



AGENDA

NOTE: In the case of non-members, this agenda is for information only

- Committee - BRECKLAND AREA MUSEUMS COMMITTEE**
- Date & Time - MONDAY, 26TH FEBRUARY, 2018 AT 2.00 PM**
- Venue - GRESSENHALL FARM AND WORKHOUSE MUSEUM, FAKENHAM ROAD, GRESSENHALL, BEETLEY, DEREHAM, NR20 4DR**

Persons attending the meeting are requested to turn off mobile telephones

Committee Members:

Breckland Council

Councillor C Bowes
Mr H. E. J. Clarke (Chairman)
Mr P. R. W. Darby
Mr S.G. Bambridge
Mr R.G. Kybird

Co-optees

Dr K Robinson
Mr D. Blackburn

Norfolk County Council

Mr P.J. Duigan (Vice-Chairman)
Mr F. Eagle
Mr T. J. Jermy
Mr W. R. J. Richmond
Mr M. Kiddle-Morris

Ex-Officio

Mr D. Buck
Mr J Ward

Democratic Services
Elizabeth House, Walpole Loke,
Dereham Norfolk, NR19 1EE

PRE MEETING TOUR

Members are invited on a tour of the Norfolk Collections Centre from 1pm, please meet in the Training Room at Gressenhall Museum.

1. MINUTES

4 - 9

To confirm the Minutes of the meeting held on 27th November 2017.

2. APOLOGIES

To receive apologies for absence.

3. CHAIRMAN'S ANNOUNCEMENTS

4. URGENT BUSINESS

To note whether the Chairman proposes to accept any item as urgent business, pursuant to Section 100(B)(4)(b) of the Local Government Act, 1972.

5. DECLARATION OF INTERESTS

The duties to register, disclose and not to participate for the entire consideration of the matter, in respect of any matter in which a Member has a disclosable pecuniary interest are set out in Chapter 7 of the Localism Act 2011. Members are also required to withdraw from the meeting room as stated in the Standing Orders of this Council.

6. ANCIENT HOUSE MUSEUM OF THETFORD LIFE REPORT

10 - 16

7. GRESSENHALL FARM AND WORKHOUSE REPORT

17 - 22

8. NEXT MEETING

To agree a date and venue for the next meeting.

BRECKLAND COUNCIL

At a Meeting of the

BRECKLAND AREA MUSEUMS COMMITTEE

**Held on Monday, 27 November 2017 at 11.00 am in
Ancient House Museum, Thetford**

PRESENT

Councillor C Bowes	Mr P.J. Duigan (Vice-Chairman)
Mr H. E. J. Clarke (Chairman)	Mr F. Eagle
Mr P. R. W. Darby	Mr T. J. Jermy
Mr S.G. Bambridge	Mr W. R. J. Richmond
Mr R.G. Kybird	Mr M. Kiddle-Morris

In Attendance

Mr Oliver Bone	Curator of the Ancient House, Museum of Thetford Life
Hannah Jackson	Operations Manager - West
Leanne Neave	Democratic Services Officer
Dr Robin Hanley	Head of Operations and Learning

Action By

19/17 MINUTES

Cllr Richmond advised an amendment was required to minute no: 13/17. It should read "The Chairman congratulated Councillor Duigan on his appointment as Vice Chairman".

20/17 APOLOGIES

Apologies had been received from Councillors Buck and Ward, David Blackburn and Dr Keith Robinson.

21/17 CHAIRMAN'S ANNOUNCEMENTS

The Chairman invited Oliver Bone to advise the Committee on a forthcoming event.

Mr Bone advised there was to be an opening event for the new exhibition, "Handmade". The event on Friday 15th December at 4.30pm would be an opportunity to celebrate the work of the Children's History Club. Certificates would be awarded to the Museums Young Members. He invited all Members of the Committee to attend the event.

Dr Robin Hanley –advised the Annual Review 2016-2017 had been issued (copies were given to Members). This review provided a taste of activities taking place across the Norfolk Museums Service.

Action By

Cllr Duigan queried if the Nationally Produced Mendoza report was available.

Dr Hanley said he would send a link to Members to access.

The Chairman stated he was proud of the work Norfolk Museums Service does and to receive extra validation on a National Level was great.

RH

22/17 URGENT BUSINESS

None.

23/17 DECLARATION OF INTERESTS

None.

24/17 ANCIENT HOUSE, MUSEUM OF THETFORD LIFE REPORT

Oliver Bone Curator of the Ancient House, Museum of Thetford Life presented the report to Members which covered the period July-October 2017.

