

Area Museums Committee

Minutes

Wednesday, 16 November 2016 at 10:00

PRESENT :

Councillor B Lawn	- Borough Councillor of Great Yarmouth (Chairman)
Councillor Jeal	- Borough Councillor of Great Yarmouth
Councillor Mavroudis	- Borough Councillor of Great Yarmouth
Dr R Hanley	- Norfolk Museums Service
Mr A Smith	- Norfolk Museums Service
Mrs J O'Donoghue	- Norfolk Museums Service
Mrs S Wintle	- Members Services Officer

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillor Robinson-Payne and Mr S Miller (Head of Museums).

2 DECLARATIONS OF INTEREST

There were no declarations of interest.

3 MINUTES

The minutes of the meeting held on the 22 March 2016 were agreed as a correct record.

4 MUSEUMS REPORT FOR GYAMC

The Chairman welcomed Members and Officers to the meeting and introductions were undertaken.

The Area Operations & Museums Manager presented the report which provided Members with information on King's Lynn Museums activities for the period from April 2016 – October 2016.

1) Exhibitions at Time and Tide

i) Never Had It So Good - (22 October 2016 - 5 March 2017)

Never Had It So Good explores how design shaped people's lives in 1950s post-war Britain. In the years following the Festival of Britain (1951), companies like Sanderson, Ercol, Robert Welch and Whiteleaf employed innovative designers including Lucienne Day, Terence Conran and Marian Mahler. They helped shape the brave new world of a modern and increasingly prosperous Britain.

Never Had it so Good reflects the design experience of an average, young British couple through the end of austerity and the disappearance of rationing. One of the most iconic artefacts in the exhibition is a 1952 Douglas Vespa scooter.

The exhibition at Time and Tide incorporates photos of Great Yarmouth's post-war re-building and voice recordings of residents who remember the rapid change in fortunes which the 50s brought to the town.

ii) Halfway to Paradise: The Birth of British Rock (19 March – 2 October 2016)

This exhibition was an extremely successful summer show for Time and Tide. Visitor numbers were exceptional - 31% up in September and 36% YTD. Halfway To Paradise comprised of over 80 Harry Hammond photographs.

Visitors explored the music, musicians and fashion of the time. We also showcased memorabilia from the private collections of Yarmouth people who were part of the rock scene in its heyday. Local collector Peter Jay loaned his tabletop jukebox and vintage ABC cinema sign.

Over a thousand school children visited the exhibition through the Seaside Rocks learning programme and events such as our Vintage Look: Hair and Beauty Workshops 'I'm Beehive Believer' & 'Sweet Little Rock'n'Rollers' proved very popular.

2) Forthcoming exhibitions

i) Titanic – Honour & Glory (1 April – 24 September 2017)

The "Titanic Honour & Glory" national touring exhibition is dedicated to preserving the legacy of the White Star Line and their fleet of ships which included Olympic, Titanic and Britannic. The exhibition features many rare and previously unseen artefacts, including chinaware from the Titanic.

ii) Endeavour project

The loan of a Pocket watch from the Titanic is being arranged from Royal Museums Greenwich as part of the HLF- funded Endeavour Partnership. This watch belonged to Robert Douglas Norman who perished in the Titanic disaster. Supplementary Titanic related items will be sourced from NMS collections for a small exhibition and interactive area.

3) Events

i) Museums at Night (Friday 13 May)

The evening event at the Great Yarmouth museums was a great draw this year and was linked into the Halfway to Paradise exhibition theme – music through the ages.

Time and Tide 50's & 60's style activities and a Rockabilly band. Numbers were 22% up.

Elizabethan House (13% up) hosted Queen Elizabeth I and visitors were serenaded by lute music whilst at the Tolhouse Gaol pirates took over and sea shanties were the order of the day. The three GY sites had their best figures since 2012 with 1,350 people enjoying our museums during this national free entry event.

ii) Summer events

On Wednesday 27 July we had Seaside Family Fun Day at Time and Tide. Activities included creating sand art out of driftwood and the traditional British seaside staple, Punch and Judy, was enjoyed by all. 215 visitors attended the event.

