



# AGENDA

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

**Committee - BRECKLAND AREA MUSEUMS COMMITTEE**

**Date & Time - MONDAY 12 OCTOBER 2020 AT 10.00AM**

THIS MEETING WILL BE STREAMED LIVE VIA THE LINK BELOW AND WILL BE ACTIVATED AT THE START OF THE MEETING

<https://www.breckland.gov.uk/virtual-committee-meetings>

THIS MEETING IS IN LINE WITH THE LOCAL AUTHORITIES AND POLICE AND CRIME PANELS (CORONAVIRUS) (FLEXIBILITY OF LOCAL AUTHORITY AND POLICE AND CRIME PANEL MEETINGS) (ENGLAND AND WALES) REGULATIONS 2020

**Committee Members:**

**Breckland Council**

Mr R.G. Kybird (Chairman)  
Councillor C. Bowes  
Mr R. F. W. Brame  
Mr H. E. J. Clarke  
Mr C. Harvey

**Co-optees**

Mr D. Blackburn  
Mr Bill Rhodes  
Dr K Robinson

**Norfolk County Council**

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

**Ex-Officio**

Mr J Ward  
R Kybird

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

Date: Monday, 5 October 2020

**PART A - ITEMS OPEN TO THE PUBLIC**

Page(s)  
herewith

1. **CHAIRMAN**  
To elect a Chairman for the ensuing year.
2. **VICE-CHAIRMAN**  
To elect a Vice-Chairman for the ensuing year.
3. **MINUTES** 3 - 8  
To confirm the Minutes of the meeting held on 15<sup>th</sup> January 2020.
4. **APOLOGIES**  
To receive apologies for absence.
5. **CHAIRMAN'S ANNOUNCEMENTS**
6. **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.
7. **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.
8. **ANCIENT HOUSE MUSEUM REPORT** 9 - 14  
To receive a report from Oliver Bone, Curator of Ancient House Museum.
9. **GRESSENHALL FARM & WORKHOUSE REPORT** 15 - 30  
To receive a report from Andrew Smith, Operations Manager – West.
10. **NEXT MEETING**  
To agree a date for the next meeting, suggested date Monday 25<sup>th</sup> January 2021.



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**6/20 ANCIENT HOUSE MUSEUM REPORT**

The Curator of Kings Lynn and Thetford Museums, Oliver Bone presented the report to Members that covered the period from October to November 2019. He explained that the Studio Ceramics exhibition had been well received and the investment through secure display cases showed off the high value items very well. The display included portrait photographs of the potters, and the Chairman commented the narrative explaining the techniques used was highly informative.

In autumn 2018 the Ancient House exhibited Pride of the People: Helping History out of the Closet which was curated by the Museum's Teenage History Cub. The pop-up version had been on tour and gone down very well and in November it was shown at the Provoke conference in London. Learning Officer Melissa Hawker had worked with the young people to curate this exhibition exploring LGBTQ+ history and as an indicator of the national significance and reach of this work, Melissa and one of the young people from the Teenage History Club gave a presentation at the 2019 annual Museums Association Conference in Brighton about the project.

For forthcoming displays The British Museum had agreed to lend a number of items including a selection of items from the late Roman hoard of inscribed silver spoons and gold jewellery. This was limited to 12 items of which they had picked the best and most interesting. This display would run from June to November and demonstrated another example of working together with the British Museum. The Curator commented that Ancient House, enabled by grants, benefits from high security display cases which facilitates loans from national collections.

The Ancient House is part of the Brecks River and Fen Edge landscape project which had been part of a successful bid to draw down two million pounds of National Lottery Heritage Fund support with a number of partners contributing to this five year scheme. The funding would be used for exhibitions around Viking and riverside heritage and provide the opportunity for public access to the latest research in these areas.

The Ancient house continued to look forward to a permanent larger presence of the Maharajah Duleep Singh and his family and were working with partners for a new festival later in 2020. A number of donations had been received towards this project, totalling so far approximately £2.500.

