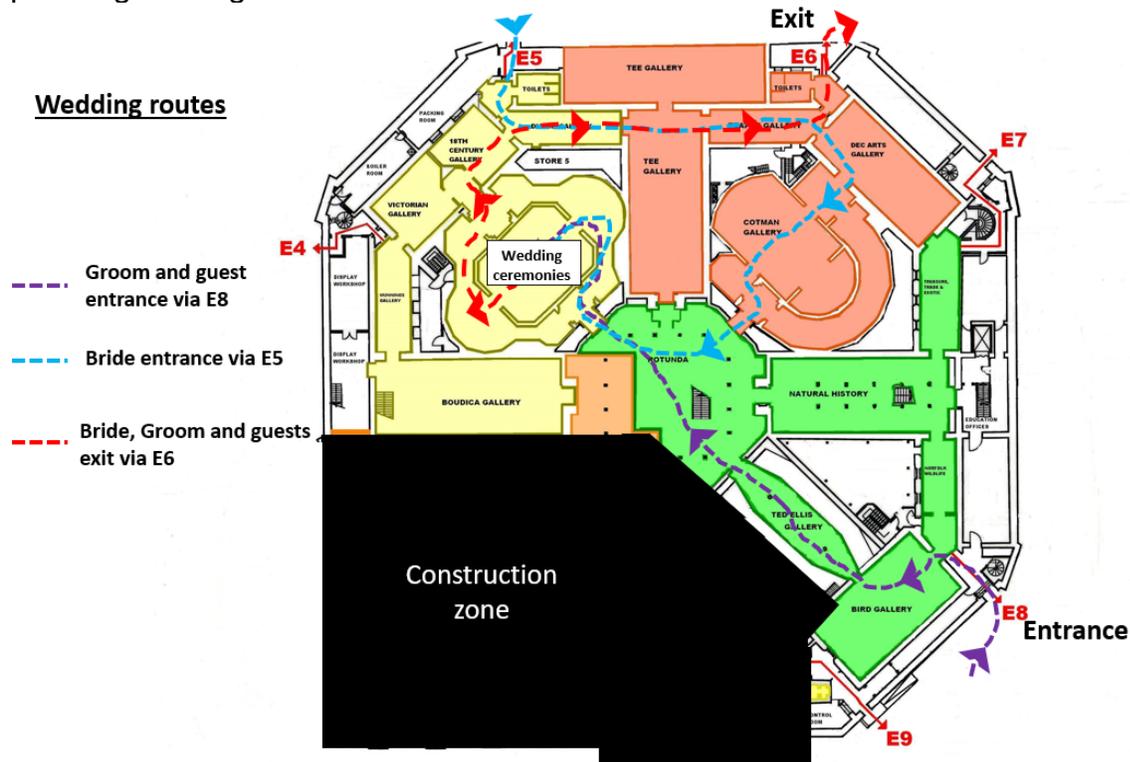
## 2.2. Wedding reopening arrangements

Weddings ceremonies - delivered in partnership with the Norfolk Registrar's service - recommenced at Norwich Castle on 25 July, with significant restrictions in accordance

with Government guidelines. Wedding parties have been reduced in size to a maximum of 12 persons, including the couple.

The groom and wedding guests enter the Castle via door E8 along with general visitors where they make their way to the Ceremony Room (Colman Gallery). The bride arrives by vehicle and enters the Castle via door E5. The bride is then interviewed prior to being taken (via the one-way system) through the Cotman Gallery into the Rotunda and then the Ceremony Room. Once the ceremony is complete, the entire wedding party vacate the Castle via the 18<sup>th</sup> Century Gallery, Dutch Gallery and via door E6.

Only one wedding party is permitted on site at any one time. This enables staff to control the numbers of visitors and wedding guests and help reduce the possibility of queueing or congestion.



Plan of COVID-19 wedding routes at Norwich Castle

### 3. Norwich Learning Team activity – highlights report

Since site closure in mid-March, the Norwich Museums Learning Team have continued to develop and deliver programmes for established priority and target audiences through new modes of engagement. This report gives an overview of the programmes achieved and celebrates the team’s resilience, energy and creativity to continue providing learning and engagement opportunities for all ages.

Staff have had to develop many new skills very rapidly and work hard and fast to reach audiences in new ways. At the centre of the virtual and remote programmes we have retained our core principles of inspiring people to think and learn through engagement with NMS collections, and being the facilitators of learning and personal development by providing well-crafted activities and resources.

