

# Public Document Pack

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## **BRECKLAND COUNCIL**

### **At a Meeting of the**

## **BRECKLAND AREA MUSEUMS COMMITTEE**

**Held on Monday, 18 March 2019 at 10.30 am in  
Ancient House Museum, 27 Whitehart St, Thetford, IP24 1AA**

### **PRESENT**

Councillor C. Bowes

Mr R. F. W. Brame

Mr P. R. W. Darby

Mr R.G. Kybird (Chairman)

Mr P.J. Duigan (Vice-Chairman)

Mr F. Eagle

Mr W. R. J. Richmond

Mr M. Kiddle-Morris

### **Also Present**

Mr J Ward

Mr D. Blackburn

Mr Bill Rhodes

### **In Attendance**

Mr Oliver Bone

Dr Robin Hanley

Andrew Smith

Teresa Smith

- Curator of Kings Lynn and Thetford Museums
- Assistant Head of Museums
- Operations Manager - West (&East), Norfolk Museums Service
- Democratic Services Team Leader

### **Action By**

### **1/19 MINUTES**

Mr Ward was present at the meeting of the 8 October which had not been recorded.

Subject to this amendment, the minutes of the meeting held on 8 October 2018 were confirmed as a correct record and signed by the Chairman.

### **2/19 APOLOGIES**

An apology had been received from Councillor Clarke.

### **3/19 CHAIRMAN'S ANNOUNCEMENTS**

None.

### **4/19 URGENT BUSINESS**

None.

### **5/19 DECLARATION OF INTERESTS**

None.

**Action By**

**6/19 GRESSENHALL FARM AND WORKHOUSE REPORT**

Andrew Smith, the Operations Manager for East and West presented the report to Members that covered the period from August 2018 to February 2019.

Gressenhall continued to offer a broad programme of events based on the four operational models of Special Event Days, Days with a Difference, Norfolk School Holidays and Ticketed Events.

The 2019 events programme had been finalised and included firm favourites such as 'Horse Power' and Apple Day, and a new event devoted to birds entitled 'Winging It' had been introduced.

As part of the new Collections Gallery, a dedicated temporary exhibition space had been created to house an annual show. The 2018 season exhibition 'Beer and Brewing' proved very popular and included a real bar and objects relating to beer and brewing in Norfolk. The 2019 Exhibition entitled 'Once upon a Time' had opened on the 10 March and focused on favourite Children's books past and present.

The use of the cutting-edge technology in the new Voices from the Workhouse galleries have been well received, however, for some, it can have the potential to cause sensory overload. Early bird opening sessions delivered in partnership with Autism Anglia were introduced in 2018 and were very successful. Building on this success, further dates have been scheduled for 2019.

Gressenhall continued to develop a range of commercial activities and hosted five weddings during 2018 which were organised by the Events partner, The Norfolk Events Company. The Company had now launched a promotional campaign across social media sites to develop the offer further.

Members heard that funding had been agreed for the re-development of the adventure playground which had been a key part for the visitors of the museum.

The Friends of Gressenhall had agreed to support the project to restore the Farmers' Foundary Engine Boiler back to working use. Initial conservation work identified that additional resources were required to make the engine fully operational and an application to the Arts Council England Investment Fund had been successful.

A day had been planned with the Gypsy Roma Traveller (GRT) community to offer a wellbeing day. The day would offer free entry to the museum to engage in a series of family-friendly activities delivered by museum and local providers.

Visitor numbers were circulated which showed Gressenhall Farm and Workhouse had seen over 53,500 visitors year to date (March 2019 figures were yet to be added).

Councillor Ward asked what the museum would be doing to enhance

**Action By**

the play area. Dr Hanley responded that the core elements of the playground had been installed 10-years ago and after regular inspections it was felt that some areas should be replaced. A funding application to Norfolk County Council capital funding scheme had been successful and a further brief was being developed to create an appropriate themed play area. It was hoped the works would be completed ahead of the summer school holidays, and appropriate communication would be issued to inform visitors ahead of any closure of the playground.

Councillor Bowes asked how many bookings had been received for 2019, particularly for weddings. Members were informed that whilst there had been some strong leads there were no firm bookings as yet.

