

NORFOLK JOINT MUSEUMS COMMITTEE

**Minutes of the Meeting Held in the Edwards Room, County Hall, Norwich
on 7 February 2020 at 2.00pm**

Present:

Norfolk County Council

Cllr John Ward (Chairman)
Cllr Phillip Duigan
Cllr David Harrison
Cllr George Nobbs
Cllr Thomas Smith
Cllr Margaret Stone
Cllr Martin Storey

Norwich City Council

Cllr Jacob Huntley
Cllr Laura McCartney-Gray
Cllr Nigel Utton

Borough Council of King's Lynn and West Norfolk

Cllr Elizabeth Nockolds

Breckland District Council

Cllr Robert Kybird (Vice-Chairman)

North Norfolk District Council

Cllr Virginia Gay

Broadland District Council

Cllr David King

South Norfolk District Council

Cllr Robert Savage

Co-opted Members (Non-Voting)

Museum Friends

Mrs Felicity Devonshire

Arts Council

Mr Liam Wiseman

Also Present

Robin Hanley
Samantha Johns
Steve Miller
Mary Muir

Assistant Head of Museums (Head of Service Delivery)
Collections Development Manager
Director of Culture and Heritage
Arts Development Manager

1 Apologies for Absence

- 1.1** Apologies for absence were received from Cllr Geoffrey Freeman, Cllr Julie Brociek-Coulton and Cllr Harry Humphrey.

2. Minutes

- 2.1** The minutes of the previous meeting held on 9 November 2019 were confirmed by the Joint Committee and signed by the Chairman.

3 Declarations of Interest

- 3.1** There were no declarations of interest.

4 Matters of Urgent Business

- 4.1** There were no matters of urgent business.

- 4.2 The Chairman shared with the Joint Committee a letter received from the private secretary of HRH The Prince of Wales thanking them for their letter of the 12 December 2019 informing him of the acquisition of Turner's painting of Walton Bridges by Norfolk and Suffolk Council and its future display in East Anglia; as patron of the Turner society HRH The Prince of Wales wished to congratulate all involved in the display of this artwork.

5 Breckland Area Committee

- 5.1 The annexed report of the unconfirmed minutes of the Breckland Area Museums Committee meeting held on 15 January 2020 was presented by Cllr Robert Kybird.
- Cllr Kybird highlighted to Members exhibitions held at Ancient House, including the Studio Ceramics exhibition which was on loan from Norwich Castle and the Autumn 2018 exhibition "Pride of the People: Helping History out of the Closet"
 - In June to November 2020, a selection of items from the late Roman hoard would be exhibited on loan from the British Museum
 - Ancient House was part of the five-year Brecks River and Fen Edge landscape project which had received National Lottery Heritage Fund support to provide exhibits on the ancient river and Viking legacy
 - Friends of the Museum were fundraising for the purchase of a postcard collection of David Osborne; a £2000 grant towards the purchase had been obtained and the Victoria and Albert Museum had offered to fund half of the overall cost.
 - Cllr Kybird also highlighted to Members key events at Gressenhall, including the new exhibit "Full Steam Ahead" which was due to open in February 2020, and the new adventure playground, which was included on the agenda at item 13
- 5.6 The Joint Committee **RESOLVED** to **NOTE** the report.

6 Great Yarmouth Area Committee

- 6.1 The annexed report of the minutes of the Great Yarmouth Area Museums Committee meeting held on 8 January 2020 was received by the Joint Committee
- 6.2 The Joint Committee **RESOLVED** to **NOTE** the report.

7 King's Lynn and West Norfolk Area Committee

- 7.1 The annexed report of the minutes of the King's Lynn and West Norfolk Area Museums Committee meeting held on 8 January 2020 was presented by Cllr Elizabeth Nockolds:
- There had been a presentation by Christine Marsden on the Kick the Dust Project; she had put together a presentation to be displayed on a screen downstairs in the South Gate museum for visitors who could not visit the upstairs exhibits
 - Visitors had increased at the Lynn Museum by 1000 year to date
- 7.3 The Joint Committee **RESOLVED** to **NOTE** the report.