Science Day (3rd August) was the second best attended event of the summer with 181 people taking part. Feedback confirmed that many visitors found out about the event from online sources like social media and our website.

On 17th August, we hosted the Dizzy O'Dare Company for Circus, Circus as people learnt the art of juggling, hula hooping and more.

iii) Heritage Open Days (8 – 11 September)

Both Elizabethan House and Tolhouse Gaol were open with free entry for all as part of the four day free entry initiative. Visitor numbers were exceptional.

Tolhouse Gaol saw a 35% increase and Elizabethan House was 88% up and had a record 437 visitors on the Sunday.

iv) October Half Term

Herring Day, held on Monday 24 October at Time and Tide, had handling collections as well as crafts.

STEAM (Science, Technology, Engineering, Art and Maths) Ahead with Drawing, on Wednesday encouraged visitors to design their own tools. A trail, Marvellous Machines and Mechanics, also helped people to discover the machines and engineering items we have on display in the museum.

v) Winter Talk (7 October 2016 - 31 March 2017)

Our winter talk schedule re-commenced in October. We host a different guest speaker each Friday morning.

4. Other Museum Developments

i) Summer museum installations

Small exhibitions had been added to the summer offer this year.

At the Tolhouse Gaol The Samuel Yarham: A Yarmouth Murderer display was installed, and the Elizabethan House hosted photographs from the Percy Trett collection showing scenes depicting Great Yarmouth and the South Quay.

ii) British Museum Trainee

The Norfolk Museums had been successful in their application to the British Museum to work in partnership with their HLF Skills for the Future Learning Museum programme. This coveted partnership is always oversubscribed, with only 12 places available across the UK which provides young people from diverse backgrounds with high quality entry-level vocational training. Mauro Maia the Museums BM trainee was recruited and started with the museum in September on a 12 month secondment.

The core objectives of the BM Learning Museum programme are to:

- Nurture the next generation of the museum workforce, drawing in fresh perspectives from a diverse cohort of trainees, enabling them to harness the power of objects and engage under-represented audiences
- Champion best practice in dynamic collections skills and showcase innovation in museum development across the UK, ensuring a sustainable future for the museum sector

- Develop a proactive network of trainees, partner museums and the British Museum, leading to long term nationwide collaborative projects of all kinds

ii) Sea History Differently Project

It was reported that the Museums had been successful in their application to the Esmée Fairbairn Collections Fund administered by the Museums Association (one of the UK's largest independent grant-making foundations) to undertake the Sea History Differently project at Time and Tide.

A grant of £90,500 had been awarded to deliver this exiting project. Permanent displays will be refreshed as well as touring outreach projects and exhibitions. The project will provide a focus for skills sharing and working with local communities.

Through this project we aim to transform access to our important maritime and historic boat collections and a community co-curated maritime fine art exhibition at Time & Tide will be delivered for summer 2018.

This exhibition will include works of fine art by artists such as J.M.W Turner, John Constable and J.S Cotman.

Councillor Jeal asked in relation to the Nelson Exhibition and raised concern as to the recalling of items from the Nelson Museum for the Exhibition. The Head of Operations & Learning stated that he would liaise with the relevant exhibition Curator and that the concerns raised would be taken into account.

iii) Winter Pass

The Time and Tide winter pass was launched ready for the winter opening hours which run from 1 November until 31 March 2017.

This offer is available for local residents and visitors from further afield and they can enjoy unlimited visits to the museum during the winter months.

vi) Visitor Experience

Time and Tide Museum has been selected as a finalist in the EDP Hseasons Tourism Awards 2016. Great Yarmouth museums are one of three finalists in the Norfolk Tourist Attractions Association Best Small Visitor Attraction of the Year Award.

The museum is also recognised by visitors and currently sits in third place for the best things to do in Norfolk. It is also first place in the listings for Great Yarmouth.

v) Weddings and venue hire

Both the Tolhouse Gaol and Elizabethan House are licenced to hold weddings. The first wedding has been booked at Elizabethan House for summer 2018. Paranormal group booking remain strong and this success was reported in the Museums Journal in January.