The museum continued to play a part in finding activities with families and children with a Wednesday afternoon for primary school aged children and a Friday after school Teenage History Club. The Curator particularly commented on the efforts of Melissa Hawker who worked well with the children, encouraging them to think of new themes and ideas to explore and had excellent ideas to guide them to take it forward. Melissa also went with a couple of members of the teenage history club and attended a Kick the Dust Takeover Event at the

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national HQ of the National Lottery Heritage Fund at the Museum of London on 22 November which was also a great chance to visit the Museum of London and their new displays.

The textile groups continue which contributes greatly and in addition helps reduce social isolation. The Talks programme, in association with the Friends of the Museum received a recent talk on Voices from the Workhouse by NMS Curator Megan Dennis. Attendances average between 15 and 25.

The museum continues to develop its social media presence and looks forward to the Museum Selfie Day on 21 January 2020 which encourages the general public to go to a museum and take a selfie. The day promotes awareness of great collections, displays and works stored in museums.

The volunteers continue to work immensely hard with children and with the staff behind the scenes photographing and cataloguing acquisitions.

The Friends of the Museum continue to support the Museum through fundraising had been most recently focused on trying to raise the funds to acquire the late David Osborne's postcard collection which comprised over one thousand postcards of areas in and around Thetford from 1870 to present day. They had recently been successful in obtaining a grant from The Lady Hind Trust of £2,000 towards the total. The Curator said that had recently had an offer from the V and A fund to achieve half of the total, also an offer from Thetford Town Council and the Friends had put in an application to the match funding pot through the Norfolk Community Foundation with a support letter from Councillor Roy Brame. Councillor Duigan suggested the Committee put in a letter of support to additionally recommend this application.

Ancient House continues to host a 12 month paid traineeship, provided through the NMS Teaching Museum programme, Paula Murphy is the current trainee. The scheme was a way for trainees to learn how museums work and allowed them to be paid whilst learning on the job which was a well-received scheme and so far had a good record of people moving on to museum work after having participated in the scheme.

Members of the Committee noted the report.

**7/20 ANCIENT HOUSE MUSEUM - KINGS HEAD PLANNING APPLICATION 3PL/2018/1499/F**

The curator of Kings Lynn and Thetford Museums, Oliver Bone said there had recently been issues with the building next door with problems with the roof junction between Ancient House and the old Public House, The Kings Head. Some of the lead flashing had come away from the junction between the two rooves, damp was seeping in and they were seeking legal action with the current owners of the property to repair this and make it good so Ancient House could

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remain dry. The Chairman suggested that with the ongoing planning application for the renovation of the Kings Head, (Ref: 3PL/2018/1499/F) that the Curator should copy in the Strategic Property Manager at Breckland Council, Ralph Burton to let him know what the situation is.

**8/20 GRESSENHALL FARM & WORKHOUSE REPORT**

The Operations Manager East and West, Andrew Smith, presented the report to Members that covered the period from October 2019 to December 2019. He said the programme of events continued to offer a broad range of activities based around the four key operational models.

He explained that within Special Events Days this seasons Apple Day had been a challenging day with a tremendous amount of rain which made all outside event activity more difficult. Visitors did persevere despite the weather Gressenhall still had over twelve hundred visitors.

The event offer across the October Half Term period, Awesome Autumn, received over fourteen hundred visitors across twelve days with The Norfolk Collections Centre open for three of the event days.

With ticketed events, people had booked to attend the Early Bird Openings but some families did not take up their booking. The tailored event was good but the timings might not be suitable to all so this will be reviewed to see if a change in time slots might improve visitor numbers. The Victorian Family Christmas was a bookable key event and a really vibrant offer across two days with a 250 capacity on site per day. Although the weather was inclement, it was mainly held inside the museum and the reviews were very positive. Tickets sold out a week in advance so next year the events team will increase the capacity to 300 per day and look at a weekend day option as well.

An events review was held at the end of the main visitor season to complete the planning for next year's event programme with a fresh focus on family fun and engagement with a few tweaks to popular events to ensure maximum success. Two events were renamed as it was thought changing the name would improve on line event searching and reflect the feel of the events more. *Forties Village at War* has been renamed to reflect the strong theme of the 1940s which had been diluted and staff are looking at other ideas to improve the event. The Chairman suggested regular bus tours of the battle area and Councillor Duigan suggested that as it was the 80<sup>th</sup> anniversary of the Americans coming to this region maybe some focus on that element and also to invite some Americans along to the event. The Operations Manager said they would explore these ideas to enhance the event. Once the final programme has been firmed up the new leaflet would go to print.