Highlights included:

The exhibition "Pulpware" had now ended which had been a successful theme due to the local connection of Thetford Industry and being in living memory.

"Flint Rocks" was another successful exhibition and involved working with Breaking New Ground. A further partnership bid had been made to the Heritage Lottery fund for a future project "Wet Brecks".

2014 saw a series of Commemorative Events take place within Thetford commemorating World War I. Ancient House was working with Thetford Town Council for events in 2018 commemorating the centenary of the end of World War I.

A new temporary exhibition "Handmade" was planned to open on 16th December. The display would cover different materials, there were currently some excellent community craft groups and it was hoped the display would encourage others.

Plans for a partnership project to create a Punjab themed arts and culture festival for July 2018 was being explored. In partnership with the Essex Cultural Diversity Partnership a bid for funding would be made to Heritage Lottery Fund. It was hoped that a painting "Casualty of War" by the Singh Twins could be loaned from the National Museum of Scotland to display at Ancient House for 6 months.

An update was given on the History Clubs activities. A 1940's Christmas event had taken place with various craft activities on offer.

Action By

The Teenage History Club had looked at part of a future bid to the Heritage Lottery Fund for an exhibition on people of the past who were not heterosexual linked to the 50th anniversary of the partial decriminalisation of homosexuality. The club had visited the Victoria and Albert Museum in London for their "Queer History" tour.

The Friends used the museum as a venue for monthly talks. A new programme of events would be announced at the AGM.

Raj Bisram, presenter of Antiques Road Trip, had visited the museum to film for a feature on the show. The programme will air over the winter.

Ancient House continued to provide Thetford and Brandon Times with a monthly column "Thetford in 100 Artefacts". Contributions were also made to the About Thetford magazine.

It was confirmed that both Twitter and Facebook were still actively used by the museum, promoting exhibitions and events using social media.

Volunteers continued to be very active, helping behind the scenes, running the Mini Museum Club and assisting with events. Ancient House had been represented at the Christmas Light switch on.

Ancient House's current trainee is Sam Bellotti and a new trainee would begin in April 2018. It was advised there had been success with previous trainees who had moved into a career working within museums.

Cllr Bambridge queried if trainees were on the Payroll. It was confirmed that trainees were paid members of staff and on the pay scale for Norfolk County Council.

Dr Hanley advised there was a strong commitment to Learning and Development Traineeships and any opportunity for additional funding for trainees in projects across the museums would be investigated.

25/17 GRESSENHALL FARM AND WORKHOUSE REPORT

Hannah Jackson presented the report to Members which covered the period July-October 2017.

The museum had now closed for the Winter and would re-open in 2018 for School February half term (12th – 16th) and then daily from Sunday 11th March 2018.

During this reporting period the major events were "Village at War" and "Apple Day". Apple Day continued to be a popular event and 2585 visitors attended this year. A smaller scale "Days with a Difference" style event, entitled "Story Festival" was based on Alice in Wonderland. It included performances from touring drama company Strange Fascinations and attracted 419 visitors. "Workhouse after dark" offered free admission to players of the National lottery and

Action By

gave the opportunity to view the Museum after dark by LED candlelight. 761 visitors attended over the two nights. Activity programmes ran for the School summer holiday and for October half term.

Planning had begun for the 2018 programme. The popular “Horse Power” and “Victorian Family Christmas” would both be held during 2018. A preview day of the Museum would be held on 10th March 2018 for Friends, Pass Holders and Lottery Players. The preview day would invite the family volunteers that took part in the Family Volunteering days within the Collections Gallery.

Events continued to attract Norfolk Museum Pass Holders and it had been recorded on Apple Day that 44% of visitors were pass holders and a further 27 were sold on the day.

The “Voices from the Workhouse” project was ongoing with the second phase in the Collections Gallery being completed during the Winter Closure.

To help families access the Collection Gallery a number of Gallery Challenges had been created. Aimed at Key Stage 1 and 2 children, they encouraged children to interpret and explore the objects in a different way.

A new temporary exhibition space had been created within the Collections Gallery to house an annual display. In 2017 this had been “Rural Lives” and had included photographs of Norfolk People. The exhibition planned for 2018 was “Beer and Brewing” focussed on the changing roles of pubs and the history of brewing.

Partnership development of the digital offer at Gressenhall had continued. There was an increased desire for electronic displays and tablets were available for families to borrow to go round the site.

Gressenhall’s curator, Dr Megan Dennis, continued to develop links with the Digital Humanities Forum at Carleton College, Minnesota. The college had created a 3/D virtual model of the workhouse as it was in 1779. Megan would return to America in the new year and hoped to work with the students to generate additional material for the in-gallery projections and handheld tablet devices used by visitors.