To explore the programmes in more detail and get involved, please visit the *What's On* and *Learning at Home* pages of the Norwich Castle website:

<https://www.museums.norfolk.gov.uk/norwich-castle>

### 3.1 Curriculum-led Learning Provision

The Norwich Learning Schools Team have worked hard to provide educational resources and inspirational ideas to teachers and pupils learning at home. All schools which had booked sessions that had to be cancelled were contacted and sent directly a pack of resources which related to the event they had booked. Staff received a good amount of very positive comments from grateful teachers who were delighted that they had not been forgotten.



Digital methods have also allowed staff to produce some very different resources – including a stop-motion film of the Ancient Egyptian story of the *Four Sons of Horus*, and a Joe Wicks-inspired Roman Soldier fitness video. Our priority has been to maintain positive links with Norfolk schools and teachers by sharing resources and listening to their needs. The short films and videos for aimed specifically at school pupils now on the NMS You Tube channel were each designed and produced in-house by the team and responded to feedback and requests from Norfolk Schools.

<https://www.museums.norfolk.gov.uk/norwich-castle/learning/learning-at-home>

During the summer period the Schools team is working on building a new 'virtual schools' offer to be launched in the Autumn term and planning for COVID-Secure on-site delivery for smaller school groups after the October half term. More information on both strands will be provided to the next meeting of this committee.

### 3.2 Children and Family activities

#### Super-Stitchers Summer programme

This summer holiday staff from Norwich Castle are sending out over *400 Crafty Arts Parcels* to children aged 6-11 throughout Norfolk. The parcels have been distributed in partnership with colleagues from across NCC and Children's Services, as well as external charity groups such as Dads Matter and Home Start Norfolk. The Art Parcels contain a range of craft and art materials suitable for the age range and have been inspired by the museum's wonderful collection of quilts, which were going to be on display at the Castle this summer. Contained in each parcel are colouring pens, pencils, sketchbooks, glue and coloured paper, as well as a few embroidery materials to kick start some basic simple stitching skills.

This project also brought together a group of six young people aged 16-25, through the museum's Kick the Dust programme, who worked with Costume & Textiles Curator Ruth Battersby Tooke, community artist Genevieve Rudd, and staff from the Castle's Learning Team, to create and devise an accompanying 8-page activity booklet. A printed and designed booklet is included in each Art Parcel and features a host of different activities and prompts for children to try at home.

The Parcels, which have been funded by the Festival Bridge, are designed to provide additional support to families with young children during the long summer holiday. The project has also been able to support a group of six young people to develop a variety of skills – from interpreting museum objects, to devising art activities for children, creating instructions and text to design of a booklet.

### Super-Stitchers online!

This summer holiday, the Learning Team at Norwich Castle, in partnership with community artist Genevieve Rudd, have delivered craft workshops for families online. This was the first time that the team had re-worked their family visitor programme workshops into a live Zoom format, with families logging on to join for a 90-minute session. *Super-Stitchers* was inspired by the Bellamy Quilt, an amazing piece in the museum's Costume and Textiles collection which was made by Herbert Bellamy and Charlotte Springall during their year of engagement. Families were encouraged to reflect upon their own experiences of lockdown, before going on to sketch a shape of an object that represented a positive moment in lockdown – we had everything from trees to represent a walk amongst nature, to a silhouette of two friends chatting, to, unexpectedly, a Tardis! Genevieve guided the families through a few simple steps to begin their own applique and embroidered patch in the style of the Bellamy Quilt. The free workshops received an audience of over 70 participants in total, some from as far as Cambridge, but also Great Yarmouth and Kings Lynn.

In a feedback survey, one adult particularly noted that the workshop taking place over Zoom had enabled them to take part – it was a new opportunity to engage with the Castle for the first time:

- *“We particularly enjoyed doing something creative together, [and] wouldn't have thought to try sewing with the kids.”*
- *“Daughters had a brilliant morning learning about the Bellamy Quilt with @NorwichCastle – this is from our Thetford Forest walks using scrap material and old clothes!”*

### Get Curious! Collection-inspired activity sheets for 3-7 year olds and their care-givers to do together.

*Animal Senses*: A series of inspiring cards to encourage imagination and conversation. Children and their care-givers are encouraged to find out about different animals and the senses they rely on, looking closely at the pictures to develop enquiry and questioning, and using craft, drama, games and song ideas to develop imagination.

*Super Seasons*: A series of inspiring cards to encourage imagination and conversation. Children and their care-givers are encouraged to look closely at some of the amazing artworks from the museum's collection and develop questioning and counting skills. Craft, drama, games and song ideas are provided to develop imagination.