8 Norwich Area Museums Committee

- 8.1 The annexed report of the minutes of the Norwich Area Museums Committee meeting held on 7 January was received by the Joint Committee

8.2 The Joint Committee **RESOLVED** to **NOTE** the report.

9 Norfolk Museums Service - Finance Monitoring Report for 2019/20

9.1 The annexed report (9) by the Director of Culture and Heritage was received.

9.2 The Director of Culture and Heritage introduced the report:

- The service was currently predicting an overspend of £121,000 for the financial year 2019/20; this had been agreed and supported by CES (Community and Environmental Services) and the pressure had been noted in the recent report to Cabinet
- There had been a shortfall in admissions caused by a slight reduction in visits to Norwich Castle as a consequence of preparation work for the major development
- The overspend had been impacted by unexpected items in the current financial year, 2019-20, which had not been budgeted for

9.3 The Joint Committee **RESOLVED** to **NOTE** the report

10 Norfolk Museums Service - Risk Management Report

10.1 The annexed report (10) by the Director of Culture and Heritage was received.

10.2 The Director of Culture and Heritage introduced the report:

- Joint Committee were being asked to approve moving RM14162 “financial pressures” from a dormant to a live risk
- Conversations were underway and mitigations being put in place regarding this risk

10.3 The Joint Committee **RESOLVED** to **AGREE**:

- The active and dormant risks as per appendices A and B of the report
- The movement of RM14162 from dormant status to active status and increase in its current score from 2 to 4

11 Norfolk Museums Service – Performance & Strategic Update Report

11.1 The annexed report (11) by the Director of Culture and Heritage was received.

11.2 The Director of Culture and Heritage introduced the report:

- Despite the reported reduction in school visits, approximately 44,000 visits were expected for the year, which still met the Key Performance Indicator
- The Viking: Rediscover the Legend exhibition at Norwich Castle had received over 100,000 visits
- Dr Nick Warr, one of the curators of W.G.Seibald: Lines of Sight had been nominated as finalist in the University of East Anglia Innovation and Impact Awards
- The Tattoo Art exhibition was going well, and it was hoped that forecast visitor numbers would be achieved; the Young Communicators from Great Yarmouth had their own exhibition in conjunction with this called Tat Two
- The Beechey portrait of Nelson was now back at the National Portrait Gallery
- Kick the Dust helped engage people who would not normally be involved in museum events and was nominated for the annual Children and Young People Now award

- The King's Lynn Festival was being organised for summer 2020 with the support of the Norfolk Museum Service; the festival would be promoted from 26 February 2020
- There had been an increase in weddings at Norwich Castle since the Colman Space had been used instead of the Benefactor's Room due to preparations for building work
- A second escape room game had been launched at the Bridewell Museum, "Goin' up City"; these games had helped an uptake in visits to the museum
- The Norwich Castle: Gateway to Medieval England Project Board had met and were informed of the notice of intent to award the contract for principal contractor by Cabinet Member for Communities and Partnerships, Cllr Margaret Dewsbury, subject to final conditions of the contract being agreed by the project team and the professional team
- The areas of the Castle that would present risks and challenges during construction had been explored and preparatory work carried out in preparation
- Partnership working with the British Museum was going well and a list of artefacts to borrow from them was being finalised
- The 5-year strategic framework, which was endorsed by Cabinet on 13 January 2020, had been adopted
- The Arts Council 10-year strategy launched on 27 January 2020, focussed on individual creativity and maximising chances for people to be involved in the arts; it was unlikely to cause major changes in ways of working for Norfolk Museum Service