The Chairman asked if there had been any constrictions made as a result of Norfolk County budget constraints. Dr Hanley informed Members that as part of the reductions it did result in a redundancy of the assistant curator at Gressenhall however ways of mitigating the loss had been put in place.

The Chairman thanked Mr Smith for the detailed report.

Members noted the report as recommended.

**7/19 REPORT OF ANCIENT HOUSE**

The Curator of Kings Lynn and Thetford Museums, Oliver Bone, presented the report to Members that covered the period from August 2018 to January 2019.

The current exhibition at Ancient House displayed the life and work of pioneering British photographer Olive Edis and was proving popular with visitors. It would be on display at the museum until 14 September 2019.

The Teenage History Club curated an exhibition at the end of 2018 on Pride in People: Helping history out of the closet. It had provoked interest from visitors and the teenage club were working on a pop-up version of the exhibition to take the tour to various sites across Norfolk and would make a film.

Forthcoming displays would include an exhibition on studio ceramics featuring highlights from the decorative art collections, including recent acquisitions and items not previously on public display.

Ancient House applied to be part of the Brecks River and Fen Edge landscape project to focus on conservation and interpretation of the Brecks Area. If successful, the museum would produce exhibitions on themes of Vikings and Riverside Industrial Heritage.

The visitor numbers showed an increase during April 2018 to March 2019 which was seen as a great achievement.

Councillor Duigan asked if the weather had an impact on the visitor

**Action By**

numbers as Ancient House was predominately an inside venue and therefore not affected as other museums across the county. The Curator agreed, and added the regular community groups that make use of the museum also steadied the visitor numbers.

Councillor Darby asked if the museum had made links with the site at Desert Rats could be a vast amount of history at the venue that could be shared. The Curator would track down the organiser for the annual mid-summer event, to see if links could be developed.

Sam Parker, a trainee at the museum, provided Members with an overview on the experience she was gaining whilst working at Ancient House.

The Chairman thanked Mr Bone for the detailed report.

Members noted the report as recommended.

**8/19 COLLECTIONS RATIONALISATION REPORT**

The Assistant Head of Museums, Samantha Johns, presented the collections report to Members.

Councillor Kiddle-Morris asked what would happen if the objects were not acquired. It was confirmed that the object would be returned to store, or alternatively, if beyond repair would be disposed of, however that would come back to the Committee for decision.

Councillor Darby asked if independent museums received letters to inform them of collections that were being released. Members were informed that if museums belonged to the Museum Association, they would receive a copy of the Museum Journal of which the collections would be advertised in. Following discussion, it was also agreed that the information would be shared with SHARE to rehome objects.

**RESOLVED** that Members agree that the objects listed in Appendix 3 of the report be deaccessioned.

**9/19 SHARE MUSEUMS EAST AND SUPPORT FOR INDEPENDENT MUSEUMS IN NORFOLK**

Members received a presentation from Jamie Everitt, Regional Museums Development Manager and Su Booth Norfolk Museums Development Officer.

Mr Everitt explained how the Share Museums East supported museums in the East of England, providing advice and training on programmes such as Collections Care, audience development and resilience.

Ms Booth worked closely with the museums across Norfolk supporting independent museums by offering advice on how to enhance their audience and improve visitor numbers, as well as being the conduit for allowing museums to share knowledge with each other.

**Action By**

The Chairman thanked the Officers for their comprehensive presentation.

**10/19NEXT MEETING**

The meeting dates were agreed, subject to County Councillor Members not required to attend a meeting on the 17 July.

The next meeting would be held on 17 July at Gressenhall Farm & Workhouse Museum. Time to be confirmed.