### ST\*ART Online

Lockdown won't stop ST\*ART! We've gone online with an arts and creativity programme for children and young people. Starting on Saturday 8 August we are publishing six inspiring creative arts programmes for those aged 8-16. ST\*ART Online believes all children and young people should have access to high quality arts and creativity experiences. The programme is Arts Award-linked, providing children and young people the opportunity to gain a qualification and recognition for their creative enterprise. The effectiveness of the ST\*ART programme is demonstrated by the fact we have already received Arts Award submissions from participants. With support from the Kick the Dust project the ST\*ART online programme has a wider age range than the on-site ST\*ART offer, and this is a crucial development in establishing progression routes for Norfolk's art-inspired young people



### **3.3. Kick the Dust Project activities in Norwich**

All existing project groups in Norwich have continued remotely, using Zoom and Padlet to communicate:

- Museum Club – Padlet is being used to share ideas and work on these outside of meeting times. There are stepping stones for older members to take on a mentor role to younger new members.
- Kick ST\*ART Masterclasses for 12-16 year olds are in planning for a September launch, providing a bridge to young people from ST\*ART as they reach age 12. Exploring possible links to Wensum Lodge, linking with NCC employees who are crafters.
- ST\*ART Club has worked with 100 young people and now we are able to offer progression to the Kick ST\*ART programme. Resources that are being developed for this group are being used by other groups with young people who have SEND.
- Escape Room Challenges with the History Mystery company have provided the opportunity for a range of groups and different young people to come together and consult with a professional company and provide quality feedback for future development. To be rolled out to families to use via Facebook tutorials and a video using general materials from around the home.
- The International Youth Project – working with the Learning Team, the project worker is moving the initial work carried out for the 'Nelson Coming Home Portrait exhibition' linked to identity and home to a digital format and providing other opportunities for this group to take part in Kick the Dust whilst building on

their English language skills. The weekly evening Youth Club will provide a vehicle to keep this group engaged.

- A 'Fashion in Lockdown' project is under development, working with the Curator who will use the photos and documentation to be part of the Style Archive. This will provide a real insight into this area of work for the young people who engage in this project. To be rolled out across the county.

### 3.4 Adult programmes

#### Connect/Create

*Connect/Create* is an online collaboration between NCC Adult Learning and Norwich Castle. In this brand-new online workshop, Learning Team staff from Norwich Castle and a local artist hosted a 90-minute Zoom workshop for participants to explore a unique object from the museum's collection from home.



*Connect/Create* was specifically designed to support adults who continue to shield or may be experiencing feelings of social isolation during the COVID-19 pandemic. The aim was to bring highlights from the Norwich Castle collections and accompanying creative activities into the home, providing an online space to connect with others and explore the museum in new ways.

This workshop aims to support learners to:

- Explore your creative side
- Learn and be inspired by the Norwich Castle collection
- Try a new creative skill
- Alleviate feelings of isolation
- Improve your wellbeing through creative participation

The four sessions were designed as a pilot series and offered without charge. A rigorous evaluation process is underway to inform next steps. But initial feedback has been very positive:

*'Thank you! This has been really interesting, it's a wonderful idea!'*

*'Thanks to everyone. I really enjoyed that! Got my creative juices going.'*

*'Thank you everyone, hope we can do more at some point soon'*

## Castle Writers

Our monthly creative writing workshop, inspired by items in the museum's collection, has gone digital. Starting in May, three monthly resources have been designed in partnership with author and tutor Amanda Addison and are suitable for adults and older young people to use in their own time at home. After a break in August for the summer holiday, monthly resources will be launched again in September and October. We have recently run a pilot Zoom workshop, led by Amanda Addison and initial feedback was very positive. To enhance the level of participation and audience engagement it is our hope that online workshops for Castle Writers will be possible later in the year.



## Out Loud – a series of podcasts to celebrate Pride 2020



When the Norwich Pride festival went digital, staff had to work quickly. Our aim was to devise a new way to engage audiences with LGBT+ stories relating to collections and offer a version of the popular 'Time and Place' LGBT+ tour which is a regular offer at Norwich Castle. Our solution was wholly audio – a series of radio-style broadcasts presented through SoundCloud. And we were delighted to feature on the centre pages of the Norwich Pride Guide 2020.

Danie Hadley and Fiona Ashley worked closely with curatorial colleagues to write informative and balanced scripts to a range of collection objects – from scent bottles to hyenas to pin badges. For addressing sensitive adult themes, the audio podcast has provided an excellent delivery mode. All five episodes of *Out Loud* are available to listen to here: <https://soundcloud.com/norfolk museums>

The use of audio to talk about objects normally first met visually requires audiences to really pay attention, to focus and understand. Audio-led learning programmes also provide an opportunity to increase accessibility for blind and visually impaired audiences and it is a new way of working for us, but one which we will certainly be developing in future.