The new projectors allowed visitors to “meet” real people from the Workhouse history. It had been found that some visitors found these to be sensory overload. A programme had been piloted which allowed families living with Autism an “earlybird” opportunity to visit the Museum without these projectors in use. Visual storyboards were available in advance for parents to talk their children through the site so it would be familiar to them when they visited. Gressenhall visitor services, back of house staff and volunteers had been trained on the best way to engage and support families during these events.

The Norfolk Collection Centre had opened in recent years more frequently to support the major events held by the museum. The

Action By

“Shine a Light” project had enabled a reorganisation of the collection. During 2017 season there had been chargeable events held at the Collection Centre which included behind the scenes tours, themed tours and West Runton Mammoth tours. Members of the committee were invited by Hannah to visit the Collection Centre prior to the next meeting.

There were now four Social Media Champions on site ensuring a Social Media presence on Twitter and Facebook.

A range of commercial activities continued to be developed which included room and venue hire. A means of generating income any such bookings did not detract from key museum activities.

Friends of Gressenhall had agreed to support a project to restore the Farmers’ Foundry engine boiler. This was in addition to a grant from PRISM fund to make the boiler fully operational.

The second hand book shop run by The Friends of Gressenhall was now manned on a daily basis.

There were currently 120 active volunteers, some worked in teams and some more time specific and volunteered from home.

The Gressenhall Learning Team had worked with members of the Norfolk Virtual School Sensory Support team (NVSSSt) to offer the opportunity for pupils and families to explore the site. 275 people of all ages attended the event, engaged in the range of activities and evaluated the new displays and galleries for those with sensory support needs. They had the opportunity to meet specialists (teachers, rehabilitation officers, education audiologist, child psychotherapist) in a relaxed atmosphere.

The format of the NVSSSt event mirrored the event held in partnership with the Norfolk Fostering and Adoption Services. Options were being explored by the Learning Team to use the model for a special day aimed at young people exploring issues surrounding mental health.

The Chairman commended the Museum and felt the special event days showed sensitivity with communities and dedication to work with all different sectors of the community.

The latest visitor figures showed a total of 58,370 had visited this year up from 51,365 last year.

Cllr Bambridge queried if the School figures were included in the total, which they were.

Cllr Kybird queried if the Autism and Sensory Support days were specifically funded. Ms Jackson confirmed that the Autism “earlybird” was self funding as it took place on a normal open day, visitors were allowed in earlier than the general public opening time. Dr Hanley

Action By

advised Children Social Services had worked the Sensory School day as part of their calendar.

Cllr Duigan suggested as a lot of work had been in partnership with Adult and Children Social Services it would be beneficial for the information to be given to both committees to alert them and for them to encourage the work of the Museums.

A summary of the sensory day had been sent to the Directors of Children Social Services.

Cllr Eagle suggested that with regard to publicising the "Horse Power" event, the Rare Breed Survival Trust were this year highlighting the heavy horses. The Go Native campaign could therefore assist with publicising.

Cllr Kybird queried what information the Museum was collating for the "Beer and Brewing" exhibition. It was explained that the Curators were speaking to local pubs and restaurants for stories and photographs about how the role of the Country pub has changed over the years.

Members suggested to contact David Osborne a local Thetford historian, who had written about the history of Thetford pubs. Kitty Lynn, a Dereham historian, who had published pamphlets on the pubs in Dereham giving facts and census reports and were aware a group in Swaffham had completed a project on Pubs and Brewing in the local area.

26/17 NEXT MEETING

The date of the next meeting was confirmed as 26th February 2018 at Gressenhall Farm and Workhouse. It was noted that prior to the meeting a tour of the Collections Centre would be available to Members and anyone wishing to attend should arrive at 1pm.

The meeting closed at 12:20pm

CHAIRMAN



If you need this report in large print, audio, Braille, alternative format or in a different language please contact Oliver Bone on 01842 752599 and we will do our best to help

**BRECKLAND
AREA MUSEUMS COMMITTEE**

26 February 2018

Item No.

