

## **Norfolk Joint Museums and Archaeology Committee**

**Minutes of the Meeting Held on Friday 22 November 2013  
2:00pm, Edwards Room, County Hall, Norwich**

### **Present:**

#### **Norfolk County Council**

Mr S Agnew  
Mr H Humphrey  
Mr R Parkinson-Hare  
Mr M Storey  
Mr J Ward (Chairman)  
Mrs M Wilkinson

#### **Norwich City Council**

Mr D Bradford  
Mrs C Brimblecombe  
Mrs S Button

#### **Borough Council of King's Lynn and West Norfolk**

Mrs E Nockolds

#### **Breckland District Council**

Mr P J Duigan

#### **Broadland District Council**

Mr J W Bracey

#### **South Norfolk District Council**

Dr C Kemp

#### **North Norfolk District Council**

Mrs L Brettle

### **Co-opted Members (Non-Voting)**

#### **Museum Friends**

Mr J Knight

#### **1 Apologies and Substitutes**

- 1.1 Apologies were received from Mrs J Brociek-Coulton, Mr J Joyce, Mrs M Somerville, Mr A Grey (Mr S Agnew substituting), Mrs K Robinson-Payne, Ms S Potts, Mr R Gurney and Ms H Lake.

#### **2 Minutes**

- 2.1 The minutes of the meeting held on 26 June 2013 were approved and signed by the Chairman.

#### **3 Declarations of Interests**

- 3.1 There were no declarations of interest.

#### **4 Items of Urgent Business**

- 4.1 There were no items of urgent business.

#### **5 Public Question Time**

5.1 There were no public questions.

## **6 To Receive Reports of Area Museums Committees**

### **6.1 Breckland**

The annexed report of the Breckland Area Museums Committee meeting held on 24 October 2013 was presented by Mr P Duigan.

The Chief Curator reported that the Rationalisation Committee had thoroughly examined the list of items to be de-accessioned, and agreed with the recommendations. It was noted that some items were dangerous and that some of the taxidermy items had better examples within the existing collection. Dispersal involved finding a new owner for items, whereas disposal involved destroying items. It was confirmed that all items should have been listed for disposal.

It was **RESOLVED** to note the report and to agree with the recommendation to dispose of the items listed.

### **6.2 Great Yarmouth**

The annexed report of the Great Yarmouth Area Museums Committee meeting held on 24<sup>th</sup> November was presented by Mr R Parkinson-Hare.

It was confirmed that a high calibre member of staff had been appointed to the Operations Manager position, to start in the New Year.

It was **RESOLVED** to note the report.

### **6.3 King's Lynn and West Norfolk**

The annexed report of the King's Lynn and West Norfolk Area Museums Committee meeting held on 14 October 2013 were presented by Mrs E Nockolds.

Mrs Nockolds highlighted the interesting activities that had taken place at King's Lynn Town Hall in partnership with the Museums Service; and that the Greater Fens Museums Partnership had been successful in putting together exhibitions and artifacts.

It was **RESOLVED** to note the report.

### **6.4 Norwich**

The annexed reports of the Norwich Area Museums Committee meetings held on 9<sup>th</sup> July 2013 and 1 October 2013 were presented by Mrs S Button.

It was **RESOLVED** to note the report.

### **6.5 North Norfolk**

A verbal report of the North Norfolk Forum was given by Mrs L Brettle. A progress report meeting was held in October, which noted that targets had been met however

visitor numbers to Cromer Museum were down by 10%. School participation was being encouraged, and Friends and volunteers were being recruited. Contact with independent museums was being maintained.

It was **RESOLVED** to note the verbal report.

- 6.6 It was suggested that the presentation of Area Museums meeting minutes could be more consistent to allow improved comparisons between areas and to assist with benchmarking. This comment was noted.

