

## **NORFOLK JOINT MUSEUMS COMMITTEE**

### **Minutes of the Meeting Held on Friday 3 January 2014**

2:00pm, Edwards Room, County Hall, Norwich

#### **Present:**

##### **Norfolk County Council**

Ms Brociek-Coulton

Mr J Joyce

Mr A Grey

Mr H Humphrey

Mr R Parkinson-Hare

Mr M Storey

Mrs M Wilkinson

Mr J Ward (Chairman)

##### **Norwich City Council**

Mr D Bradford

Mrs S Button

##### **Broadland District Council**

Mr J Bracey

##### **Breckland District Council**

Mr P J Duigan

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

Mrs L Brettle

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

Mrs E Nockolds

##### **Great Yarmouth Borough Council**

Mrs K S Robinson-Payne

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

Dr C Kemp

#### **Co-Opted Member (Non – Voting)**

##### **Museum Friends**

Mr J Knight

#### **1 Apologies and substitutes**

Apologies for absence were received from Mrs C Brimblecombe, Ms S Lake, Ms S Potts and Mrs M Somerville.

#### **2 Minutes**

The minutes of the previous meeting held on 22 November 2013 were confirmed by the Joint Committee and signed by the Chairman subject to at minute 6.1 the words "...whereas disposal involved destroying items which were badly damaged or which represent a hazard" being added at the end of the penultimate sentence of the second paragraph.

#### **3 Declarations of Interest**

There were no declarations of interest.

#### **4 Matters of Urgent Business**

There were no matters of urgent business.

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

There were no public questions.

#### **6 To Receive the Report of the Norwich Area Museums Committee**

The annexed report of the Norwich Area Museums Committee meeting held on 2 December 2013 was received and noted.

The Joint Committee received a report from the Norwich Area Museums Committee that set out the background to a further review of collections held by Norwich Museums, previously displayed or stored in the Bridewell Museum, in stores at Gressenhall or in storage in North Walsham.

The Joint Committee agreed to the de-accessioning and appropriate disposal of a number of items which were in poor condition, unrelated to Norwich and/or outside of the NMS Acquisition and Disposal Policy that were listed in the annex of the report.

#### **Resolved**

That the objects listed in the annex of the report be de-accessioned.

#### **7 Norfolk Museums Service –Performance and Strategic Update Report**

The annexed report by the Head of Museums and Archaeology was received and noted.

The Joint Committee received a report that provided progress with performance against the NMS agreed service plan for 2013/14 and with future strategic planning for the Service including progress regarding the establishment of the new development foundation, commercial developments, advocacy work and the restructuring of the Service.

In receiving the report, the Joint Committee noted progress with performance and future strategic planning for the NMS including preparation for the Arts Council England Major Partner Museum funding application, capital developments including the Round One Heritage Lottery Fund pass for Gressenhall, and the successful delivery of the annual SHARE conference.

The Joint Committee analysed the number of visits made by members of the public to the museums operated by the Norfolk Museums Service for the period 1 April -31 October 2013. During that period, 251,571 visits were made to NMS museums compared to 244,665 visits for the equivalent period in 2012. This 3% increase in visitor numbers was attributed by the Head of Museums and Archaeology to a varied and high quality events programme, particularly over the October 2013 half-term holiday. During the period 1 April - 31 October 2013, there was a 7 % increase in the number of visits made by school children in organised groups; 23,043 school visits

were made to NMS museums compared to 21,519 school visits for the same period in 2012. At Members' request, the Head of Museums and Archaeology said that details as to the number of school visits for each of the 10 NMS sites and the locations and names of the schools that made use of the NMS would be brought to the next meeting of the Joint Committee. Overall performance in terms of total visitor numbers and school visits showed that the Service was on track to meet or exceed its key performance indicator for the 2013-14 service plan.

The Joint Committee gave its full support to the NMS in its endeavours to set up an independent development foundation to assist in the delivery of the NMS service plans through allowing the Service to reclaim Gift Aid on Museum Passes and to apply to grant-giving trusts and foundations which the Service was currently precluded from approaching due to its local authority status. Members were informed that the Friends of Norwich Museums had been kept fully informed about this proposal, and that the other NMS Friends organisations and key stakeholders would receive details after a report regarding the recruitment of Trustees had been presented to the Cabinet. It was noted that at the request of the Joint Committee, when the Cabinet had received its requested update report, the Memorandum and Articles of Association would be shared with Members of the Joint Committee and Members of the Area Museums Committees and with the Norfolk District Councils.