ANCIENT HOUSE, MUSEUM OF THETFORD LIFE REPORT

Report by the Curator

This report provides information on activities at Ancient House, Museum of Thetford Life from November 2017 to January 2018

1. Exhibitions and associated events

1.1 *Handmade, Millennia of Making* Exhibition

The current exhibition, *Handmade, Millennia of Making*, opened at the Museum on Friday 15th December with a 'Takeover event' by the children from the museum's after-school History Club and the young people from the Teenage History Club. The display was officially opened by Cllr Phillip Duigan from the Area Museums Committee. The new temporary exhibition focusses on the craftsmanship of artefacts in the museum collections. The display covers different materials with sections on textiles, ceramics, wood, metal and stone. Objects on display include a wooden nurse and child doll from the 1840s, an intricate and colourful patchwork quilt, prehistoric flint tools, a mantrap once used on the Kilverstone estate near Thetford and a 17th century acoustic jar which was once built into a wall at the former Central Hotel on the Thetford Market Place.

The titles of the different sections include contributions by volunteers who made the Textile and Paint headings. The display was curated by the Ancient House team supported by collections volunteers with 3d and graphic design by Lynne Avery-Johnson and Jon Maxwell from the Norfolk Museums Service with preparation of objects by Museums Service conservator colleagues. As well as 'taking over' the opening event, the History Club children feature on the introductory graphic panel pictured with some of the objects on display.

The exhibition opened to the public on 16th December 2017 when the Museum also offered Free Admission as part of a Thank You event for Lottery

ticket holders. Exhibitions at Ancient House are funded by Arts Council England as part of the support given to Norfolk Museums Service

1.2 Pulp, Pin Trays Pails and Pots, the story of Thetford Pulp Ware exhibition

The period of this report covers the last weeks of the previous main exhibition in the Museum's programme for 2017 which had opened in December 2016 with a stakeholders opening event on the 3rd February 2017. The display focused on the story of Thetford Pulp Ware, a distinctive local industry.

Thetford Pulp Ware was made in the town's Pulp Works from 1879 until the 1950s. In many ways a green industry, it used power from the river to pulp up recycled materials such as old jute bags to make useful articles for the home, for shops and for industry. Decorated with a variety of colourful paint finishes, the products were lightweight, durable and waterproof. They were used for all sorts of purposes including washing-up bowls, baby baths and buckets.

During the Second World War Churchill's secret documents were brought under armed guard to Thetford's Pulp Mill. They were then transformed into items such as baby baths or fuel tanks for fighter planes. Also during the war, pulp ware was made into decoys to fool the enemy and the fake pulp soldiers became known as the Thetford Army.

From the start the company made safety helmets. There is a testimonial in an early catalogue from a man who unfortunately had a weight of half a hundredweight (50kg) dropped from four feet onto his head. Luckily he was wearing a pulp ware helmet and although the helmet had to be forcibly removed the man lived to tell the tale. The company made helmets right through the last century and after a change of names from the Patent Pulp Manufacturing Company Ltd. the company continues business in Thetford as Centurion Safety Products. The Museum has been in touch with Centurion during the production of the exhibition and has arranged with permission for a new line of postcards on sale in the museum shop.

This exhibition ran through until 2nd December 2017.

1.2 Thetford Remembers 1914 – 1918 Commemorative events

Following the Museum's delivery of a town-wide programme of commemorative events focussed on the anniversaries of 1914, 1915 and 1916, the Ancient House Museum will be contributing to the Town Council's plans for *Battle's Over* a nation-wide evening beacon event to mark the centenary of the Armistice on November 11th 2018 with a display of the knitted Field of Poppies exhibit with one poppy representing each of the Thetford's fallen. The Museum is also involved in early plans for an event in the summer of 2019 to mark the peace and aftermath of the First World War. A major Armistice exhibition at Norwich Castle in late 2018 is planned to cover

Norfolk's experience of the First World War and the Armistice and the Ancient House will be lending material for this.

The Museum continues to display a First World War kitchen. In November the knitted poppy window display once more took centre stage and the museum's knitting group once more knitted poppies in support of the British Legion. In January the Museum was visited by a group from the Norfolk Branch of the Western Front Association who enjoyed a tour and listened to a talk about tanks.

The Thetford Remembers project has recently been chosen as a case study by the Heritage Lottery Fund for a publication about projects they have enabled.

2 Forthcoming Displays

2.1 Thetford and Punjab Festival and exhibition

The Ancient House team has been working with Indi Sandhu and Giles Waterfield from the Essex Cultural Diversity Partnership on a successful bid to the Heritage Lottery Fund for a Thetford and Punjab Festival to take place in July 2018. A series of town-wide events are planned over this period covering various art forms and cultural connections. In the Museum we plan to provide an exhibition about Maharajah Duleep Singh and his family to include a loan from the National Museums of Scotland of a painting by renowned contemporary artists, the Singh Twins of the Maharajah entitled Casualty of War. If all is agreed with the loan, this will be with us at the Museum from July until the end of November.