The meeting closed at 11.50 am

CHAIRMAN



**SHARE Museums East**  
a network of know how

# Support for Independent Museums in Norfolk

Jamie Everitt

Regional Museums Development Manager

Su Booth

Norfolk Museum Development Officer

# SHARE Museums East



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**ARTS COUNCIL  
ENGLAND**

## Our mission:

*To support excellence, resilience and cooperative working in museums in the East of England.*

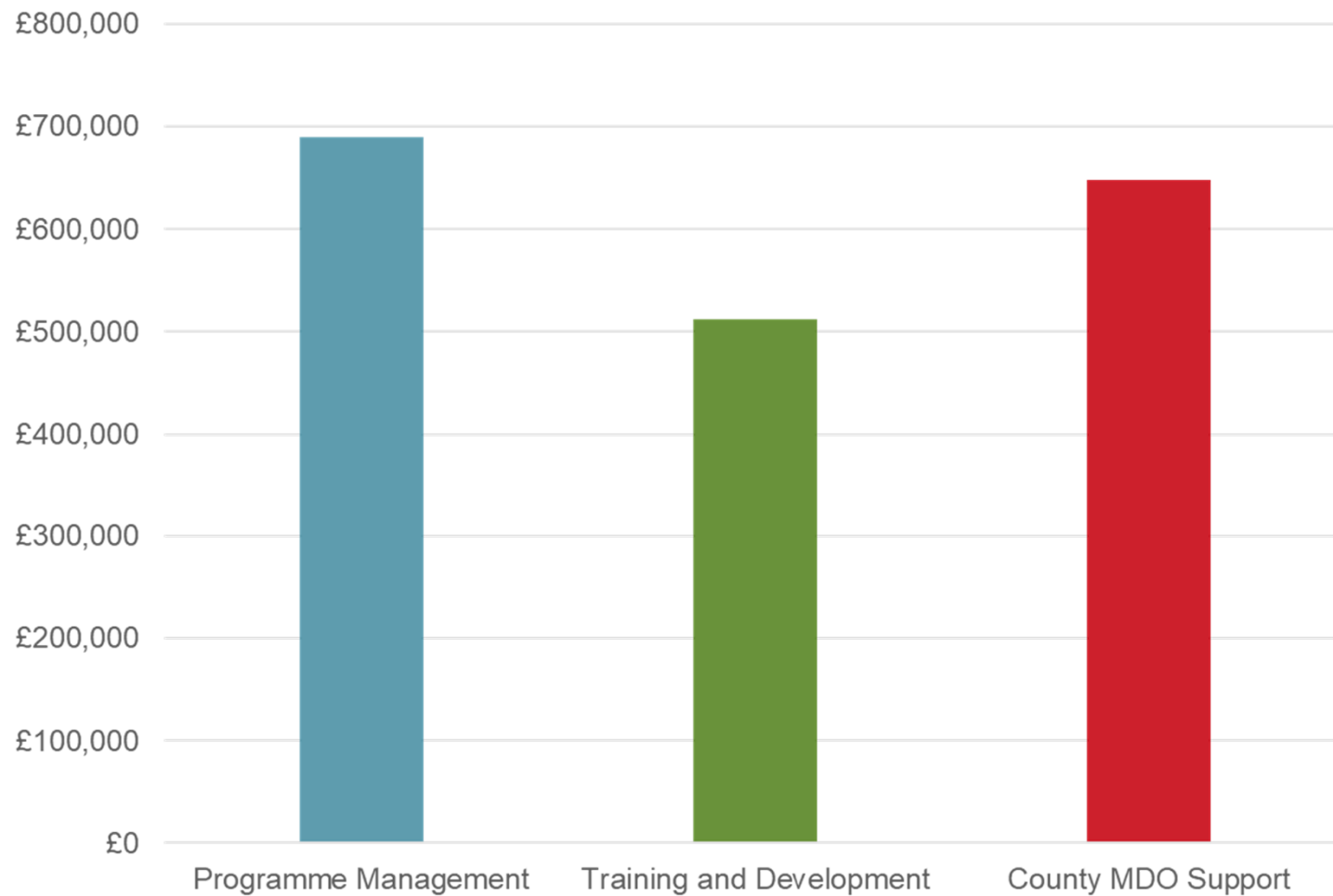
- One of 9 regional providers in England
- Supporting 175+ museums
- £1.745m for 2018–22 (4.7% increase)