Gressenhall also organised a number of leisure learning short courses throughout the year, with the *Ploughing Experience* days and the *Apple Tree Pruning* courses both doing very well.

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The temporary exhibition *Once Upon a Time* had now been de-installed and staff had managed to re-cycle many parts of the exhibition including the learning tree which had been sent to a local school for their library.

The 2020 temporary exhibition season starts with *Full Steam Ahead* which opens on 17<sup>th</sup> February 20. This exhibition is designed to celebrate all things steam.

The *More than Oliver Twist* project continues to move from strength to strength working with five other workhouse museums and after a recent training session and a project meeting at Gressenhall this week, plans for the temporary exhibition presenting the research are underway. A visit from the funders, Arts Council England, was well received and they are happy with the progress on the project.

The Farmers Foundry Company steam engine restoration project now had a revised and improved timetable which will provide a platform to train new young people with the youth engagement team. They are looking at investigating the roll of steam power and how it relates to climate change today.

The re-development of the Adventure Playground was in its final stages with contractors engaged and planning consent has now been secured. It was hoped the new look adventure playground would play a key role in attracting families and repeat visitors. The Operations Manager would give a presentation at the end of the meeting.

Gressenhall Farm and Workhouse Museum continued to maintain and promote strong medial links and had three Social Media Champions who worked hard to update and publish interesting content on Facebook with over five thousand likes and Twitter with over six thousand followers.

The Friends of Gressenhall remain very active and supportive of the work and events at the museum. The Chairman of the Friends, Bill Rhodes, said he was really pleased about the re-tweaking of some of the major events which could only be a good thing. The Friends continued to support both the farm and museum having recently acquired a pair of bridles for the horses on the farm and they fully supported the project to restore the Farmers' Foundry boiler. He also said Friends continue to operate the Gressenhall second-hand bookshop which helps to generate income.

The Operations Manager explained that schools numbers had been good recently and visitor numbers had increased which was testament to all members of staff, volunteers and freelancers who helped to deliver the high quality museum education offer.

The learning team had worked hard on the development of informal learning activities over the past year. One of the Learning Officers, Katie Smith, had led on developing a good family programme which aimed to offer families the chance to explore the site fully and engage in activities together.

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Kick the Dust, a county-wide National Lottery Heritage Fund funded project, was designed to encourage young people to play more of an active role in museums. As part of this Gressenhall was now offering work experience opportunities to young people. Staff from the museum had also been in discussions with The Matthew Project and Enhanced Fostering Services to involve young people further.

The Museum continues to be registered as a care home with NCC and were currently offering funded work-based placements to adults with learning difficulties.

The Operations Manager circulated the visitor figures to the members of the committee and explained that Ancient House numbers had dropped, about 2% down on the month compared to the previous year but were hoping for an improvement over the last few months of the financial year whilst the museum as the museum is still open to the public. Gressenhall Museum was also slightly down by 1% but also hoped to improve and come out around the same as last year as events are planned for February half term when the site is open for five days and Gressenhall will be fully open again from 9 March.

Members of the Committee noted the report.

**9/20 GRESSENHALL NEW ADVENTURE PLAYGROUND**

The Operations Manager for East and West, Andrew Smith gave a short presentation on the plans for the new adventure playground with slides showing the theme and plans for the area stating it was hoped to be ready for use as soon as practically possible. There was no extra cost for visitors to enter the play area and it would not affect the current admission prices but it was hoped the area would encourage repeat visitors.

It was planned to retain a small kiosk to sell refreshments and there were seating areas for families to use and for parents or carers to watch over the children playing. There would be 2 main playing areas, one for the younger children aged 2 to 5 and a further area aimed at ages 6 to 14.

They had already been contacted by the EDP regarding the opening of the new play area and the museum would investigate a possible launch event.