2.1 Duleep Singh Gallery Feasibility

Feasibility work continues for making a new display in one of the upstairs rooms at Ancient House to make more of the unusual connections between the Museum and the Maharajah Duleep Singh and his family, especially his son Prince Frederick Duleep Singh. A number of private donations have been received towards this project totally approximately £2,500. A recent gift of a portrait of the Maharajah is planned to be included in the displays.

Further money was added to the total from a dinner at the nearby Thomas Paine Hotel hosted by the owner Gez Chetal to mark the 150th birthday of the Museum's founder, Prince Frederick Duleep Singh.

The Museum plans to submit a bid to the HLF later in 2018 to cover the costs of the permanent display project.

3 Learning with Adults, Children and Young People

3.1 Activities for children and Families

The Museum continues to offer a varied programme of holiday activities for members of the public, including craft events and trails. In addition the

museum's after school History Club, Teenage History Club and monthly Mini Museum Club continue to be offered.

The Museum once again took part in the town's Christmas Lights Switch on event with a Retro 1950s event complete with food, song and dance. Then in January to mark Prince Frederick Duleep Singh's 150th anniversary and event day was staged and this was followed by a tour and dinner at the Thomas Paine Hotel.

The museum is in regular contact with national campaign group Kids in Museums who also support the 'Takeover' events in museums, such as the opening event for the Handmade exhibition. .

The Teenage History Club have requested a project to find out about people in the past who were not heterosexual. This links with the 50th anniversary of the partial decriminalisation of homosexuality. As part of their investigation they have visited curators at Norwich, and they visited the V and A in London in November where they went on a special tour of the museum with curator Dan Nouveau and his team of volunteer guides. We plan this project to form part of a bid to the Heritage Lottery Fund's Young Roots strand to include a 3 month-long exhibition at Ancient House Museum and an initial 'expression of interest' form has been submitted.

The younger aged History Club which meets on a Wednesday after school continued to work on their Arts Awards in association with the Handmade exhibition.

The Ancient House Museum continues to offer a popular programme of themed gallery discovery trails, with a new trail available for each week of the school holidays.

3.2 Silver Social Partnership event

Ancient House Museum is pleased to be a community host within Breckland Council's Silver Social partnership. The Silver Social is an exciting new programme of daytime arts events in the heart of Norfolk, promoting engagement and participation among older people in rural communities. With funding from the National Lottery Arts Council strategic touring fund, Silver Social brings 'something a little different' to daily life in rural Breckland, in the form of creative workshops and live performances.

In mid-February 2018, the museum will host a Sing Your Song workshop with internationally acclaimed singer Kate Dimbleby. In this unique workshop, Kate will invite participants to explore their voice, listen and remember the songs that inspire them.

3.3 Talks programme, in association with the Friends of the Museum

A programme of illustrated talks continues to be offered at Ancient House Museum on Tuesday afternoons. Attendances average 15-25 and a number of talks are often delivered by NMS staff.

3.4 Textile groups

The Museum continues to hold Knit and Knatter sessions at the Museum. A spinning group also meets at the Museum on a regular basis and offers demonstrations to visitors. The knitting group have assisted with the Handmade exhibition by making letters in textile to make a title for this section of the display. Examples of their work are also on display and the knitted tricycle will form one of the changing window displays.

3.5 Schools

The Museum continues to offer a wide range of learning opportunities for schools. Delivery of the sessions is typically by a combination of museum staff, experienced freelancers and volunteers. A tried and tested format is to offer a 'carousel' of activities around the building with groups of schoolchildren moving between the activities such as object handling, drama, craft and food.

4 Ancient House and the Media

4.1 Antiques Road Trip

The Museum was filmed for the BBC's Antiques Road Trip in August the summer, this time focussing on the story of Thomas Paine. Learning Melissa Hawker was filmed with presenter Raj Bisram and the programme was broadcast on January 22nd 2018 on BBC1. When the Museum is featured in this was additional people are encouraged to visit.

4.2 Ancient House on ITV news about Prince Frederick Duleep Singh

The Museum was featured in a news item for ITV for the 150th birthday of Prince Frederick Duleep Singh, broadcast on the evening news on January 20th.

4.2 Thetford in 100 Artefacts, monthly column in Thetford and Brandon Times

Staff at the Ancient House continue with their project in partnership with Rebecca from the EDP's *Thetford and Brandon Times* to write a monthly column. Entitled *Thetford in a Hundred Artefacts*. The article provides an opportunity to highlight objects from the museum collections and to promote forthcoming museum events.

