

Visitor Numbers

2013/14 - See Appendix 1

Visitor numbers for the year to date for the Norwich Museums are 3.5% lower than for the same period last year. However, visitor numbers compare very favourably with those for the previous year 2011/12 at 9% higher.

The drop in visitors has been primarily at Norwich Castle, although visitor numbers during August were 7% higher than last year. The particularly high visitor numbers in 2012/13 can be explained by the loan of the Titian from the National Gallery in April 2012 and inclement weather for much of the summer months.

As had been expected, the Bridewell has received less visitors this summer than last when it first re-opened to the public following refurbishment and re-display.

Higher visitor numbers at Strangers' can be explained by additional opening hours from June half-term holiday which have been funded by the Friends.

This year's excellent weather has, of course, benefitted outdoor attractions but hasn't been so good for venues with a limited outdoor offer.

Heritage Open Days - See Appendix 2.

A total of 4,033 visitors took advantage of the free entry offered over the Heritage Open Days weekend. All three Norwich museums attracted much higher numbers of visitors than in previous years, as did NMAS's other museums across the county.

School Visits

2013-14 See Appendix 3

School visits for the summer term for the Norwich Museums as a whole were 8% lower than last year, but this follows bumper numbers in February and March and it's possible that schools chose to visit during the Spring rather than the Summer term. Bookings are looking good for the Autumn term.

Implications of changes to National Curriculum

Due to a successful lobby by the museums and heritage sector, the Government's proposed changes to the history curriculum will not have the level of negative impact on museums school programmes that had been initially feared.

Tudors are no longer on the Key Stage 1 & 2/primary school curriculum, but there appears to be an opportunity to offer this subject under the heading of *Important People* by tweaking the session to focus a little more on Elizabeth I. The impact on Strangers' Hall in particular will hopefully be minimal. Similar sorts of tweaks will need to happen to number of other sessions, e.g. Florence Nightingale which is currently taught to Key Stage 1 and 2, but under the new history curriculum would fall within the Key stage 4 and 5 curriculum (secondary) unless studied as part of *Important People*. There will also be new opportunities to develop sessions on archaeology which will now be included in the Curriculum, and staff will be working closely with schools to develop new sessions and resources to meet these new needs.

OTHER LEARNING SERVICES NEWS

Museums Club

Norwich Castle's Museum Club will resume next month after the summer break. This extracurricular club has been running for a number of years and meets several times per term, usually at Norwich Castle, and offers a varied programme of activities based around museum exhibitions and displays.

Club members are aged between 7 and 14 and come from a range of backgrounds, including many Looked After Children from across Norfolk and further afield. Museum Club is an effective way of sustaining meaningful relationships between NMAS and those young people who have taken part in other museum projects for young people such as the Youth Offenders programme.

At the first session of the academic year, they'll be taking a closer look at some medieval objects and learning a bit more about what life would have been like living in a Norman castle. They'll also have the chance to have a go at a medieval craft and make a keepsake to take home with them.

Snapdragons

Over the last year Norwich Castle has been running its first pre-school activity group, meeting each month for a varied programme of activities, gallery exploration and stories. The aim is to create a character which children will associate with; enable children to have a good time in the museum and to develop a fun way to introduce very young children to the museum collections.

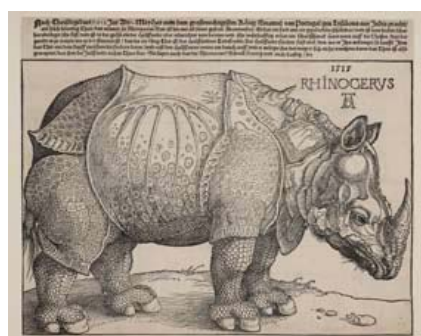
Sessions have been pitched appropriately for the age group and a particular set of resources has been developed for each session. These will now be used annually with the addition of occasional new themes related to special events and exhibitions.