**10/20 NEXT MEETING**

The next meeting will be held on Monday 4<sup>th</sup> May 2020 at 10:00am at Ancient House Museum, Whitehart Street, Thetford.

The meeting closed at 11.30 am

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**

**12 October 2020**

**Item No.**

**ANCIENT HOUSE, MUSEUM OF THETFORD LIFE REPORT**

**Report by the Curator, Ancient House Museum**

**This report provides information on activities at Ancient House, Museum of Thetford Life from December 2019 – August 2020**

**1 Temporary Closure of Ancient House due to the COVID-19 pandemic**

- 1.1 All NMS museums closed to visitors on 19 March 2020 as a result of the Coronavirus pandemic. The majority of NMS staff have been working remotely from home since this time.
- 1.2 Many normal activities and services, including general visits and school visits, have been severely impacted due to COVID-19. Many NMS staff have been involved in key duties relating to the Norfolk County Council's (NCC) COVID-19 emergency work, including helping to coordinate volunteer activities, managing the distribution of food and medicine to residents who needed this support, and making telephone calls to identified vulnerable residents.
- 1.3 During the lockdown period NMS staff have developed a broad range of digital resources to support audiences, including resources for children and families. Digital engagement activity included a significant expansion of social media activity. Resources were also developed for those in digital poverty or without ready access to digital content.
- 1.4 The enormous range of NMS activity during lockdown is being captured in the weekly Museums Mardle staff e-newsletter. Members of the committee can be added to this distribution list on request.
- 1.5 Following the Government announcement that museums could legally reopen from 4 July with suitable COVID-19 security measures in place, three NMS sites – Norwich Castle, Gressenhall Farm & Workhouse and Time & Tide Museum have now successfully reopened to visitors, with

Lynn Museum scheduled for reopening during October. This followed the implementation of strict COVID-19 safety procedures that were reviewed and signed-off by the NCC Health & Safety and Wellbeing team. Reopening was also in accordance with sector-specific guidance issued by the National Museums Directors Council. Time & Tide and Gressenhall reopened to Museums Pass holders and Friends on 18 and 20 July respectively, prior to opening to the general public on 3 August. All visits have to be pre-booked using timed tickets available from the Art Tickets website. To accommodate social distancing, site visitor capacity has been significantly reduced.

1.6 Staff training has taken place at all sites in advance of reopening. Staff are provided with any identified PPE and protective screens have been installed at key points. Enhanced staffing levels ensure that visitors can be provided with the necessary support and advice.

1.7 The layout of Ancient House, with a succession of smaller rooms over two floors, makes the re-opening of this site to the general public during the COVID-19 pandemic more difficult, due to the requirements for social distancing. Planning is currently taking place for the limited resumption of carefully controlled on-site activities for schools and young people when it is safe to do so.

## **2 Exhibitions and associated events**

### **2.1 *Studio Ceramics* - from 21 September 2019**

The last exhibition at the museum prior to lockdown featured a selection of studio pottery from the NMS decorative art collections curated by Senior Curator Dr Francesca Vanke. Before Ancient House re-opens to the public, museum staff plan to deinstall, pack up and remove this display and replace with a new exhibition. The *Studio Ceramics* display was enjoyed by visitors during its run from September 2019 to March 2020.

### **2.2 Thetford Treasure**

The Ancient House staff are liaising with colleagues at the British Museum about the loan of a selection of items from the Thetford Treasure. Originally planned for 2020, staff are now hoping to put on the exhibition in 2021 to provide added interest for the reopening of the museum. There will be a selection of items from the late Roman hoard of inscribed and decorated silver spoons and gold jewellery including the well known gold belt buckle decorated by the figure of a dancing satyr, a Roman mythical creature. Staff at Ancient House are liaising with the loans coordinator at the British Museum to confirm exact dates. The Ancient House benefits from high security display cases in the changing exhibition room which facilitates these type of significant loans from national collections.