11.3 The following points were discussed and noted

- The Deep History Coast Discovery Centre would open in the week beginning 10 February 2020 and discovery points on the route would open in March 2020; Cllr Gay thanked Norfolk Museums Service and Dr Waterhouse for their help in developing this project. The Tourist information Centre would remain housed in the Discovery Centre but there would be a focus on introducing the Deep History Coast
- The Director of Culture and Heritage clarified that the schools' offers at the Museum of Norwich and Strangers Hall had been developed; some of the parties who were unable to book Norwich Castle due to it being fully booked had been transferred to these sites. Schools were also signposted to other opportunities around the county. The Museum Service was developing its outreach offer to maintain contact with schools during the construction period and test out sessions which would become part of the future programme
- The opportunity of developing digital and virtual reality escape room games at the museum was discussed; the Director of Culture and Heritage reported that the History Mystery games were unique in using the building and museum collections and involved digital content. Officers hoped to create a franchise model to support other sites to set up their own games within Norfolk and further afield
- East Coast College in collaboration with Kick the Dust were developing digital games using the museums' collections as inspiration
- Redevelopment of Norwich Castle Keep included a digital strategy to ensure that people could engage with the site through digital media, including virtual reality, and funding was being sought from the Arts Council to support developing skills to increase customer engagement with the collections
- Expansion of the wedding offer at other museum sites was queried; the Director of Culture and Heritage clarified that some areas did not see the same level of bookings as Norwich Castle due to competition in their area from other venues
- The projections due to be displayed on Norwich Castle from 13-15 February 2020 were part of the Love Light Festival arranged by Norwich Business Improvement District (BID) supported by Norwich City Council and Norfolk County Council

through Norfolk Arts Service

- Liam Wiseman confirmed that the Arts Council 10-year framework's focus was on maximising potential for everyone to be involved in arts and culture, ensuring that organisations carried out work which enhanced opportunities for this
- The impact of the Historic Environment Service leaving Gressenhall was queried; the Director of Culture and Heritage confirmed that conversations had been held with the Environment team, Norfolk Museums Service and Norfolk Record Office and a staff consultation carried out. A proposal had been approved to move the Historic Environment Team to locations in Norfolk Record Office, County Hall and Shirehall, allowing them to co-locate with teams they worked closely with. This would allow the wing at Gressenhall to be developed for income generation

11.4 The Chairman **proposed**, seconded by Cllr Elizabeth Nockolds, that Mr Keen be co-opted to the Joint Committee as representative of Black History Month; this proposal was **agreed** unanimously

11.5 The Joint Committee **RESOLVED** to:

1. **NOTE** progress against the key performance indicators for 2019/20 including total visits and school visits.
2. **NOTE** progress regarding development of the Norwich Castle: Gateway to Medieval England project.
3. **NOTE** progress in terms of our key Arts Council England and National Lottery Heritage Fund programmes for 2019/20.
4. Formally **APPROVE** an invitation to Mr Danny Keen, Chair, Norfolk Black History Month, to become a co-opted Member of the Joint Museums Committee.

12 NMAS' Collection review and Rationalisation Programme

12.1 The annexed report (12) by the Director of Culture and Heritage was received.

12.2 It was queried whether the railway items would be of interest to preserved railways; the Collections Development Manager confirmed that these items did not meet with the current collecting policy as they were of higher risk and unsafe; other collections would also have this same issue with the items

12.3 The Joint Committee **RESOLVED** to **APPROVE** the rationalisation of:

- The Great Yarmouth social history items at Appendix 2.1&2 of the report
- The Lynn Museum social history items at Appendix 3 of the report

13. New Gressenhall Play Area

13.1 The Assistant Head of Museums (Head of Service Delivery) gave a presentation on the new play area being developed at Gressenhall; see appendix A of the minutes

- The current adventure playground was an important part of the visitor offer; its installation saw a significant increase in visitor numbers to the site
- The existing playground was made from timber and beyond effective maintenance capability and therefore needed replacing
- Capital funding had been obtained from Norfolk County Council to replace the adventure playground and Officers had been working with Norse to let the contract to undertake the work. Playdale had been appointed for this work; they were able to produce the equipment as well as install it and it was hoped that this would

- ensure a high quality of installation and support ongoing repairs
- It was hoped that the new playground would be opened to coincide with spring half term, 25 May 2020
- The playground would feature two 10 metre towers and play equipment suitable for children with disabilities
- It was hoped that investing in the adventure playground would stabilise and grow visitor numbers and support in the sale of museum passes

13.2 The following points were discussed and noted:

- the accessibility of equipment for children with disabilities in the main part of the playground was noted as positive; the tallest tower had an accessible walkway, an accessible lower platform and a slide for disabled children to access with support
- It was noted as positive that there would be activities to engage children in nature
- Part of the planning permission for the playground took local wildlife habitats into account and ensured that impacts on them were mitigated, for example, work would be hand dug rather than by machinery