Norwich Castle Temporary exhibitions

CURRENT EXHIBITIONS

Curiosity: Art, Wonder and the Pleasures of Knowing

Special Exhibition Galleries 28 September 2013 – 5 January 2014



'Curiosity' is a detailed and spectacular meditation on the nature of wonder, fascination and enquiry. Contemporary art is shown alongside historical artefacts and works by artists including Leonardo da Vinci and Albrecht Durer. The exhibition explores past and present fascinations such as criminology, natural history and the origins of museums' Brian Dillon, Curator.

A Hayward touring exhibition, in collaboration with Turner Contemporary, curated by Brian Dillon in association with New York art and culture magazine Cabinet.

History rising

This is an ambitious region-wide study of cultural heritage and museum display in East Anglia by Dutch artist Marjolijn Dijkman curated by Jes Fernie. Norwich is hosting various events and installations including an exciting new mobile for the Castle Rotunda.

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

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

OPENING SOON

Frances Kearney, New Work

Colman Art Galleries Project Space 5 October 2013 – 23 March 2014

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

LOOKING FORWARD

- **Roman Empire: Power and People**

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



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

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

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

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

- **The Wonder of Birds**

Special Exhibition Galleries 24 May – 14 September 2014

- **Autumn 2014: John Wonnocott and John Lessor**

- **Summer 2015: Jeff Koons.** A touring exhibition from the **Artist Rooms**

- **Summer 2016:** Leading venue with Norwich University of the Arts for **The British Art Show 8**

Exhibition proposals under discussion and development but not yet confirmed or funded:

- Building an exhibition around a loan of a Manet painting owned by the Ashmolean Museum in Oxford for Spring 2015.
- Collaboration with Writers' Centre Norwich focusing on literary heritage Autumn 2015
- Digital/New Media exhibition Spring 2016.
- Building a touring exhibition around the Paston Treasure in 2018.

Events

REPORTING BACK

Strangers' Hall

On Saturday 29 June visitors helped to prepare a Tudor feast as part of a living history event involving music and. This was followed by a sell out Tudor banquet. Staff are exploring the income generating potential and feasibility for further Tudor banquets.

Bridewell Museum

The Museum attracted over 200 visitors on Sunday 6th July when it opened specially to support the Norwich Lanes Summer Fayre. Visitors were charged just £1 for the special event. A highlight was the rare opening up to the public of the nostalgic recreated Corner Shop – the former entrance to the museum - which is now used as a learning and events space.

On Saturday 13th July The Bridewell celebrated its 1st Birthday since opening following redevelopment. There was free cake and pop for all the visitors and a vintage DJ set up his decks in the courtyard. Other highlights included a retro party food display plus the resident weavers entertained visitors upstairs on the Jacquard loom. The NYPT Voices Choir added sparkle to the day, with their acoustic lunchtime slot. The event received some very positive feedback and the EDP featured it, provide great pre-summer holiday publicity.

Summer holiday family activities at Norwich Castle focused on *Heroes of Norfolk* and included fun activities including costumed characters, hands on crafts and the chance to handle real museum objects.

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

In Norwich Castle there will be a series **talks and special events** running throughout the Autumn supporting the exhibition programme and new displays including talks by guest speakers, curators, writing and art workshops and family activities.

Welcome Return

On Saturday 19th October Visitors are invited to celebrate the welcome return of the Royal Norfolk Regimental Museum with Costumed characters and fun activities.

Spooky city

Norwich Castle, Norwich City Council and the Forum have cooked up a fabulously scary programme of activities for Halloween, including pumpkin carving and displays, and culminating in a parade from Norwich Castle to the Forum. Events across all three museums during the half-term holiday will continue the Halloween theme.

November 5th

Norwich City Council is moving its November fireworks celebration from Earlham Park to the heart of the city with a free firework display on Norwich Castle.

Takeover Day

Norwich Castle will be taking part in this *Kids in Museums* national initiative. Local children and young people from Chapel Break Infant School, Norwich Museums Youth Forum and others will take over Norwich Castle on Friday 22nd November running their own activities and events.