### **2.3 Brecks River and Fen Edge landscape project.**

The Ancient House is part the Brecks River and Fen Edge landscape project. The Scheme won a £2m National Lottery grant as part of the proposal for a

£3.5m landscape conservation scheme to follow on from the successful 'Breaking New Ground Landscape Partnership Scheme. The project has now started, albeit delayed by COVID-19. The project is engaging local communities, schools and like-minded organisations to understand, reveal, celebrate and protect the lost heritage of the Brecks' Fen Edge & Rivers over the next 5 years. Rated as one of Britain's top three landscapes for freshwater wildlife, the Brecks are home to nature as significant as that in the New Forest and the Broads. Across the scheme area lie biodiverse chalk streams and networks of ancient Pingo ponds. Although the Brecks area is famed for being sandy and dry, it is the watery landscapes that are the driving force behind the area's unique biodiversity, and its history of human settlement. The Ancient House will receive funding as a partner organisation to produce exhibitions and activities in 2022 and 2023 on the themes of Vikings and Riverside Heritage .

#### **2.4 Duleep Singh Gallery Feasibility**

Feasibility work continues for creating 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. There is currently a target date of 2024 for this work, which links to the 100<sup>th</sup> anniversary of the opening of the museum. New displays at Ancient House will complement the plans for interpretation at Thetford Guildhall with Thetford Town Council.

### **3 Learning with Adults, Children and Young People**

Since the start of the national COVID-19 lockdown in March 2020, all face:face activities delivered at the Ancient House ceased and focus shifted to digital delivery. In the period December 2019 to March 2020 covered by this report, there was the usual provision of Mini-Museum club for under 5s, the after-school History Club and Teenage History Club, textile groups and adult talks in association with the Friends of the Museum. School visits also stopped in March. Since mid-March, learning staff have focussed on supporting teachers with digital resources.

## **4 Digital events and activities**

### **4.1 Social media**

The museum staff has continued to use the Ancient House social media presence for keeping up communication with audiences during 2020. Twitter and Facebook accounts are both maintained by all members of the small team. The Ancient House Museum accounts continue to grow with the Twitter account having 3,263 followers and Facebook having 1,224 follows. The Ancient House participated in a number of national social media campaigns including #StayAtHomeChallenge, #ClapForKeyWorkers #MuseumMomentsOfZen. #SouthAsianHeritageMonth, Social media is a way to share museum collections and activities and we have used themes such as #MuseumAlphabet for an A-Z of the museum collections and a History of

Thetford in 100 objects in this way. Museum staff have also linked up with other heritage organisations on social media to share content including #MuseumBuddy with RochdalePioneers Museum and #StillSeeingThings on women's history. Content has also been provided to assist children and families with engaging activities during the lockdown period. One of these was to make origami cranes connected with the commemorations for VJ Day.

#### **4.2 Creation of films about local history and museum activity**

Staff have developed the Ancient House You Tube channel to include 59 short films, many of which have been created during 2020. These have included instructions for making spoons for inclusion in the forthcoming Thetford Treasure display, Second World War (including VE day and VJ day pieces), Duleep Singh, Queer History, Teenage History Club, and the #MuseumMomentofZen series

[https://www.youtube.com/channel/UCKWo8PNwK0pj-swIlebFBqw/playlists?disable\\_polymer=1](https://www.youtube.com/channel/UCKWo8PNwK0pj-swIlebFBqw/playlists?disable_polymer=1)

#### **4.3 Watchalongs and discussion**

Two communal watchalong events were staged with a Q and A session afterwards. *The Black Prince* film event took place on 14 June in association with the Sikh Museum Initiative and Essex Cultural Diversity Project. *For Sama* took place in September, in association with City of Sanctuary and Aid Matters. The Ancient House team also participated in the David Copperfield watchalong for #NorfolkDay.in July.

#### **4.4 Online talks**

The Museum has provided several well supported live online talks provided using the Zoom webinar function – Dr Priya Atwal spoke on Royals and Rebels: The Rise and Fall of the Sikh Empire on 16 September and Learning Officer Melissa Hawker gave a family talk on the Duleep Singh family on 11 August and there was also a pre-recorded talk by NMS Natural History Curator Dr David Waterhouse entitled *How to Dig up a Tyrannosaurus - adventures in the mid-west of America*.