13.3 The Joint Committee **NOTED** the presentation

14. Creativity and Wellbeing Week

14.1 The Arts Development Manager gave a presentation to the Joint Committee; see appendix B of the minutes:

- Creativity and Wellbeing Week had been established in 2012 as part of a cultural Olympiad to celebrate the ways that arts, culture and creativity contribute to wellbeing. The first Creativity and Wellbeing Week in Norfolk was held in 2019
- Culture, arts and heritage partners were brought together with health and wellbeing partners to showcase the link between creativity, health and wellbeing
- Norfolk's Creativity and Wellbeing Week was one of the biggest outside of London
- Norfolk's Creativity and Wellbeing Week in 2020 was being planned for May 18-24
- So far, 26 partner organisations were involved, and 70 events were planned, including a 2-day professional development programme to look at national evidence
- May 2020 had been named creativity month and there were three festivals being held in Norfolk including Creativity and Wellbeing Week
- "Our Day Out" 3-year programme for older people living in rural areas had won an arts and creativity award

14.2 The following points were discussed and noted:

- Libraries were involved in the Creativity and Wellbeing Week
- The Arts Development Manager **agreed** to send a copy of the presentation to Joint Committee Members that they could share
- The Arts Development Manager **agreed** to find out information on who was involved in the work on Creativity and Grief and send details to Cllr Kybird

14.3 The Joint Committee **NOTED** the presentation

The meeting concluded at 3.35 pm.

Chairman



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Appendix A

NB - The UK Playground industries interpretation of BS EN 1176:2017 would recommend slides face a northerly direction, to help prevent the surface heating up in the sun.



Norse Commercial Services Ltd - Gressenhall Adventure Playground

Scheme No: 20308rev5/NFK Date: 16/9/2019 Drawn by: KT/MH Scale: 1:200@A2

All plans are to scale unless otherwise stated. Artists impressions are provided as a visual only and may not accurately represent the layout of the finished site.
All plans, quotations and correspondence between Playdale and the addressee are to remain strictly confidential between those parties only. Playdale reserve the right to make modification in design and specification.