## **7 Performance and Strategic Update Report**

- 7.1 The Committee received the annexed report (7) by the Head of Museums and Archaeology Service. The report provided an update on performance against Norfolk Museums and Archaeology Service (NMAS) service plans. The Head of Norfolk Museums and Archaeology Service briefed the meeting on the Teaching Museum, which was a unique scheme involving paid trainee posts lasting for 12 months. The first cohort had just completed their training, and the second cohort was just beginning. This scheme had been held up as an example of good practice by the Arts Council and other national bodies including the Museums Association.

- 7.2 During the discussion the following points were raised:

- It was confirmed that admission to museums was free for school groups, and that transport was subsidised.
- The proposed scheme to offer a 25% discount for library card holders was commended. A new admission pricing structure was being developed, giving simpler options and flexible family tickets to reflect modern family set ups. Two additional free admission days were being introduced.
- The new Development Foundation would provide a vehicle to maximise income and move the Service forward further than it could at present. One of the primary objectives would be to secure Gift Aid on museum membership.
- It was hoped that the discount for library card holders would be introduced in late spring or early summer of 2014. This would be widely promoted across Norfolk, especially through the library network. A marketing plan would be developed, and it was expected that this scheme would be highly effective and low cost.
- All opportunities for non-financial partnership working with the commercial sector would be explored, including the links between the Castle and the Castle Mall.
- The £100,000 expected to be generated through the Development Foundation had been calculated based on Gift Aid yield, together with an estimate of fundraising sums. It was hoped that this figure would be exceeded.
- Improved retailing, including online platforms, were being explored. The raw material would need to be digitised to be made available in a variety of ways. A fuller briefing would be presented to the next meeting.

7.3 The Committee **RESOLVED** to note the report.

## **8 Integrated Finance and Risk Monitoring Report for 2013/14**

8.1 The annexed report (8) by the Head of Museums and Archaeology Service was received. The report provided performance against Norfolk Museum and Archaeology Service (NMAS) budget outturns to 30<sup>th</sup> September 2013.

8.2 During the discussion the following points were noted:

- Replacement of equipment around education or retail opportunities was linked to income generation. The Castle Museum café would be moving to a more attractive space, and permission had been obtained from Norwich City Council to use some outside terrace space. A return on this investment was expected within two years.

8.3 The Panel **RESOLVED** to note the report.

## **9 Service and Budget Planning 2014/17**

9.1 The annexed report (9) by the Head of Museums and Archaeology was received. The report set out the financial and planning context for the authority and gave an early indication of what this meant for Community Services and the Norfolk Museums and Archaeology Service.

9.2 During the discussion the following points were noted:

- Plans for administrative efficiencies would be presented when they became available.
- The Museums Service was well placed as an income-generating service, and was confident that developments to supplement that income could be delivered. Savings would be provided in the second and third years of funding cuts in line with Putting People First.

9.3 The Panel **RESOLVED** to note the report.

## **10 NMAS Collections – Their Role in Reflecting Norfolk’s Identity Regionally, Nationally and Internationally**

10.1 A presentation was given by the Chief Curator. The presentation highlighted the unique and diverse collections held within Norfolk, and reported the wide range of countries that items were loaned out to.

10.2 During the discussion the following points were noted:

- It was suggested that an exhibition could be set up to explore the history of ideas and concepts, with particular reference to the local interest of the Walpole family.
- It was confirmed that loans to other countries were subject to stringent checking procedures which included insurance. International agreements were in place, although it was more difficult to loan to some countries than others.

10.3 The Panel **RESOLVED** to note the presentation.

## **11 Norfolk Museums and Archaeology Service – A New Identity**

11.1 A presentation was given by the Head of Museums and Archaeology and the Programme Manager, NMAS. The presentation provided an update on the steps taken to design a new logo for the Service, and unveiled the proposed new logo. Panel members gave a variety of comments on the proposed design. It was recommended that the arch should incorporate a keystone. The Chairman thanked the designer for his work.

11.2 The Panel **RESOLVED** to note the report and recommend the inclusion of a keystone within the design.

The meeting concluded at 3.45pm.

### **CHAIRMAN**



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