Christmas Events

Norwich Castle will be hosting its 2nd Craft Fair and Christmas Event on Friday 6th December 5-9pm. An evening of live music, entertainment and Christmas shopping. Visitors can enjoy Christmas carols in the Bridewell Museum's courtyard and make festive decorations inspired by the collections on Saturday 14th and 21st December, and Father Christmas will be visiting Strangers' Hall.

First World War Commemoration

Events and activities

The Norwich Museums are exploring ideas and funding opportunities for commemorating the First World War through displays, events and other projects.

Norwich Roll of Honour

Following a detailed condition survey, it has been established that the Roll of Honour located in Norwich Castle's Keep, requires significantly more conservation than initially thought if it is to continue to be regularly handled by the public. Staff are currently considering whether regular handling is appropriate given that it places the Roll of Honour at risk, and are exploring options for improving digital accessibility as well as exploring funding opportunities for conservation work.

Museum and Gallery refurbishments

Shirehall Courtroom

Press and TV representatives and other guests were invited to a special tour of the Shirehall's refurbished Courtroom on 10th September. The tour followed the old route taken by prisoners from Norwich Castle, down a spiral staircase and through a dark tunnel into the courtroom where you can see the impressive interior, much as it appeared to those facing justice in years gone by - including the imposing judge's chair, the public galleries - and the old reporters' benches. Costumed characters helped to set the scene for the James Rush trial and museum staff talked about plans for the space including opportunities for working with schools, public events and income generating activities.

The first public tours of the Courtroom began in late July and have proved very popular.

Royal Norfolk Regimental Museum Display in Norwich Castle



The new displays on the Rotunda Balcony have been installed and are proving very popular with the public. Further interpretation, including an interactive timeline will be completed by late October.

EU funded Norman Connections Project and HLF funded Collecting Cultures Projects



The main floor of Norwich Castle Keep has undergone a modest but beneficial re-display and reorganisation. The interpretation of the Castle and medieval collections have been re-interpreted, relocated and grouped together to create a more attractive and coherent display.

The hugely popular Norwich Castle model has been completely refurbished and the 72 small openings which had encouraged people to post all sorts of small items and rubbish have now been filled. The under fives Castle has been replaced with a much superior version and the thrown and other interactive displays have been adapted and improved.

Further improvements planned for later in the Autumn including historic reconstructions and new interpretation in the Bigod Tower and on the Keep balcony.

We are also investigating opportunities, implications and costs for improving the long-term presentation of the Keep including the potential use of digital media and projections. The British Museum remains an important partner for this development work. Further reports will follow in due course.

Improvements to the permanent displays



Work continues on the development of an animation in Norwich Castle's Boudica Gallery to replace the original much loved but rather out of date film. This will be available later in the Autumn.

A second film has been commissioned and installed in Norwich Castle's Introductory Room. The theme of this is the Norfolk landscape. It provides a helpful context for NMAS's collections.

Conservation News

An example of the work the Conservation Team undertake.

Caring for the silver displays



As the visitor walks around the galleries of Norwich Castle Museum, they will notice some highly decorative silver collections on display, the Civic silver and the Norwich silver in the Keep, and the silver in the 'Arts of Living' gallery. Some of these silver objects have been on display for about eight years within high specification cases with carefully tested materials which do not promote tarnishing. However, the cases are not completely air tight and are opened regularly as the Civic silver is still used for ceremonies.

Some of the collections are now beginning to show signs of tarnishing to their surfaces due to pollutants in the air reacting with the metal. The Conservation Team are undertaking a programme of removing the silver in small groups to the conservation laboratory to assess and clean as necessary. Removing tarnish inevitably removes a microscopic amount of the silver metal each time, so it is best to carry out this treatment as infrequently as possible.

Other News

Designation Development Fund

Arts Council England are about to launch a further round of Designation Development Funding. The Designation Scheme identifies the pre-eminent collections of national and international importance held in England's non-national museums, libraries and archives, based on their quality and significance. Norwich Castle's collections have Designated status and we will be eligible to apply for funding to support activities which improve the collections for the benefit of their audiences, improving enjoyment, understanding and engagement.