#### **4.5 Teenage History Club**

Melissa Hawker, Learning Officer has continued to run the Teenage History Club from a distance with weekly Zoom get togethers during 2020. The young people have been

#### **4.6 Live Stream of Computer Game, Assassin's Creed**

This event held in August proved to be a new way of sharing the Duleep Singh story with new audiences.

### **5 Other Museum Developments**

#### **5.1 Volunteers**

The small team of volunteers continued to meet on a weekly basis in the Museum up until March when the museum closed due to the Covid-19 pandemic.

## **5.2 Textile groups**

The Museum's textile groups stopped attending the Museum in March. Museum staff have been phoning round the ladies once a fortnight to check all is well and stay connected.

## **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. Because of the cancellation of the talks programme and temporary closure of the museum, the Friends committee have agreed to extend membership into 2021.

## **5.4 Teaching Museum Trainee Scheme**

The Ancient House has continued to host a paid traineeship, provided through the NMS *Teaching Museum* programme. The 2019-20 Ancient House trainee was Paula Murphy who has contributed to the museum's after-school History Club, work with the Teenage History Club, a volunteer project to make new learning resources and the research and production of the *Studio Ceramics* exhibition. The traineeship is funded through the NMS Arts Council England National Portfolio Organisation 2018-2022 Business Plan. Our current trainee is Sami Yussuf, who has been contributing to the museum's digital offer through accessing the museum database, creating short films, writing press releases, providing technical support for webinars and researching and creating content about the museum collections.

## **5.5 David Osborne's postcard collection fundraising**

The Ancient House has succeeded in raising the funds for purchase of the David Osborne postcard collection of over 1000 cards showing Thetford views from the 1870s to the present day.

## **5.6 Art UK**

In December 2019 photographs of the museum's sculpture collection were taken to join the ArtUK national database of artworks. The Ancient House collection can be viewed here:

[https://artuk.org/discover/artworks/view\\_as/list/search/keyword:thetford--work\\_type:sculpture](https://artuk.org/discover/artworks/view_as/list/search/keyword:thetford--work_type:sculpture)

## **5.7 Conservation of portrait of Cornell Fison**

NMS succeeded in raising funds to conserve the Thetford civic portrait of Cornell Fison through a grant from the Woodmansterne Art Conservation Awards 2018/ 2019. Cornell Fison (1793 – 1880) served as mayor of Thetford in the 1850s and at one time owned the building that today houses the Ancient House Museum. The painting is by J.Whiting and is dated to 1880, the year of Fison's death.

## **6 Visitor & digital participation numbers**

6.1 Up to date visitor & digital participation figures will be shared 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  
Curator  
Ancient House Museum of Thetford Life  
Tel: 01842 752599 e-mail: [oliver.bone@norfolk.gov.uk](mailto:oliver.bone@norfolk.gov.uk)



If you need this report in large print, audio, Braille, alternative format or in a different language please contact Andrew Smith on 01362 869254 and we will do our best to help

**BRECKLAND  
AREA MUSEUMS COMMITTEE**

**12 October 2020**

**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 December 2019 to September 2020.**

**1. Temporary Closure of Gressenhall Farm and Workhouse Museum due to the COVID-19 pandemic**

- 1.1 All NMS museums closed to visitors on 19 March 2020 as a result of the Coronavirus pandemic. The majority of NMS staff have been working remotely from home since this time.
- 1.2 Many normal activities and services, including general visits and school visits, have been severely impacted due to COVID-19. Many NMS staff have been involved in key duties relating to the Norfolk County Council's (NCC) COVID-19 emergency work, including helping to coordinate volunteer activities, managing the distribution of food and medicine to residents who needed this support, and making telephone calls to identified vulnerable residents.
- 1.3 During the lockdown period NMS staff have developed a broad range of digital resources to support audiences, including resources for children and families. Digital engagement activity included a significant expansion of social media activity. Resources were also developed for those in digital poverty or without ready access to digital content.
- 1.4 The enormous range of NMS activity during lockdown is being captured in the weekly *Museums Mardle* staff e-newsletter. Members of the committee can be added to this distribution list on request.
- 1.5 Following the Government announcement that museums could legally reopen from 4 July with suitable COVID-19 security measures in place, three NMS sites – Norwich Castle, Gressenhall Farm & Workhouse and Time & Tide Museum have now successfully reopened to visitors.