www.playdale.co.uk



Playdale
Playgrounds



Play Value

Norse Commercial Services Ltd - Gressenhall Adventure Playground

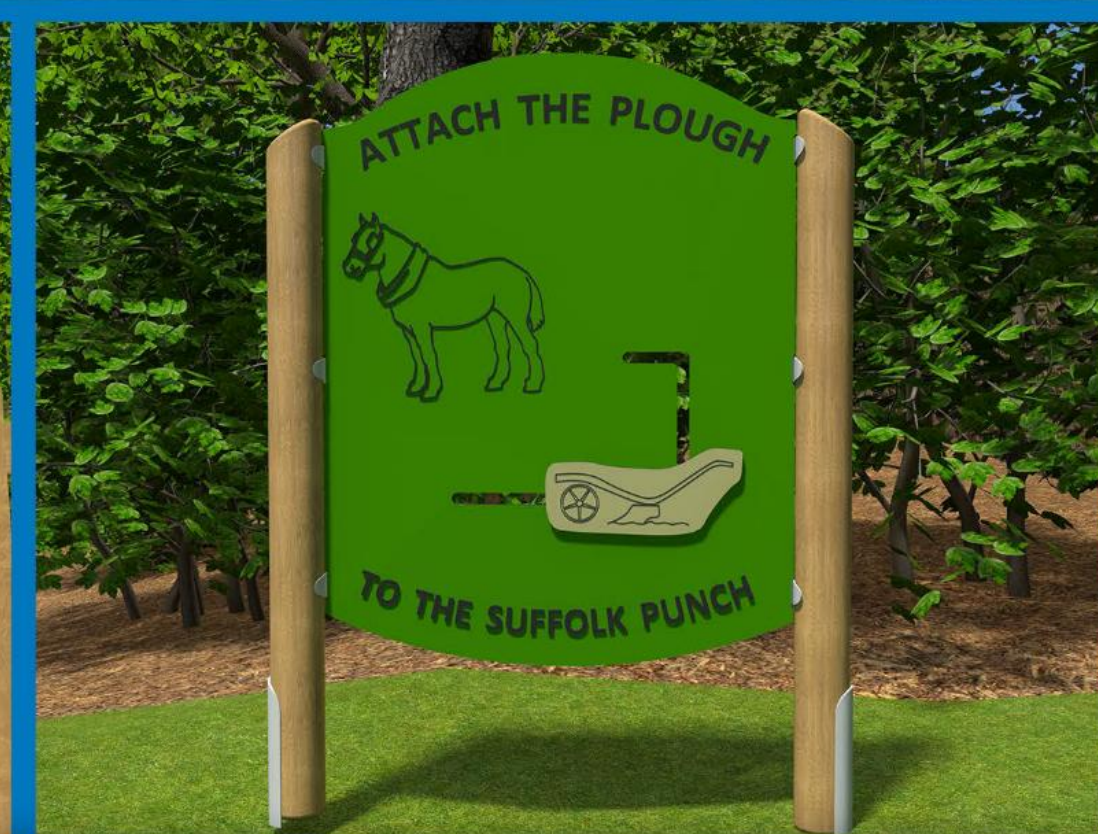
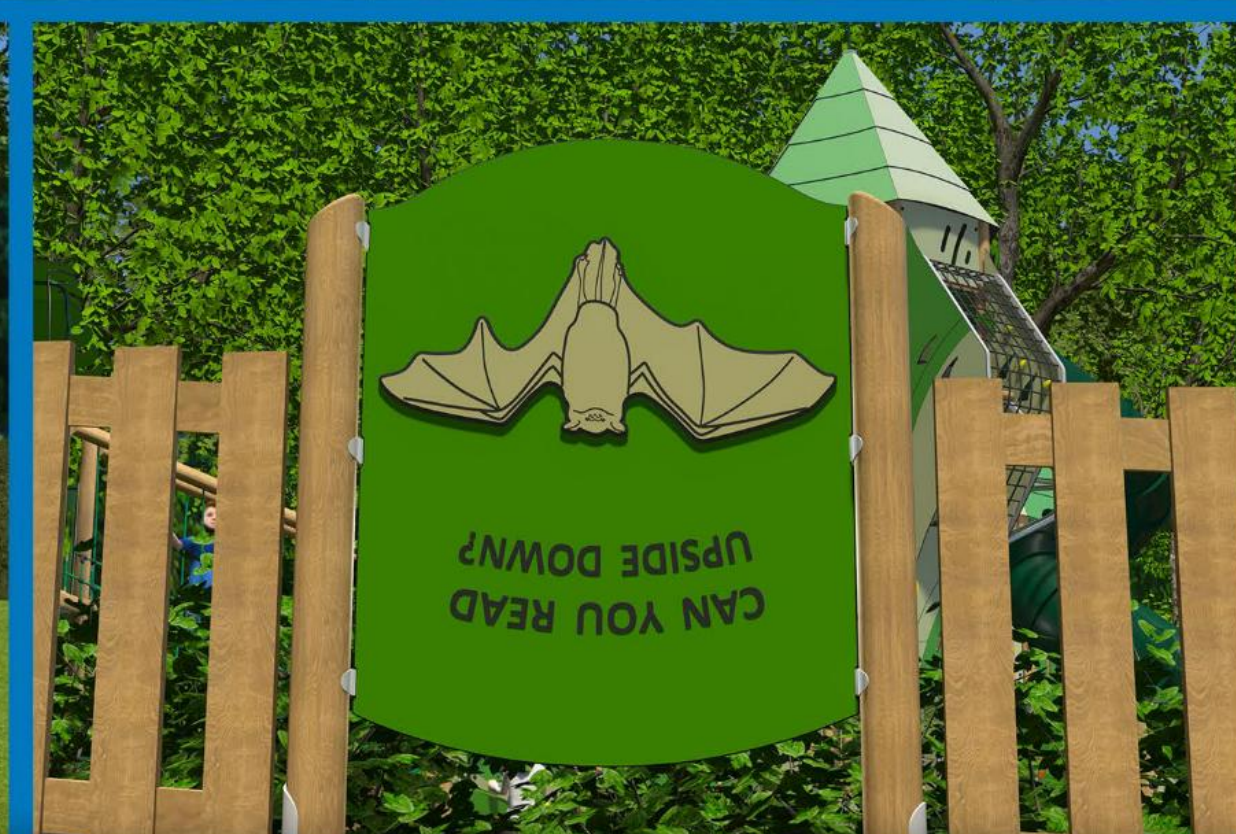
Scheme No: 20308rev6/NFK Date: 11/12/19 Drawn by: ML