# Expenditure (total £1.74m)

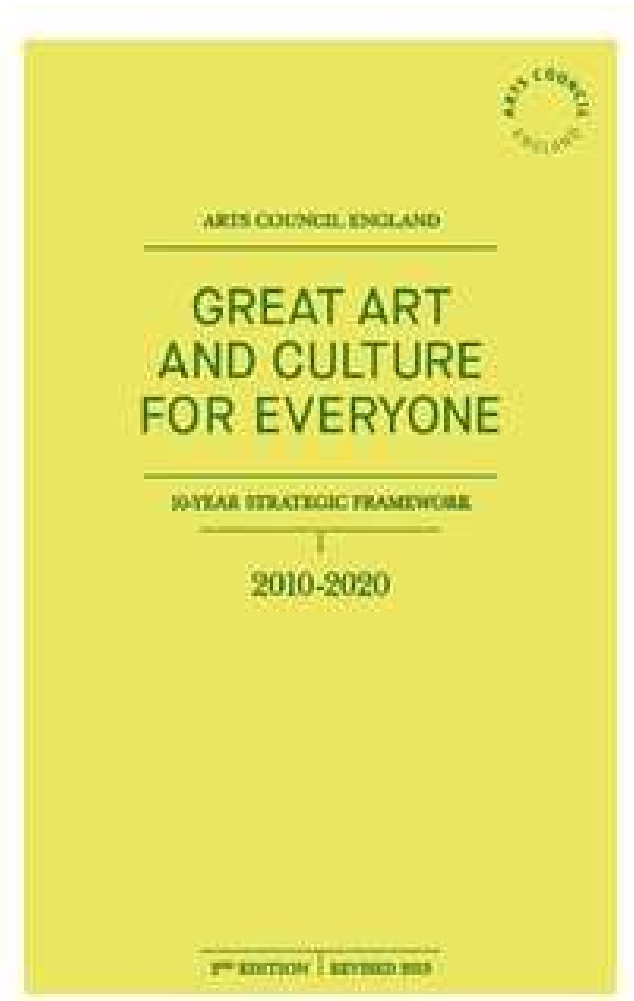
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# Our Programmes

- Collections care & interpretation
- Audience development
- Resilience
- Skills & diversity
- Children & young people



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ENGLAND**

# Excellence

- Collections care training
- Collections review and rationalisation
- 'Hidden Histories' – stories from the stores
- Support for regional collections networks

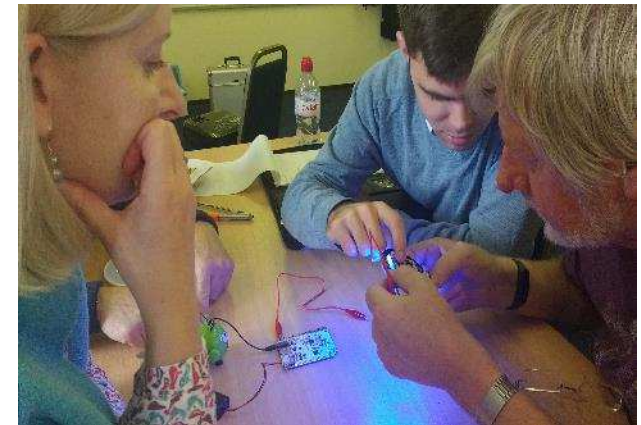
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# Audiences

- Using audience data to reach new audiences
- Reducing barriers to engagement
- Improving the visitor offer – Mystery Shopper Scheme
- Developing digital technologies in museums

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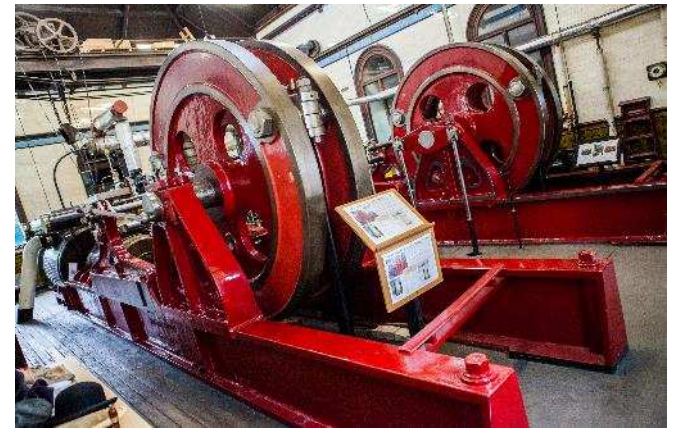