This followed the implementation of strict COVID-19 safety procedures that were reviewed and signed-off by the NCC Health & Safety and Wellbeing team. Reopening was also in accordance with sector-specific guidance issued by the National Museums Directors Council. Time & Tide and Gressenhall reopened to Museums Pass holders and Friends on 18 and 20 July respectively, prior to opening to the general public on 3 August. All visits have to be pre-booked using timed tickets available from the Art Tickets website. To accommodate social distancing, site visitor capacity has been significantly reduced.

- 1.6 Staff training has taken place at all sites in advance of reopening. Staff are provided with any identified PPE and protective screens have been installed at key points. Enhanced staffing levels ensure that visitors can be provided with the necessary support and advice.
- 1.7 To reduce 'touchpoints' in the museum some of the interactive elements of the displays have been covered over. However, to help family groups enjoy the museum displays, new 'takeaway' activity trails and packs were introduced for younger visitors and their families to use around the Gressenhall site.
- 1.8 An update on site reopening will be given at the meeting.

## **2. Events and Activities**

- 2.1 During the period covered by this report, all programmed events, between the dates of Monday 23 March and Sunday 11 October, have been cancelled as well as all workshops due to ongoing COVID-19 restrictions.
- 2.2 During the February half term the school holiday theme was *The Hunt for Old Tom's Treasure*. This ran from Monday 17 to Friday 19 February 2020 and an average of 216 people per day enjoyed the events on offer. All activities were based around life in the workhouse and included stone painting, a site wide treasure trail, a create your own peg doll craft activity, a bingo challenge and create your own chum friend.
- 2.3 The 2020 events programme at Gressenhall was planned to offer a broad range of activities based around four operational models. With all events from late March onwards unable to go ahead due to COVID-19, the following event days and activities were cancelled:
  - Special Event days – major events which require full event staffing and set up. For 2020, those planned were: *A Vintage Affair*, *Forties Village at War* and *Apple Day*
  - Days with a Difference – smaller themed events, for 2020 these days were to include *Family BioBlitz* and *Horse Power*.
  - Norfolk School Holiday activities – extra themed activities were planned for delivery each day of the Norfolk School holidays, with minimal increase in staffing.

- Ticketed Events – pre-booked and pre-paid events. For 2020, this included a murder mystery event and outdoor theatre.

2.4 However, since the reopening of the Gressenhall Farm and workhouse on Monday 20 July, a reintroduction of small-scale event activities has been instigated.

Daily since reopening:

- A ‘pencil free’ children’s activity sheet is available to all visitors.

Norfolk School Holiday Activities:

- Summer Holiday – Introduction of activity packs for children. Each pack contained all materials needed for two craft activities and an activity sheet following trail boards around the main museum site. Each pack was prepared in advance in a secure environment and quarantined for 72 hours before being made available to visitors. Across a total 48 days during the holiday period, approximately 35 packs were taken and enjoyed each day.
- October Half Term – Planned activities include updated activity packs for children, trail boards and a trail sheet covering the full site, a ‘hands free’ obstacle course and site decorations.

Future events:

- Plans are underway for the delivery of a digital *Apple Day* event on Sunday 11 October via our social media feeds and a limited capacity Christmas event at the workhouse in December.

2.5 The costs of delivering and marketing the Gressenhall event programme continues to be subsidised with funding from Arts Council England (ACE) as part of the 2018-22 Norfolk Museums Service ACE business plan as a National Portfolio Organisation.

2.6 The Gressenhall events programme is promoted via a specific piece of print, as well as an increased programme of digital marketing including Facebook and Google adverts and the museum’s own social media presence. All COVID-19 related changes to the Gressenhall events programme have been communicated via social media, Art Tickets and the Gressenhall website.