## 3.5 Keep Project Learning Activities Archant Press Partnership

With the cancellation or postponement of large-scale public events in response to the COVID-19 pandemic we have needed to redesign delivery of this summer's planned

outreach programme *A Knight Out*. By building a partnership with the Eastern Daily Press and Evening News teams at Archant Press we have been able to provide opportunities for readers across the region to learn and engage with medieval history and heritage. It also provided an opportunity for people to engage with the project through non-digital means. Funded through the National Lottery Heritage Fund, four weekly 4-page pull-outs included craft and making activities, word searches and quizzes, and articles about star objects which will be included in the new British Museum Partnership Gallery. Statistics from Archant for the four-page pull outs show that the print editions reached a total readership of 258,139 people, with approx. 64,000 readers per edition.

<https://www.museums.norfolk.gov.uk/norwich-castle/castle-keep-transformation/the-peoples-palace-supplements>

Shortly before museum closure we welcomed three pupils from Loddon School (and their teacher) who had written asking to 'interview Norwich Castle' for the school newspaper. Project Learning and Engagement Officer Lee Warden took on the role of Norwich Castle's resident knight to be interviewed by the fledging reporters and involved them in testing out engagement activities which will be used with other audiences at future events. To capture the event a short film was made, and the pupil's enthusiasm and excitement shines through.

During museum closure learning and engagement programmes have 'turned digital', including recording and broadcasting through Facebook new sessions for our well-established Early Years audiences to watch and join in with. Each session focused on a different part of our wide collections, from teapots to paintings, and in 'Snappy's Treasure Hunt' the intrepid explorers 'hunted' for medieval treasures which will be displayed in the new British Museum Partnership Gallery.

### Looked After Children (LAC) Summer School

Most recently the Keep Project Learning and Engagement Officer has teamed up with the Norwich Kick the Dust Project Worker to provide a menu of medieval-inspired digital activities for Looked After Children and Care Leavers. On the theme of 'Artists, Entertainers and Adventurers' a pack of activities and resources including mini-book making inspired by medieval manuscripts, a jester-inspired juggling 'how to', and a tale of Norman brothers who ventured throughout Europe and got up to all sorts of mischief! The programme aimed to be as accessible as possible, and aware of potential digital poverty being a barrier to involvement for some young people, the primary resource was the activity pack, with video elements bolstering and encouraging participation.

**Adventurers**  
With Lee Warden, Learning and Engagement Officer, Norwich Castle: Royal Palace Reborn

**Calling all Adventurers!**  
Who were the adventurers of the medieval period? Click on the link below to hear the story of Robert the Fox and Rodger the Great.  
<https://tinyurl.com/yx1767bs>

**Where did people travel to during the middle ages?**  
Although most people who lived and worked during the middle ages would not have travelled far beyond the local market in their home towns and villages, there were many who were able to travel and explore far and wide. Some would travel on pilgrimage to visit a site of religious importance such as Walsingham in North Norfolk. Those who could afford it could go abroad to Rome or Jerusalem.  
Often the people who travelled furthest afield were soldiers. Recruits were often sent to different parts of the country or abroad to fight in foreign battles. In 1346 almost 15,000 men were sent to fight in Normandy by King Edward III and those that returned would have brought with them stories of the places they had fought in.

**Click on the link in the box above to learn about the travels of two particularly crafty brothers who came to be known as Robert the Fox and Rodger the Great.**

**Ask the Expert**  
Want to know more about any of the stories, people or objects featured in this activity pack? Get in touch with your questions using the email below:  
[rachel.daniel@norfolk.gov.uk](mailto:rachel.daniel@norfolk.gov.uk)

#### **4. Kick the Dust: Norfolk – lockdown project activity update**

The *Kick the Dust: Norfolk* project, funded through the National Lottery Heritage Fund, has continued to engage with young people throughout the COVID-19 lockdown period. The project team have adapted their activities to support existing groups across Norfolk, in particular YMCA groups, using digital means.

From the start of lockdown to the end of July there were a total of 688 interventions, involving 250 individual young people taking part in 406 hours of quality digital activity. 17 Kick the Dust groups have been taking part in 82 different digital activities across the county, with a further 10 YMCA groups involved in 62 heritage related activities plus an additional number engaging in activities left at their residences to complete independently during lockdown.

Total engagement numbers for the project from October 2018 to the end of July 2020 are 6,072 interventions, involving 1715 individual young people taking part in 3,136 hours of quality activity. Of these interventions, 177 volunteering opportunities have been provided to 84 individual young people.