4.3 Social media

The Museum continues to develop its social media presence with Twitter and Facebook accounts. At time of writing, the Museum currently has 2,658 Twitter followers and 632 likes on Facebook.

The Museum joined the following social media events:

#MuseumSelfieDay2018, #Heritage Treasures, #ThankstoYou and #InternationalVolunteerDay. The 'Thanks to You' promotion was in association with the Heritage Lottery Fund, a major stakeholder in the Museums Service. It linked to a national programme offering free admission

to heritage sites to lottery players.

5 Other Museum Developments

5.1 Volunteers

A small team of volunteers meet on a weekly basis in the Museum. Volunteers have continued with a programme of documentation work involving the photographing and cataloguing of some of the recent acquisitions. The team's work enhances and illustrates the museum catalogue available online through the museum service's collections website.

Volunteers also contribute to the Learning work through delivery of the Mini Museum Club for the under 5s, the delivery of sessions for schools and preparing resource boxes for learning activities.

5.3 Friends of the Museum

The Friends of the Museum continue to support the Museum through fundraising and promoting the Museum in the town. The Friends enjoyed their Christmas social and AGM in December and have plans for talks and an outing to West Stow in 2018.

5.2 Museum Trainee Scheme

During 2017 - 2018, the Ancient House Museum is hosting a 12-month traineeship provided through the NMS *Teaching Museum* programme, funded by Arts Council England. Our current Trainee is Sam Bellotti who has settled in very well and will be undertaking a range of museum work to gain experience for his future career. Advertising and recruitment has started for a curatorial trainee for 2018-19.

5.4 Staff Development

Melissa Hawker, Learning Officer has delivered a programme for the Museum Learning Assistants to help them deliver events for families and schools.

6 Visitor Numbers

6.1 Up to date visitor figures will be circulated at the meeting.

7 Resource implications

(a)	<u>Finance</u>	None
(b)	<u>Property</u>	None
(c)	<u>Staff</u>	None
(d)	<u>Information Technology</u>	None

8 Recommendations:

That the Area Museums Committee notes the report

Originator of report:
Oliver Bone

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Ancient House Museum of Thetford Life
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If you need this report in large print, audio, Braille, alternative format or in a different language please contact Hannah Jackson on 01362 869254 and we will do our best to help

**BRECKLAND
AREA MUSEUMS COMMITTEE**

26 February 2018 Item No.

GRESSENHALL FARM AND WORKHOUSE REPORT

Report by the Operations Manager – West

This report provides information on activities at Gressenhall Farm and Workhouse from November 2017 to January 2018.

1. Events and Activities

- 1.1 Gressenhall Farm and Workhouse closed for the season on Sunday 29 October 2017. The museum reopened from Monday 12 to Friday 16 February 2018, 10am to 4pm. The 2018 main season will commence on Sunday 11 March, after which the museum will be open daily 10am to 5pm.
- 1.2 Gressenhall continues to offer a broad programme of events based around the four operational models:
 - Special Event days – major events which require full event staffing and set up, including the use of large parking fields. For 2018, these will be: *Retro Revival*, *Village at War* and *Apple Day*. A premium ticket price applies on these days to reflect the high level of activities taking place. Free admission continues to be provided to Norfolk Museums Pass holders.
 - Days with a Difference – smaller themed events including *Mothering Sunday*, *Futuristic Farming* and *Horse Power*. These require smaller staffing complement and utilise core parking. They are aimed at attracting audiences of 500-800 visitors. Again, they are offered free to Norfolk Museums Pass holders.
 - Norfolk School Holiday activities – extra themed activities delivered each day of the Norfolk School holidays, with minimal increase in staffing. Free to Norfolk Museums Pass holders.
 - Ticketed Events – pre-booked and pre-paid events. For 2018, these include the murder mystery event *The Devil at the Door* and *Victorian Family Christmas*. These events, held outside of standard opening hours or of the main season, offer a reduced charge to Norfolk Museums Pass holders.

- 1.3 The museum will reopen for February Half Term, with a programme of activities exploring the theme of Spring cleaning. Visitors will help prepare for the new season and discover what happens behind the scenes when the museum is closed. Families can discover how museum objects are cleaned and go behind the scenes at the Norfolk Collection Centre.
- 1.4 Prior to the start of the new season, there will be a Preview Day aimed at Norfolk Pass Holders, Friends of Gressenhall and Players of The National Lottery on Saturday 10 March 2018. This will also be promoted to all groups, organisations and individuals who have helped to create and support the *Voices from the Workhouse* Project, and form a celebration of the end of this redevelopment.
- 1.5 These events continue to attract Norfolk Museums Pass holders and to act as a driver to further pass sales.
- 1.6 The costs of delivering and marketing the Gressenhall event programme continues to be subsidised with funding from the Arts Council England (ACE) as part of the 2015-18 Major Partner Museum ACE business plan. From April 2018, the events programme will be supported as part of the 2018-2022 National Portfolio Organisation ACE business plan.
- 1.7 The Gressenhall events programme is promoted via a specific piece of print, as well as an increased programme of digital marketing including Facebook adverts and the museum's own social media presence.