Norwich Museums Summer Season Rover Ticket

A discounted ticket encouraging visitors to the City and local people to visit all three Norwich museums over a month was launched in July and will be evaluated in October.

Teaching Museum

Recruitment for the 2nd round of Teaching Museum trainees started on 26th July with two open days which prospective candidates had to attend. The applications deadline was on 8th September and the assessment process will take part in early October.

A celebration of the first year of this nationally important programme will take place with a small conference at the Castle on 2 October. All AMC members are most welcome to attend. For more information, contact hazel.courtley@norfolk.gov.uk.

The Christmas Lights turning on celebration with the help of Santa and his sleigh will be launched on Castle Mound on the evening of 21st November. This year Norwich Castle will be lit up with light projections from 21st November until 5th December.

Member Induction Programme

Members have been taking part in the early Autumn programme of museum tours and induction sessions to the Norwich Museums and Study Centre.

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.

APPENDIX 1

MUSEUM VISITS 2013/14		APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	TOTAL TO DATE	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	80,880	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	87,303	182,984
	2013/14	17,529	15,710	11,979	14,473	21,492								81,183	81,183
Strangers Hall															
	2011/12	903	668	918	1,013	1,286	842	1,076	884	750	CLOSED	418	911	4,788	9,669
	2012/13	764	650	677	687	876	978	1,085	941	684	CLOSED	357	1,203	3,654	8,902
	2013/14	735	880	1,107	1,042	1,349								5,113	5,113
Bridewell															
	2008/09	732	673	920	756	1,016	872	963	283	CLOSED	CLOSED	CLOSED	CLOSED	4,097	6,215
	2012/13	CLOSED	CLOSED	75	2,745	3,015	2,379	1,609	1,473	996	1,029	1,662	1,490	5,835	16,473
	2013/14	1,556	1,453	953	1,152	1,621								6,735	6,735
Norwich Castle Study Centre															
	2011/12	137	159	140	111	130	259	257	236	74	190	106	100	677	1,899
	2012/13	178	77	98	157	107	142	168	149	178	91	159	163	617	1,667
	2013/14	237	185	200	178	114								914	914
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	86,345	266,821
	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	97,409	208,466
	2013/14	20,057	18,228	14,239	16,845	24,576	0	0	0	0	0	0	0	93,945	93,945

\$ Pre-refurbishment

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

APPENDIX 3

SCHOOL VISITS 2013/14		APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	TOTAL to 31st July	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	5,956	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	5,912	17,732
	2013/14	668	1,034	1,897	1,104									4,703	4,703
Strangers Hall															
	2011/12	29	168	164	94	0	0	223	253	78	CLOSED	68	447	455	1,524
	2012/13	0	154	160	145	0	0	431	472	89	CLOSED	87	454	459	1,992
	2013/14	59	181	232	152									624	624
Bridewell Museum	2012/13	0	0	0	0	0	33	62	140	-	-	9	46	0	290
	2013/14		144	86	86									316	316
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	6,411	25,300
	2012/13	565	1,942	1,736	2,045	83	652	1,813	2,767	1,121	1,082	2,671	3,491	6,371	19,968
	2013/14	727	1,359	2,215	1,342	0	0	0	0	0	0	0	0	5,643	5,643

Appendix 2

HERITAGE OPEN DAYS VISITOR NUMBERS		Thurs	Fri	Sat	Sun	Annual total
Strangers' Hall	Closed		80			440
	2007			519		519
	2008		143	447		590
	2009			455		455
	2010	111	145	386		642
	2011	173	166	400		739
	2012			440		440
	2013			562		562
Bridewell Museum	2006	120	160	240		520
	2007	118				532
	2008	149	88	273		510
	2009-11	Closed for refurbishment				
	2012		501	623		1,124
	2013	246	316	704		1,266
Norwich Castle	2006				640	640
	2007				797	797
	2008			801	552	1,353
	2009			870	664	1,534
	2010			1,191	469	1,660
	2011			972	608	1,580
	2012			964	446	1,410
	2013			1,433	772	2,205