During lockdown, Project Workers have developed 18 resource packs which have been shared across partners including NCC Children's Services. A series of videos and audio recordings have been developed which will form part of the NMS Central resources via YouTube. Many young people are following an Arts Award using evidence from their involvement in an activity to upload to their Arts Award files. Seven volunteers continue to support activity as part of Kick the Dust and play an active role in supporting the project workers.

The Kick the Dust team established a working group along with colleagues in NCC Children's Services including Care Leavers, Virtual School, Community and Partner Focus teams, Dads Matters, Youth Offending, Commissioning and Service Development team and external partners working with vulnerable groups including Benjamin Foundation, Young Norfolk Arts and Festival Bridge to ensure that those who are in digital poverty and are most vulnerable are supported through the Art Parcels initiative.

1,000 Art Parcels containing a printed resource pack with an accompanying pack of high-quality art materials were distributed across the county to 11-25-year olds (predominately 13-20 year olds). Initial feedback has been positive with the NCC Community and Partner team saying they had appreciated the 'high quality' of materials stating these were 'second to none' and that was why they had been so well received by the young people. This initiative is being followed up and linking to the NCC *Big Summer Fun* Programme with Norwich Learning team and 8 Kick the Dust young people who are working alongside an artist to develop a printed resource pack for 6-10-year olds. This second pack will have a textile theme and will utilise additional funding from Festival Bridge to provide textile-based materials to accompany a younger age resource pack.

#### **4.1 Breakdown of participants**

This has changed considerably since lockdown due to the high number of YMCA clients we have been engaging with through the enhanced digital offer.

- 9% aged 11-13 years
- 14% aged 14-16 years
- 34% aged 17-19 years
- 22% aged 20-22 years
- 21% aged 23-25 years

#### **4.2 Target audiences** (some young people fall into more than one category)

- YMCA clients – 39%
- Secondary schools – 32%
- FE/HE – 22%
- Young people with mental health issues – 11%
- Outside of mainstream education – 8%
- Young Offenders at those at risk of offending – 7%
- Looked after children and adopted living at home - 6%
- SEND – 6%
- NEET – 4%
- Care Leavers – 3%
- New arrivals and refugees – 2%
- Pregnant young mums and teenage parents – 2%
- Young Carers – 2%

#### **4.3 Evaluation**

As part of the feedback, young people are asked how aware they are of the range of job roles available within NMS and the heritage sector and how they perceived museums in terms of being spaces for young people. 79% of young people stated they had little or no knowledge of job roles in NMS or the heritage sector before taking part and 85% felt that museums were a space they could use and would use in the future.

Following their engagement with the project:

- 96% of young people said they had learnt new and interesting things about heritage; 71% of young people felt that heritage reflected them and 93% felt heritage would engage other young people.
- 70% of young people said they were more likely to become a volunteer as a result of their involvement in KTD.
- 100% of young people stated they felt welcomed and respected by staff and 85% felt a sense of achievement.
- 93% of young people stated they now had a better understanding of heritage having taken part in the programme.
- 93% of young people felt that there were jobs for young people like themselves to work in heritage.
- 55% of young people felt that heritage had helped them understand more about their own lives – it had given them context.

- 100% of young people felt that the programme was easy and affordable to get involved in but had concerns that they may not be able to do this in the future if there was a significant cost to them.

## **5. Kick the Dust – lockdown Art Parcels project case study**

### **5.1 Aims**

- To engage a core group of heritage and arts partners along with key staff from NCC Council’s Children’s Services to support 1,000 young people aged 11-25 years across Norfolk in receiving a high-quality heritage-based Art Parcel to support their well-being during lockdown.
- To explore options for capturing the thoughts and ideas produced by young people during the pandemic to form a virtual exhibition in Autumn 2020.

### **5.2. Development of the Art Parcels Initiative**

The Art Parcels Initiative came about due to the number of young people who would not have ready access to digital resources during the pandemic. Whilst the Kick the Dust team maintained contact with existing groups of young people already engaged in Kick the Dust activity across the region, it became clear that as the pandemic and subsequent lockdown continued, many young people who lived in digital poverty would struggle to gain access to the online resources the team were developing.

Discussions with Festival Bridge in May, who were developing ‘Let’s Create’ packs for those in digital poverty and NCC, who were requesting materials from local business to support Norfolk’s most vulnerable families, demonstrated that there was a real need for high quality art materials to support those in digital poverty but those who had no materials at home to be able to engage in art and heritage based activity.