# Resilience

- ‘Think Like a Business’ – business-like ways of working
- Converting museums to incorporated trusts
- Fundraising training
- Sustainable and ‘green’ technologies
- Accreditation advice (175+ museums)

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# Diversity & Skills

- SHARE Training Calendar – reaching 80% of museums
- Trustee skills development
- Volunteer recruitment and development
- SHARE Annual Conference
- Annual data survey – £80m of economic impacts

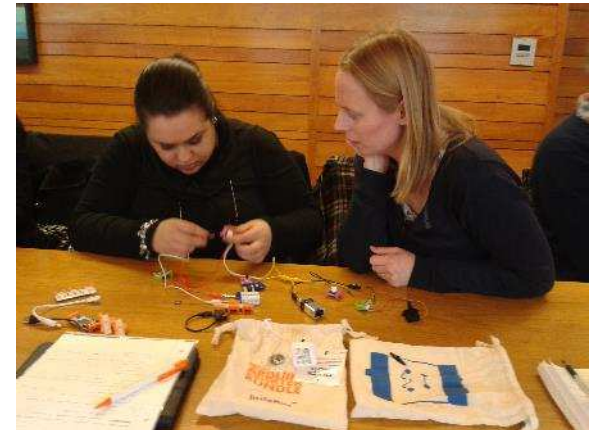




# Children & Young People

- Family-friendly museums
- Improving formal and informal learning offers
- National leadership role for MD provision
- Developing young volunteers

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Supporting museums to develop their skills across a range of topics including collections management, audience development, leadership, learning, and economic sustainability



### Support

We support museums to develop their skills across a range of topics including collections management, audience development, leadership, learning, and economic sustainability.

**VISIT** Support



### Training

At SHARE Museums East we run a comprehensive programme of development opportunities and events for museums of all sizes and types.

**VISIT** Training



### Resources

Welcome to our growing library of free museum resources; reports, presentations, papers, sample documents and more.

**VISIT** Resources

## Training Calendar

month

week

October 2018

<

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today

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3 9:15 am Museum Managers Network: Understandi ng Finance: the basics	4	5	6	7
8	9 10:00 am WordPress Training	10	11	12 10:00 am Applying for grant funding – Who might fund your project and how best to apply to them.	13	14
15	16	17	18 10:30 am Keeping Green: Reducing Your Energy Use	19 10:00 am Handle with Care 10:00 am Retail Forum: Inspiring teamwork through Retail	20	21
22	23	24	25	26	27	28
29	30 10:00 am Basic Display Techniques	31	1	2 10:00 am Logging on to Digital Fundraising 10:15 am Object Labelling & Marking	3	4

## Events Agenda

### September

- 18th Heritage Engineering Net...
- 18th Kids in Museums Training
- 20th Volunteer Coordinators Fo...