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Norse Commercial Services Ltd - Gressenhall Adventure Playground - Theming

Scheme No: 20308rev6/NFK Date: 11/12/19 Drawn by: ML

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Playdale
Playgrounds

Appendix B

Norfolk Creativity and Wellbeing Week 2020

Mary Muir
Arts Development Manager
Norfolk Arts Service



Norfolk: 18 - 24 May 2020

www.norfolk.gov.uk

Norfolk County Council

Creativity and Wellbeing Week



Culture Health & Wellbeing Alliance

Creativity and Wellbeing Week was set up by London Arts in Health Forum in 2012 as part of the Cultural Olympiad;

The aim was to highlight and celebrate the many ways in which arts, culture, heritage and creativity contribute to health and wellbeing outcomes;

In 2019, the Culture, Health and Wellbeing Alliance joined forces with the London Arts and Health Forum and, for the first time, regional areas were invited to establish their own Weeks. We immediately jumped at the chance!



CREATIVITY & WELLBEING WEEK 2020

18-24 May 2020

London Arts in Health Forum

Norfolk Creativity and Wellbeing Week 2019 10-16 June

- Over 30 organisations and artists collaborated with Norfolk Arts Service to make our Week a great success;
- The inaugural programme promoted over 75 events in communities across Norfolk including: open days, craft sessions, film and theatre performances, singing workshops, writing for wellbeing, exhibitions and talks;
- It also included a 2 day professional development programme exploring and showcasing the links between creativity, health and wellbeing;
- The Culture, Health and Wellbeing Alliance described Norfolk Creativity and Wellbeing Week 2019 as a 'beacon' in 'a brilliant first year as a national festival'



CREATIVITY AND WELLBEING WEEK 2019

636 Events across the UK

1.1K Photos

3.3M Views

760 Posts

50,880 Program email sends

92% Satisfaction

NORFOLK - NORTH EAST - COVENTRY BRISTOL

TAKE PLACE 18-24 MAY 2020

Norfolk Creativity and Wellbeing Week 2020 18-24 May

- So far 26 partner organisations and artists have registered over 60 events
- The 2-day professional development programme includes:
 - Saiorse Finn, University College London
 - Alex Coulter, Director, Arts & Health South West
 - Victoria Hume, Director, Culture, Health and Wellbeing Alliance
 - Dr Hannah Zeilig, Senior Research Fellow at the University of the Arts, London
- As well as a wide range of case studies/sessions including:
 - Archives for Wellbeing
 - Healthy Libraries Programme
 - Norwich Theatre Royal Creative Matters Programme
 - Creativity and Carers
 - Kick the Dust NMS programme



Toddler Dance, The Garage



Wepsum Lodge, Adult Learning

Norfolk Creativity and Wellbeing Week provides the opportunity to showcase, and to advocate for, the many ways in which creativity impacts positively on our health and wellbeing, not just during this celebratory week, but all year round.



May 2020 is Creativity Month

The Collaborative partnership of Creative Festivals aims to turn May 2020 into a month of creativity and culture with three festivals working closely together

AGE OF
CREATIVITY
FESTIVAL 2020

1-31 May

Creative or cultural events

Age Friendly

Free or low fee

Get Creative
Festival

9-17 May

Creative, participatory events

Open to anyone

Free or cost-recovery



18-24 May

Creative or cultural events

Connection to health & wellbeing

Free or low fee

Joint Health & Wellbeing Strategy

Health and Wellbeing Board
Norfolk & Waveney

2018 –
2022

A single
sustainable health &
wellbeing system

'There is growing evidence that engagement in activities like dance, music, drama, painting and reading help ease our minds and heal our bodies. It is most encouraging to see just how much potential and ambition there is for joined up action on this vital work in Norfolk.'

Sir Nicholas Serota, Chairman of Arts Council England