Following these discussions, NMS established a working group comprising colleagues from different services within NCC Children’s Services and external partners to build on activity already in place and develop the mechanism and strategies to support those in the most need through lockdown and beyond.

Partners included:

- Kick the Dust project worker for Norwich and Project Coordinator (Chair)
- Learning Team Manager for Norwich Castle
- NCC Partner and Community Focus Manager
- Virtual School Enrichment Education Coordinator
- NCC Commissioning and Service Development Manager
- Leaving Care Specialist Adviser
- NCC Arts Development Manager
- Norfolk Youth Offending team
- NCC Dad’s Matter Coordinator
- Norfolk Festival Bridge Manager
- Director Young Norfolk Arts
- YMCA Manager - Housing
- Benjamin Foundation Manager
- Prospects senior youth worker - Great Yarmouth

Meetings took place in May where the group discussed how we could pool resources and develop future working relationships for the benefit of young people going forward. By June, we were able to identify the mechanisms for distributing the Art Parcels and for procuring the resources and packing them. After agreeing that Kick the Dust would provide 350 Art Parcels it became evident that the demand was higher than anticipated and so, with the approval of the National Lottery Heritage Fund, the number of Art Parcels was increased to 1,000. To maximise the impact and numbers of young people outside of receiving a specific service, it was agreed that foster carers would receive the electronic pack and that they would be asked to purchase the additional resources required to use the packs to their full potential.

Lockdown created its own unprecedented and logistical challenges:

- Finding a supplier who could provide the quantity and type of materials we were looking for and who were still trading in lockdown,
- A central location that could accommodate receipt of the vast amount of resources and allow staff on site to pack them and for partners to collect them whilst adhering to lockdown rules,
- Having people who would be able to collect and deliver the large number of packs requested during lockdown,
- Having everything in place for 1 July 2020.
- Capturing feedback for a virtual exhibition after lockdown.

In June, the Project Worker for Norwich, Rachel Daniel, worked alongside one of our regular freelance artists, Ali Atkins, to develop a resource pack which would provide not only creative, heritage inspired activities but instructions on how to use the materials in the packs and examples of the effect the young people could create, to provide inspiration and confidence in using materials that many would not have used before.

Jo Springall, Norfolk Library Service, helped procure the materials and arranged delivery to County Hall in June. Through NCC we were able to produce a Safe System of Work plan to allow access to County Hall to pack the resources and allow partners to collect in a safe and controlled way.



### 5.3 Outcomes

All partners collected their allocation on 2 July 2020 and distributed these over a 2-week period. Groups who received these included:

- Care leavers across Norfolk through NCC teams – 120 parcels
- Benjamin Foundation distributed parcels to 150 young people through:
  - Parent Support Adviser Team -30
  - Supported Accommodation Services/Restore –15
  - Compass Outreach team -15
  - Young Carers/Youth West group in Hunstanton -25
  - Heart & Home Supported Lodgings -10
  - Boom Young Carers -40
  - Anchorage Shared Housing Scheme - Great Yarmouth -15
- 11 young people living in three of NCC's residential homes
- YMCA housing and hostels outside of those already engaging in Kick the Dust activity – 125 parcels
- YMCA youth groups – 30 parcels
- Norwich Youth Offending Team – 10 parcels
- Saturday Art Club and Make Yarmouth Kick the Dust group Great Yarmouth for Prospects– 12 parcels
- Kick the Dust project groups in Kings Lynn
- ST\*ART Club and Museum Club Norwich – 11 parcels
- Dads Matter Norfolk – 10 parcels
- Thetford Teenage History Club – 6 parcels
- The Partner and Community Focus team distributed 500 parcels across Norfolk including:
  - Young Carers in Norwich and Great Yarmouth
  - Springwood High School Kings Lynn

Virtual School e-mailed all the resources and materials list to foster carers so that this group could also take part in the project.

### 5.4 What happened next?

Follow up meetings following collection of the Art Parcels agreed that these meetings should continue on a monthly basis and allow partners to 'dip in and out' according to the theme. The working group is now called 'Making Creative Futures'.

The group has been able to support and promote the NCC *Big Norfolk Summer of Fun* programme. Using additional funding of £4,000 secured from Norfolk Festival Bridge, eight of our former Kick the Dust young people have worked with Genevieve Rudd, a freelance artist, to develop an accompanying resource pack to support an additional 400 6-11-year olds living in Norfolk in families with little access to resources and who are living in digital poverty.

The Kick the Dust Project Coordinator has compiled a list of training offers from all partners which will be accessible to all looking at further developing the skills and knowledge of their teams working with young people facing challenges and barriers to engagement. It is envisaged that training will be recorded so staff in the future can access this via a webinar.