5. Learning

This year has been a particularly busy one for learning staff at the museums. Once again there has been record breaking numbers of schools visits helped by the programme of new events, the Stories from the Sea project and the popular Halfway to Paradise exhibition at Time and Tide. Our Little Kippers under 5s sessions continue to gain in popularity with lots of lively activities throughout the museum.

Highlights of the youth engagement programme have included the fabulous giant puppets featured in the Great Yarmouth Arts Festival carnival in June and the Halfway to Paradise exhibition of work by talented young photographers.

The young archaeologists club finished a successful first year with a great event at Time and Tide where they were able to show off what they have learned and display finds including part of a mammoth tooth found on Winterton beach.

i) School Visits

Time & Tide had its highest ever number of school pupil visits in the last academic year, with 9,008 pupil visits between September 2015 and July 2016. This was up 3,257 on the previous academic year. We also delivered outreach events to over 500 school pupils in the last academic year. The Summer term (Apr – Jul 16) saw 3,488 pupil visits to the Time & Tide. Of this total, 1,639 were made by pupils from a Great Yarmouth Borough school. The year to date figure for our three museums in Great Yarmouth is 5,485.

ii) Seaside Rocks! - Halfway to Paradise

A large number of school groups took part in Seaside Rocks event this summer. Inspired by the brilliant Halfway to Paradise special exhibition, children toured the interactive exhibition with the resident teddy-boy and talent agent Rik O'Shea, all in a bid to see whether they had the moves and style to make it as a rock & roll performer on Great Yarmouth seafront in the 1950's. A total of 1,108 school pupils experienced the Halfway to Paradise exhibition between May – July 2016

iii) Romans: Life Outside the walls @ Burgh Castle & Time & Tide

The Time & Tide Museum teamed up with the Norfolk Archaeological Trust for the Heritage Lottery funded project: Burgh Castle Roman Fort: Life outside the walls.

A total of 417 pupils took part in this exciting event, which allowed them to meet costumed characters and handle real artefacts at Time & Tide before going to explore the Burgh Castle site itself with community volunteers.

iv) Stories from the Sea - EAL Explorers Project

The Stories from the Sea project is now in its fifth year with Time and Tide Museum working in partnership with the National Maritime Museum and RNLi Henry Blogg Museum. The Museums are currently working with Inderjit Soor (NCC Ethnic Minorities Achievement Advisor) from the schools professional development centre on a project to research how museum events can be adapted to better address the needs of students with English as a second language. Focusing on adapting our Explorers literacy event, with students from St Georges Primary and Alderman Swindell primary visiting the museum to try out our new approaches. The museums visits are being followed by a workshop in school with a writer from the Writers Centre Norwich. We will be producing a report will be produces to include our findings from this project using the techniques developed to make events more accessible to EAL students.

v) Young History and Archaeology Club

Members of the Great Yarmouth Young History and Archaeology Club were proud to show off their knowledge and expertise as they invited family, friends and important visitors, to their own pop-up exhibition at the Time and Tide Museum on the 23rd July.

All current members are keen to re-enrol and there is a waiting list for September when the new programme of activities begins. 2016/17 looks to be another busy year for Yarmouth's young archaeologists.

vi) Little Kippers

This month sees the end of the third year of running Little Kippers sessions for children under 5 and it has gone from strength to strength. The group is now well established and has grown over this year. There is now a core group of 15-20 regular attenders.

Another success, has been designing sessions linked to the temporary exhibitions this year, with the Halfway to Paradise session proving very popular. This has been an effective way of gaining new attenders as it has been advertised in the events brochure for the exhibition and so has reached a wider audience.

vii) Youth Engagement

Carnival Puppets

Young people from the Creative Collisions youth arts network worked

alongside professional puppet makers Tinhouse Arts to create giant articulated puppets of rock 'n' roll stars for Great Yarmouth Arts Festival Parade.

The puppets were inspired by Halfway to Paradise, the summer exhibition at Time at Tide Museum. Great Yarmouth Arts Festival also adopted and extended the theme for its carnival parade.