2. Other Museum Developments

- 2.1 Following the successful grant award of £1.47m (79%) from the Heritage Lottery Fund for the *Voices from the Workhouse* project, the redeveloped workhouse spaces were formally launched July 2016. A further marketing push was made at the start of the 2017 main season, with the creation and distribution of a specific piece of print. The second phase of this project is progressing, focusing on the first floor Collections Gallery. The gallery was opened as a 'work in progress' to visitors for May Half Term 2017, since which work has continued whilst remaining open. During the 2017-18 winter closure, the finishing touches are being made to the gallery including the completion of the display and labelling of the 2,000+ objects from the museum's rural life collections.
- 2.2 As part of the new Collections Gallery, a dedicated temporary exhibition space has been created to house an annual show. The 2018 exhibition *Beer and Brewing - Norfolk's Rural Pubs* will open for the start of the main season. This will look at the changing roles of pubs and the relationships they have with their local communities.

Family visitors will be able to play traditional pub games including the Norfolk favourite 'twizzler'. A plaster panel created by the artist John Moray-Smith will be one of the objects on display.

- 2.3 Building on the success of the 2016 and 2017 *Collaborate* programmes, which saw the museum working with a wide range of creative individuals and groups, *Collaborate 2018* will be themed around the temporary exhibition's subject of pubs and brewing. An inspiration day is planned for 23 March, to enable interested individuals and groups to explore more of the museum's collections and stories. Their creative outputs will then be displayed within the museum in October. An accompanying programme of outreach to local groups and pub quizzes, will encourage more individuals to engage with the theme, to be inspired, and to create their own beer mat to add to the displays. During the year, updates will be available through the *Collaborate* blog <https://collaboratewithgressenhall.wordpress.com>
- 2.4 Gressenhall's Curator Dr Megan Dennis continues to develop links with the Digital Humanities Forum at Carleton College, Minnesota. This innovative liberal arts college have created a 3D virtual model of the workhouse as it was in 1779. During January/February 2018, Carleton College fully funded Megan to enable her to visit the college for one week. This enabled her to work with the Carleton students to create additional material for the suite of iPads for visitor use and for display on the permanent projectors within the gallery spaces. This project has demonstrated the museum's ability to use the flexible content management system *Darwin* to constantly update and re-refresh the digital offer at the museum. Following the successful integration of WiFi to key areas of the site and on-site testing, these iPads will be formally launched for the main 2018 season.
- 2.5 The use of cutting edge technology allowing visitors to 'meet' real people from the workhouse's history have been well received. However, for some visitors they have the potential to cause sensory overload. The Gressenhall team recognised the need to make adjustments for autistic visitors, and piloted a programme of "early bird" openings for families visiting with autistic children in 2017. A close partnership was formed with Autism Anglia, and Gressenhall formally signed the Autism Charter to show its commitment to being autism friendly. Training sessions were held for staff and volunteers, and a "visual story" was created and circulated to all families in advance. Building upon this pilot, further "early bird" openings have been planned for 2018 and promoted through Autism Anglia and the museum's marketing.
- 2.6 During recent years, the Norfolk Collections Centre has opened more frequently to support Gressenhall events and activities. This followed the reorganisation of these large object stores during the *Shine a Light* project funded by The Esmée Fairbairn Collections Fund. In 2017, chargeable events were introduced, that offer visitors additional extras.

These include Behind the Scenes tours for private group bookings and highly popular pre-booked West Runton Mammoth tours. Further events during 2018 have already been planned and the Norfolk Collections Centre opened for the museum's enhanced offer during February Half Term.

- 2.7 Maintaining and growing a strong Social Media presence remains a key priority for Gressenhall Farm and Workhouse and the site has four Social Media Champions to ensure the regular publishing of interesting content on Facebook and Twitter. All staff are encouraged to support this, supplying content and images. These Champions also respond to enquiries and reviews made via these channels, Trip Advisor and Google Reviews. At the end of December 2017 the museum had 3,788 Facebook likes and 5,220 Twitter followers. A Pinterest account has also been established with a wide range of boards including 'Weddings at Gressenhall'. An Instagram page has also been established and currently has 786 followers. Furthermore, Gressenhall continues to generate regular blogs about work taking place at the museum. The site has been awarded a Certificate of Excellence from the influential TripAdvisor website.