## 5.5 Evaluation

Initial feedback from partners has been very positive in terms of the ease in which they were able to collect their Art Parcels and the high quality of the materials in the packs. Feedback from young people receiving the Art Parcels has been very positive with partners feeding back how happy they were to receive something that is fun and 'just for them', with many stating that they had nothing at home for doing such activities, not even a pencil.

The challenge of getting 1,000 Art Parcels out to young people spread out across the county through 17 partners was significant and whilst this took an enormous effort, the initiative has delivered on its intended aims. Young people aged 11-25 years of age, living in digital poverty, have access to their own high-quality resources and the opportunity to join in other Kick the Dust activity in the future.

The hope is that partners will have the capacity to visit the young people they engaged with and capture their feedback and work they are proud to share. This will be included in a virtual exhibition which will be delivered through Young Norfolk Arts Virtual Gallery space before the end of 2020 and showcase the resilience and creativity of young people in Norfolk during this challenging time.

To be able to work with former Kick the Dust participants on developing the 6-11 year old textile Art Parcels is testament to the way Kick the Dust works and provides that vehicle to help young people gain a real insight into heritage and the different job roles available, something we wish to further develop as we move into our third year of National Lottery Heritage Fund funding.

### Feedback

*'I have passed out the packs today and the young people who we have given them to are really happy and grateful for them and I will keep you informed as to what they do with them now.'* Manager, Great Yarmouth Young Carers.

*'I would just like to say a massive thank you to the Art Materials donated to Springwood High School, King's Lynn. They will be a massive help! Thank you.'* Springwood High School.

The youth worker at Youth West in Hunstanton said at a recent youth club session: *'They are making good use of art and activity packs. Lots of colourful creations are being made with a trend of creating geometric shapes on paper with masking tape and oil pastels.'*

*'The pack are well good. I do art in my spare time. I like designing tattoos. I never usually get things like this.'* Youth West Hunstanton member.

*'I have a resident here at the YMCA who has just received the art parcel from Kick the Dust. We read on the letter that there are opportunities to join some project groups and events and activities.'* Norwich YMCA.

YMCA residents in Great Yarmouth put together a collage of postcards with their messages, some of which are shown below.



## **6. Norwich Castle: Royal Palace Reborn – project update**

### **6.1 Impact of COVID-19**

Whilst the award of the main construction contract was delayed due to COVID-19, project progress was maintained during lockdown, with both the internal and external project teams working remotely to develop detailed designs for the construction works and to discharge pre-commencement planning conditions. Additional survey and investigation works have also taken place, with all works being undertaken in a COVID-secure manner. The designs and specifications for the main exhibition elements have largely been completed, with key exhibition procurements initiated including the supply of cases for the British Museum gallery and the provision of audio-visuals.

### **6.2 Main construction works**

On 10 August, the Keep and surrounding site areas were formally handed over to the Principal Contractor, Morgan Sindall Construction following Contract Award for the main build. Internal and external hoardings are now being erected to demarcate the construction site. A final decant of museum equipment and materials has run alongside the decommissioning of services within the works area. The internal hoarding line runs across the entrance to the Rotunda, separating the construction zone from the areas of the museum that will remain open to visitors throughout the project. External hoardings will be positioned across relevant areas of the mound and will also create a lower compound area adjacent to Castle Meadow. Initial construction works will focus on the

installation of new drainage routes under the Rotunda. A tower crane is due to be installed on the mound at the end of September.

## **7. Other lockdown activity**

### **7.1 Museum of Norwich: Lockdown Living Room Escape Challenge**

In May, the Museum of Norwich launched the Lockdown Living Room Escape Challenge. Curator Jenny Caynes worked with the developers of the hugely successful escape rooms at the museum to devise a series of five short filmed tutorials teaching people some of the tricks of the trade to build an escape game from home. The films were professionally filmed and launched on Facebook Premiere on Monday 25 May. The films were preceded by a number of filmed trailers which appeared on Twitter and Facebook the week leading up to the launch. The films will stay on the museum's Facebook page and You Tube channel now indefinitely and can be used as a resource for families and/or youth engagement for months to come. This is an ongoing live campaign but social media analytics for the first phase show the filmed trailers on Twitter had over 2,000 views, and over 6,000 impressions (the number of times a user sees a tweet) with almost 300 engagements (i.e. shares, likes, retweets, replies and follows). On Facebook the filmed trailers had 4.2k views reaching almost 7,000 people with 175 comments, reactions and shares. The trailer for the escape game was the highest performing post to date on the Museum of Norwich Facebook page. The videos launched on Mon 25 May, in the first week received 2,976 views. Advertising was taken out on YouTube, with links to the films. YouTube paid advertising campaign generated 7100 views from 3762 viewers for the for Lockdown Living Room Challenge trailer in the first week.