Twenty six young people made four metre high articulated puppets of Dusty Springfield and Buddy Holly as well as The Beatles in a Yellow Submarine, a Rock 'n' Roll band with guitars and drum kit and Harry Hammonds camera.

viii) Photo Exhibitions

Halfway to Paradise - Wide Angle Portraits

Wide Angle documentary photography group had their latest exhibition in the community gallery at Time and Tide in April. The portraits in the show celebrated the diverse multi-cultural communities of Great Yarmouth.

Two students from East Norfolk Sixth Form also displayed a joint photography exhibition at Time & Tide Museum. Ellie Pendergast researched museum archives and illustrated how Great Yarmouth has changed over time by re-visiting locations in the archive photos and shooting them again using traditional 35mm film.

Maddie Rhodes photographed a journey along Northgate Street where she documented several small businesses including a traditional fish monger, a barber shop which has been on the street since 1950, a butcher, a garage and a popular pub.

Both students were introduced to Time & Tide Museum through the Wide Angle documentary photography group and hope to have a career in photography.

ix) Crafting History

Basketry Artists in Residence Clare Pastorious and Sarah Dyball taught the skills used traditionally to create Swill Baskets and Crans in Great Yarmouth. Fourteen students from four Creative Collisions schools and colleges implemented their new found skills to make imaginative pieces inspired by our collections including a shield and a ships wheel.

x) Saturday Art Club

A new Saturday Art Club is running at Time and Tide Museum which started in October. This will provide 30 weeks of free art workshops delivered by staff from Great Yarmouth College and Time and Tide Museum.

xi) Enjoy - Great Yarmouth

Enjoy is a partnership that provides a forum for arts and cultural organisations to work with schools, colleges and other educational providers to increase the

opportunities for children and young people to learn by engaging in arts and cultural activities.

The Museum have been leading the development of this network since September 2015 with support from the Norfolk and Norwich Festival Bridge. The Museums have also been working to support the development of the Great Yarmouth Arts Festival and are working with the Music Service to survey and develop music provision.

xii) Endeavour Project

The Museums are pleased to be extending their partnership with the National Maritime Museum by working on a new Heritage Lottery funded project which will see an artefact from the Titanic disaster on display at Time and Tide Museum. A pocket watch worn by one of the victims will be the centre piece for an exhibition from April – September 2017.

xiii) Partnerships

Cultural Heritage Partnership

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Great Yarmouth museums continue to actively support a range of local partnerships. The Head of Operations & Learning & the Operations Manager – East attend the Great Yarmouth Cultural Heritage Partnership meetings and also sit on the steering group.

The Learning Manager – East is part of the Cultural Educational Partnership.

Cultural Education Partnership

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The Museums Learning Manager continues to chair this network, which is branded Enjoy – Great Yarmouth, and has been concentrating in engaging more schools in its activities. Currently a keen group of head teachers are involved and they are instrumental in further developing an Arts and Culture Pledge scheme for schools in the Great Yarmouth area.

ix) Visitor Numbers

The Area Operations & Museums Manager reported on the Visitor Numbers for the Museums as follows :-

Time and Tide

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- Admissions September - 31%
- Admission Year to Date - 36%
- Income Year to Date - 16%
- Retail Year to Date - 18%

Elizabethan House

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- Admissions September - 12%
- Admissions Year to Date - Level
- Income Year to Date - -1%
- Retail Year to Date - 15%

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Tolhouse Gaol

-

- Admissions Sept - 18%
- Admissions Year to Date - -10%
- Income Year to Date - -14%
- Retail Year to Date - -2%

Councillor Mavroudis asked in terms of capacity how many people could the Museums hold and had the Museums been know to reach full capacity, and he was advised of the capacity threshold although it was pointed out that reaching those limits would be unlikely. Councillor Mavroudis then suggested ways in which the Museums could raise customer numbers.

Resolved :

That the Committee note the excellent report from The Area Operations & Museums Manager report.

5 TEACHING MUSEUM PROGRAMME UPDATE

The Committee received a short video presentation on the Teaching Museums Programme from the Learning Manager.