In reply to questions, it was pointed out that there were no immediate plans to relocate the shop within the Castle Museum but that the NMS did have plans to improve the range of stock available "on line" which would generate additional income for the NMS in coming years.

It was noted that following a creative session with Members and stakeholders on 8 November 2013 and consultation with a number of groups, the new logo and branding for the NMS was completed by Norwich University of the Arts (NUA). The Service was due to make an announcement of both the change of name from Norfolk Museums and Archaeology Service to Norfolk Museums Service and the new logo and branding in the week commencing 6 January. Given this change of name, the JMAC would be known as the Joint Museums Committee (JMC).

## **Resolved**

That the Joint Committee note progress with performance and future strategic planning for the NMS including preparation for the Arts Council England Major Partner Museum funding, capital developments including the Round One Heritage Lottery Fund pass for Gressenhall, and the successful delivery of the annual SHARE conference.

To note that following the reporting of a change of name of this joint committee to the next meeting of the County Council it would be known as the Joint Museums Committee (JMC).

## **8 Norfolk Museums Service – Integrated Finance and Risk Monitoring Report for 2013/14**

The annexed report by the Head of Museums and Archaeology was received and noted.

The report explained progress with performance and 2013/14 service plans, progress with the revenue budget, capital programme and reserves and provisions out-turn positions for 2013/14, based on information at 31<sup>st</sup> October 2013. The report also explained progress with the management of risk within the NMS.

Progress with NMS Revenue budgets and Reserves and Provisions indicated that the Service should achieve a break-even position at the year end.

### **Resolved**

That the Joint Committee note  
Progress with performance and 2013/14 service plans  
Progress with the revenue budget, capital programme and reserves and provisions out-turn positions for 2013/14  
Progress with the management of risk within the NMS

## **9 Service and Budget Planning For 2014-17- Norfolk Museums Service**

The annexed report by the Head of Museums and Archaeology was received.

The Joint Committee received a report that set out the financial and planning context for the County Council and gave an early indication of what this meant for Community Services and the Norfolk Museums Service for 2014-17, and specific service information for the NMS for the next financial year.

The Joint Committee noted that a key element of the current service plans and of meeting the challenges of the budget reductions ahead would be the successful delivery of the commercial targets as laid out in the business plan 2014-15. Members' requested that at their next meeting they receive illustrative examples of how the NMS business plan supported the overall Community Services priorities through its service plans. The Head of Museums and Archaeology said that the priorities in the NMS business plan were being updated for future years so that the plan could be used to drive planning through the service. The Norfolk Borough, City, District, Town and Parish Councils were encouraged by the Joint Committee to visit the NMS website and to sign up to receive email alerts about new developments in the Service.

### **Resolved**

That the Joint Committee note  
a. The revised service and financial planning context and assumptions  
b. The revised spending pressures and savings for Norfolk Museums Service  
The Joint Committee was reminded of the financial risks facing the Service that were set out in paragraph 6.3 of the report, particularly concerning competition from the wider cultural sector and increased access to the cultural digital economy.

## **10 Presentation on the Gressenhall "Voices From the Workhouse" Project**

The Joint Committee received a PowerPoint presentation by Dr Robin Hanley, Western Area Manager, on the Gressenhall "Voices From the Workhouse" Project.

The Western Area Manager explained how the NMS had been successful in its Round One funding application to the Heritage Lottery Fund for the major redevelopment of the main workhouse displays at Gressenhall. It was pointed out that an application for this important project had also gone forward for consideration by DCMS/Wolfson, a major funder of gallery and museum developments. Also at Gressenhall, planning permission had been granted for the completion of a new 'eco building'/visitor centre (close to the overflow car park) that would provide invaluable additional space for the site and a professional welcome for visitors on major event days.

The meeting concluded at 3.40pm.

CHAIRMAN



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