### Events List by Venue

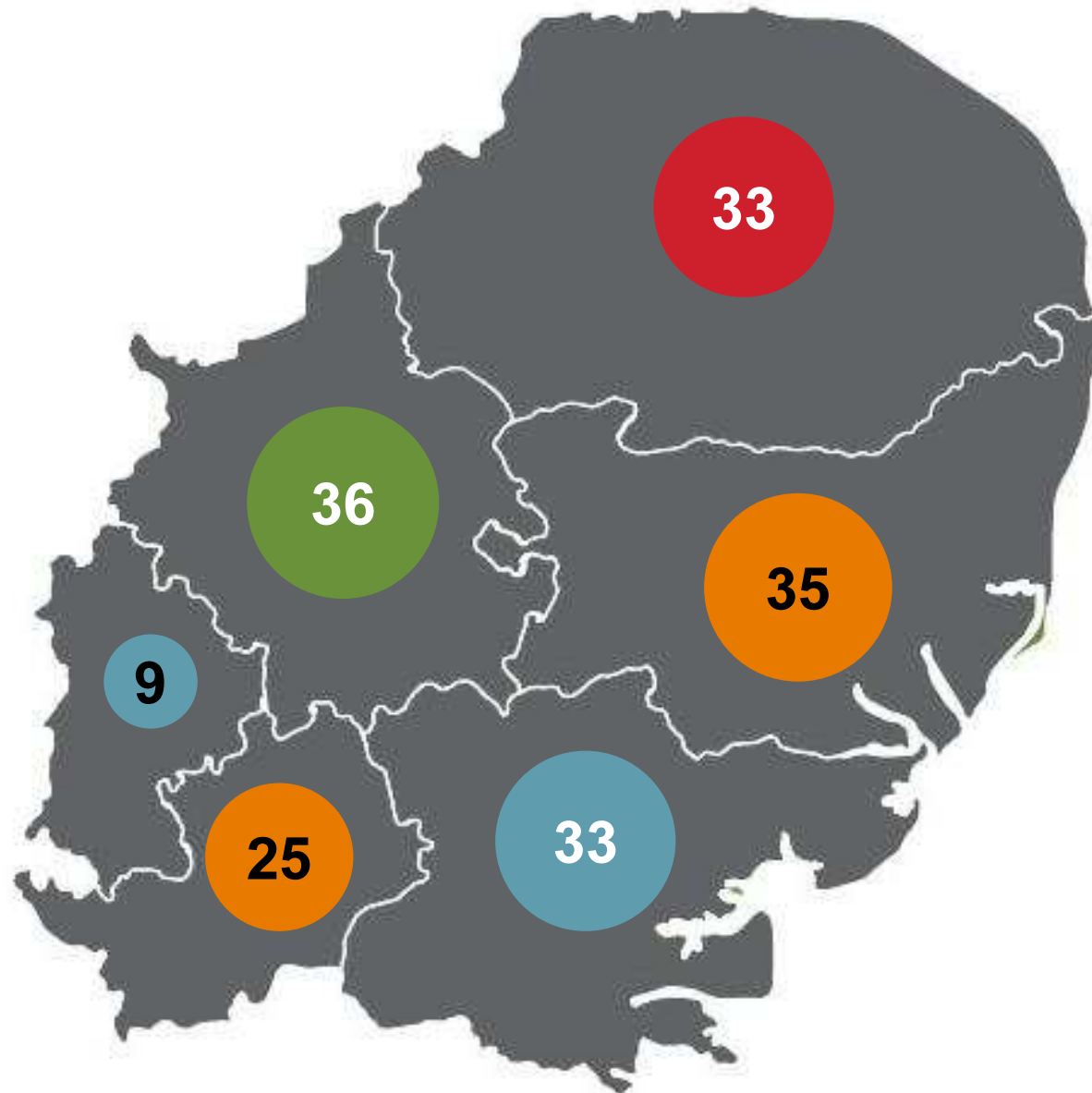
Select Venue

### Events List by Categories

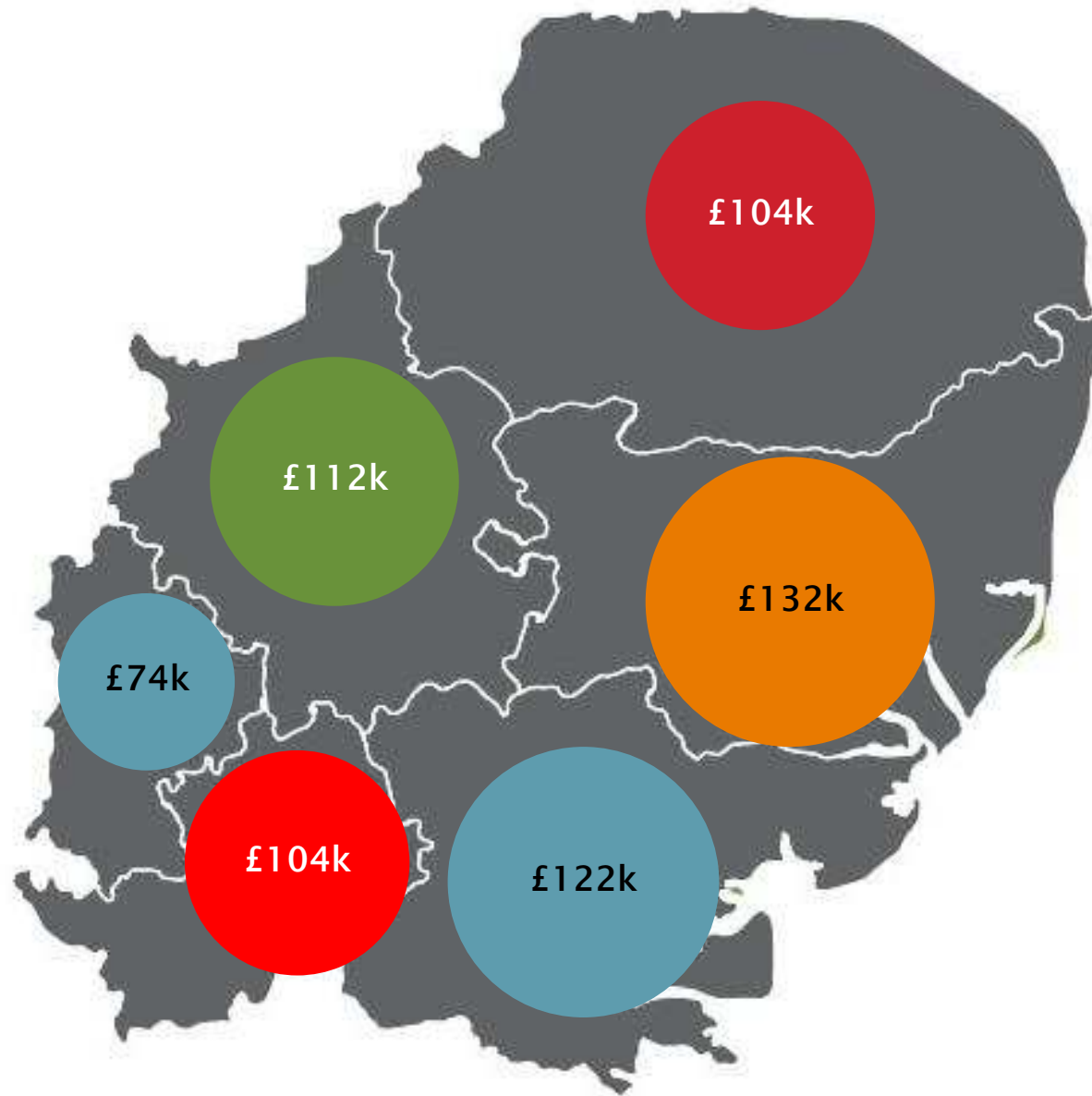
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# Accredited Museums 2018



# SHARE Funding 2018-22



# Support for Norfolk museums

- 22 non-NPO Accredited museums
- County MD budget increased to £26,000 (+63%)
- Reinstatement of Museum Development Officer
- Continue close working with Museums Norfolk Group
- In 2017–18, 37 people from 16 Norfolk museums attended SHARE training events



# Museum Development in Breckland

Su Booth

Norfolk Museums  
Development Officer



 **SHARE Museums East**  
a network of know how

 **Norfolk  
Museums  
Service**

 **ARTS COUNCIL  
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# Norfolk Museums Development Officer

- Helping to deliver the SHARE activity plan in Norfolk
- Supporting Accredited museums and those who show an interest in meeting Accreditation standards
- <sup>N</sup>~~S~~ Signposting opportunities
- Facilitating joint working
- Working with Museums Norfolk
- Can seek support from within NMS

# Museums Norfolk

Museums Norfolk has three overarching aims

- to support their members
- to be a champion for them and the sector
- to act as a catalyst and facilitator

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- They work with all heritage organisations and are changing their name to Heritage Network Norfolk to reflect this
- Their Board includes volunteers from Swaffham and Watton Museums



# Breckland

## Swaffham Museum

- Accreditation Mentor from NMS
- Howard Carter exhibition 2022
- <sup>23</sup> • Museums Norfolk audience development project

## Watton Museum

- Accreditation advice and finding a Mentor
- Advice from NMS staff for example on archaeology collections

# Breckland

## Bishop Bonner's Cottage Museum

- New Trustees and volunteers
- Conversion to CIO charitable status
- Exhibition and display support
- Retail advice
- Accreditation Mentor from NMS

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## Charles Burrell Museum and Dad's Army Museum

- Not currently Accredited



# Benefits of Museum Development

- More confident museums
- Better visitor experiences
- More resilient museums
  - Rationalisation
  - Improving income generation opportunities
  - Trustee and governance support and development
  - Strengthened relationships between museums and their audiences