The Committee's attention was drawn to paragraph 4.13 of the Museum report which provided Members with a short written statement from Holly Morrison (Learning trainee) as follows :-

"My role as learning trainee, with the Eastern Areas Learning Team, based at Time and Tide Museum in Great Yarmouth, is incredibly varied, encompassing formal, informal, outreach and youth engagement programmes, allowing me to gain invaluable practical skills, knowledge and confidence in a variety of roles, to further my future employment prospects. Within the first four months of my traineeship I already feel I have achieved a great deal gaining confidence in my ability to deliver schools sessions. Successfully delivering a number of formal learning sessions, often in costume, with handling collections and or facilitating craft activities. To list but a few, I have been lucky enough to become a Victorian time traveller, a Roman lady, a Pirate treasure hunter, a Tudor mask maker, and a Medieval damsel.

I have also had the opportunity to support several exciting outreach programmes, one of the most memorable being the development of 'Rock

and Roll Tea Parties'. During this project I created reminiscence resource boxes and attended sessions with local primary schools and older people in Great Yarmouth. This project allowed us to engage audiences with the 'Halfway to Paradise' exhibition at Time and Tide Museum as well as promoting inter-generational exchanges. We engaged with an estimated 731 school children, parents and community members during the events.

I have also supported several Informal learning events at the museum, including 'Young Archaeological History Club' and 'Little Kippers' under 5s sessions, the latter of which I have been able to contribute to the production of resources, craft activities, and the planning of each session. I have also gained confidence in working with larger audiences at Museums at Night, where all three of the GY museums were visited by a total of 1,350 visitors, the highest numbers since 2012.

To Complement these experiences of working with younger children my traineeship has been balanced by supporting the Youth Engagement officer. In this role I have gained experience of applying for funding, recruiting artists and young people, planning programmes, and managing partnerships. Some of the projects have included: 'Crafting Histories' a Heritage Lottery Young Roots Funded Project, where Creative practitioners run masterclass workshops on crafts connected to the museum's collections; 'Creative Collisions' Great Yarmouth Arts Festival Puppets Projects, where young people created large scale puppets for a parade; and the Installation of 'Wide Angle' young photographers exhibitions at both Time and Tide Museum and Great Yarmouth Library.

Outside of the my placement the wider training programme has enabled me to gain an insight into other areas of best museum practice, such as Conservation, Documentation, Collections Management, IPM, and Social Media Advocacy. A highlight of this experience so far has been the completion of an audit, with my fellow trainee, from start to finish at Gressenhall Workhouse Museum, allowing me to explore the treasure trove within all Norfolk Museum Collections, and to develop skills for using MODES documentation database system.

Looking forward to the rest of my traineeship, in the coming months I will continue to build confidence in my school session delivery to the widest possible audiences and to develop differentiated approaches to suit different learning styles. Within the Youth Engagement team I have been assigned to lead on Take Over Day which officially takes place on Nov 18th.

For Take Over Day we are working with GYROS (an organisation that works with migrant communities) and English as Additional Language students. They will help us to develop multi-lingual museum trails and a pop up exhibition of objects from our collections as well as objects from home that students feel reflect their own heritage. The young people will work with museum professionals, designers and translators to interpret the objects in their own language, and host a celebratory launch for families and friends.

I have also been leading on the setup of the Sorrell Foundation National Art and Design Saturday Club at Time and Tide. This is a partnership project with Great Yarmouth College, to provide free creative workshops at the Museum every Saturday for 30 weeks from October.

We are very pleased to announce that Holly has already secured her first museum job and will be taking on a part time role with the education team at the

Fitzwilliam Museum in Cambridge from mid - November. She will be continuing her traineeship on the remaining days until April 2017.

The Learning Manager advised that the Museum were very pleased to announce that Holly has already secured her first museum job and will be taking on a part time role with the education team at the Fitzwilliam Museum in Cambridge from mid - November. And that she he will be continuing her traineeship on the remaining days until April 2017.

6 RECENT ACQUISITIONS AND COLLECTIONS UPDATE

The Committee received for information a presentation from Jo O'Donoghue on recent acquisitions and collections update which included:-

- Mammoth Teeth
- Message in a bottle
- Postcards from the 1900 to 1920's
- Jumping Jack Doll
- Paintings

7 ANY OTHER BUSINESS

The meeting ended at: 12:00