<https://www.facebook.com/watch/MuseumofNorwich/668289797081299/>



### **7.2 Secret Worlds features on BBC Radio Norfolk**

On Tuesday 18 August, Senior Curator of Natural History, Dr David Waterhouse appeared as a guest on the Rob Butler Show on *BBC Radio Norfolk*. He was talking about the release of the next two videos in the innovative Strangers' Hall 'Secret Worlds' summer programme. After 'Mice' and 'Spiders' went down well earlier in the

month, 'Birds' went live on Monday 17 August and 'Butterflies & Moths' on Thursday 27 August <https://www.museums.norfolk.gov.uk/strangers-hall/whats-on/secret-worlds>

### **7.3 Picturing the pandemic**

Norwich Museums are appealing to the public to help them record their experiences of living through the COVID-19 crisis. Curators from The Museum of Norwich at The Bridewell, Strangers' Hall and The Norwich Castle Study Centre have already begun collecting items to be included in a capsule collection, which will be preserved for future generations.

Items offered to the collection so far include PPE visors created by Colin Breckons and his 70 strong volunteer team at Frontline Face Shields, I LOVE THE NHS car bumper stickers created by Unique Signs & Graphics Ltd, a 'Gift Box for Local Heroes' supplied by Kettle Foods, facemasks made by volunteers as fundraiser to support Norwich Puppet Theatre, a T-shirt featuring Joe Wicks, The Body Coach, and artwork by local artist Owen Mathers.

But museum staff want to collect more personal items from the local community backed up by individual's stories, to add to the collection. This could be notes from neighbours, rainbow window displays, or even pyjamas worn for a working day! Suggestions from NMS staff would be very welcome. From Monday 13 July the museums have been challenging the community to get involved via The Museum of Norwich Facebook page.

### **7.4 Supporting Volunteers Digitally**

Norwich Castle's passionate Norwich Friends Tapestry volunteers have not let the lockdown get in the way of their amazing work. Whether working on the Tapestry, the Great Hall textiles, or even their own projects, many have used their skills to keep themselves entertained and mindful during lockdown. They were perfect ambassadors during Creativity and Wellbeing week, and Norwich Castle featured their work every day on their social media platforms. Here is some of the feedback we have received from the volunteers:

*"It has been a huge privilege to be able to contribute. I wonder if in a thousand years, there will be people who look at it all and wonder about us who stitched it in such extraordinary circumstances, during a battle of our own, rather than after one."*

*"Recently my granddaughter gave me a box with kind messages for Granny, she did them at Guides, I think. I decided to stitch them and it's ended up as a sort of sampler. Hope you don't mind me sharing them, they helped me at a difficult time, now difficult times for all. Keep safe."*

### **7.5 Teaching Museum Trainees**

Ten new NMS Teaching Museum trainees took up their appointments on 1 April 2020. Five are funded by NMS core ACE funding, one via SHARE Museums East, and another thanks to the Arts Council's Designation Development Fund. Three of the cohort are part of the NLHF funded *Kick the Dust* programme which is targeted at young people and has a focus on addressing barriers to engagement in the Arts and Cultural Heritage.

While staff initially expected to wait a month before we started working together on site, it soon became clear that trainees should be inducted remotely and

establish themselves, working from home, for the foreseeable future. By the end of April, they all had their NCC laptops and a programme of induction had started online. By this point most colleagues were well-established in their new home working routines and were able to bring their new trainee into their team.

This year we have trainees working in Collections Management, Learning in Great Yarmouth and Norwich, Curatorial in Norwich, Thetford, Kings Lynn and Great Yarmouth, Display and Technical, Share and in Digital Communications. Several have not yet had the chance to visit their museums, but all have made a positive contribution to the new ways of working which are being discovered and developed across the service. Several trainees have featured in or produced short films which encourage engagement in our collections.

The training programme is still forming an important part of the trainee experience. While the planned sessions have had to be delayed, this situation has been an opportunity to bring an even greater range to our trainees. The training has focused on shorter sessions, but with no one having to travel across the county, it has been possible to bring more variety of activity to the trainee home-office. They are now well versed in collections management and getting up to speed with MODES, the software we use. By the time they come to their museum in person, trainees will have 'met' or worked with most colleagues and have a good idea of where their professional practice 'fits in'.

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