To connect with Gressenhall, please visit:

<https://www.facebook.com/GressenhallFW>

<https://twitter.com/GressenhallFW>

<https://www.pinterest.com/gressenhallfwh/>

https://www.instagram.com/gressenhall_fw/?hl=en

<https://gressenhallfw.wordpress.com/>

http://www.tripadvisor.co.uk/Gressenhall_Farm_and_Workhouse

- 2.8 Gressenhall continues to develop a range of commercial activities as a means of generating income, including room and venue hire. Five weddings are already booked for the 2018 season, and negotiations are underway to work with an events management company to develop this offer further. The aim is to deliver a high quality offer whilst ensuring that such bookings do not detract from key museum activities.

3. Friends and Volunteers

- 3.1 The Friends of Gressenhall remain active, with bi-monthly Committee Meetings held at the museum. The Friends of Gressenhall continue to support a range of activities across the site including significant levels of funding towards the upkeep of the Suffolk Punch horses.
- 3.2 In recent months, the Friends have generously agreed to support a project to restore the Farmers' Foundry engine boiler (formerly part of the Bygones Collection at Holkham) back to working use. This is in addition to a grant of £19,788 from the Arts Council England Preservation of Industrial and Scientific Material PRISM fund. This engine was manufactured by the Farmer's Foundry Company, Great Ryburgh, just seven miles from

Gressenhall Farm and Workhouse. The portable steam engine was used to power a range of different processes including threshing work, corn-mills, centrifugal pumps, stone-crushers, dynamos, chaff-cutters, hay-balers and saw benches. Initial conservation work has identified that additional resources will be required to make the engine fully operational, and an additional funding plan has been created to deliver this project.

3.3 The Friends continue to operate the Gressenhall second hand bookshop, generating income for the Friends. Recruitment of a new team of active Bookshop volunteers has helped to ensure that new donations throughout the 2017 season were processed daily and the shelves tidied. Income from this shop continues to grow.

3.4 The Gressenhall Curator Dr Megan Dennis continues to co-ordinate, manage and develop the volunteer teams at Gressenhall. Around 120 volunteers are currently active on site, organised into a number of specialist teams. Volunteer hours are currently being recorded to provide HLF contribution in kind match funding for the *Voices from the Workhouse* project. During 2017, these volunteers gave over 9,327 hours of time on site to support the museum, with additional volunteers working from home on digitalisation projects.

4 Learning & Outreach

4.1 The museum continues to be popular with school visits and over 10,500 children from across Norfolk and beyond visited in 2016-17. Recent bookings have been strong and in line with previous years, which is positive given the additional budgetary pressures being felt by schools.

4.2 The format of events held in partnership with the Norfolk Virtual School Sensory Support Team and the Norfolk Fostering and Adoption Services has proved highly successful and beneficial for participants and stakeholders alike. The Gressenhall Learning Team are consequently planning to use this model to create a new special day aimed at young people, exploring issues surrounding mental health. This will take place in June 2018.

4.3 Gressenhall continues to be registered with NCC as a Care Farm. The site is currently offering funded work-based placements to a number of adults with learning difficulties.

5 Visitor numbers

5.1 Visitor figures for the period will be circulated at the meeting.

6 Resource implications

(a) Finance

Gressenhall Farm and Workhouse receives funding to support core operations and activities from Norfolk County Council. A number of activities are financed as part of funding to Norfolk Museums Service from Arts Council England as a Major Partner Museum under the terms of the current 2015-18 Business Plan. Project activities are funded from a range of external sources including the Heritage Lottery Fund. The source of these funds are detailed within the report. The above report includes no additional or unfunded financial implications.

(b) Property

Unless specified, the above activities relate to the Gressenhall Farm and Workhouse and Norfolk Collections Centre site. The above report includes no additional implications relating to property.

(c) Staff

The team at Gressenhall Farm and Workhouse are supported by a wider team of colleagues within Norfolk Museums Service. Some current posts are funded by external project funding. The above report includes no additional implications relating to staffing and personnel resources.

(d) Information Technology

Digital operations at Gressenhall Farm and Workhouse are supported by Norfolk County Council's IMT department. Social media is delivered by the Gressenhall Farm and Workhouse team. The above report includes no additional implications relating to Information Technology.

7 Recommendations:

7.1 That the Area Museums Committee notes the report

Originator of report:

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