### **3. Other Museum Developments**

3.1 The 2020 season temporary exhibition *Full Steam Ahead* opened on 17 February 2020 for half term, just before the national COVID-19 lockdown. This exhibition is designed to celebrate all things steam, including the Farmers Foundry Company engine which is currently undergoing restoration before being relocated and displayed at Gressenhall. The exhibition questions what steam power is, what was it used for and how it worked. It also examines how steam engines were made and explores the role of steam in the British Empire, the impact of steam on the environment and how we use steam today. Prior to

Gressenhall reopening to visitors in July, the exhibition was re-designed to include COVID-19 safety measures. This has meant that all touch points and interactives were either removed or covered up and a one-way system established through the space.

- 3.2 Planning has started for the 2021 temporary exhibition, *More In Commons*. For this exhibition, NMS is working in partnership with Norfolk Wildlife Trust, who are celebrating their 95th birthday. The exhibition is a celebration of the wildlife, history and community of Norfolk's common land. Working together with natural history colleagues, community groups (including Gypsy and Romany Travellers) and volunteers, staff are developing a COVID-19 safe - but still engaging - exhibition. The exhibition will start with a community-created 3D sculpture in the Welcome Area building created by volunteers working remotely. In the main exhibition gallery we explore the wildlife, history and community groups that use common land and examine what the potential future holds for Norfolk's green, unenclosed space. The exhibition will also feature in the wider site as we are planning a Robert Kett scarecrow for Cherry Tree Cottage. Work is on target for the exhibition to open in the spring.
- 3.3 Staff have created several online versions of previous temporary exhibitions and tours during the lockdown period. These simple pdf files allow online visitors to explore the objects and images at their own pace and to review areas of interest. The online tours available include:
- Full Steam Ahead
  - LGBTQ+ Stories
  - Queer Nature Tour
  - Behind the Scenes Collections Store Tour

We are currently working on an online version of the popular *Once Upon a Time* temporary exhibition.

- 3.4 Gressenhall has continued to lead on the *More Than Oliver Twist* project. This Subject Specialist Network (SSN) project is funded by Arts Council England. The establishment of a new Workhouse Network SSN was one of the objectives of the recent Voices from the Workhouse project at Gressenhall supported by the National Lottery Heritage Fund. For this project Gressenhall is working with five other workhouse museums and Nottingham Trent University to engage museum workforces with pauper histories. We have been granted a four month extension to the project, which will be complete by 13 October 2020. We originally appointed Mel Rye and Morgan Tipping to create a physical temporary exhibition together with the six regional partners. Since lockdown this was changed to a completely digital offer, hosted on the Google Arts and Culture platform. The exhibition features artwork telling the visual story of six of the inmates whose lives were researched during the project. These are accompanied by audio soundtracks that tell their lives in the form of a radio show, reflect on their contemporary resonance and give the researcher's a chance to



of landscaping are being completed by the Gressenhall team. A detailed COVID-19 risk assessment and related safe system of work have been written for the playground area and we hope to finally open the play area and new equipment in time for October half term, subject to review and sign-off by colleagues from the NCC Health, Safety & Wellbeing team. This new look adventure playground will play a key role in attracting families, repeat visitors and NMS Museums Pass holders to the site. The new adventure playground complements the wider site's existing interpretation including such elements as the wildlife, woodland, heavy horses and farm animals and blends into the surrounding landscape very well whilst providing a key offer for our family audience.

- 3.8 The Gressenhall farm has had to operate very differently during the last six months. After the initial challenges and implication of the COVID-19 outbreak, the work pattern of the farm staff was amended to ensure key priorities were covered. The daily feeding and care of the livestock is crucial and Richard Dalton and Mike Crisp, the farm officers, changed their working week to provide cover every day including weekends. Other Gressenhall team members were brought in to help to support this farm operation when required. With COVID-19 secure amendments in place, we have been able to welcome visitors back to the farm, with a focus on visitors feeling safe and having an enjoyable time. Activity packs have been available to take and use around the farm and these have been well received. We have also continued working the horses in the fields, to enhance the visitor experience. It has been rewarding to see families being able to enjoy our outside spaces and take time to explore the outdoor areas of our site in a different way. There has been some very positive and constructive feedback from visitors.
- 3.9 Maintaining and growing a strong social media presence is of even greater importance during lockdown and beyond. This remains a key priority for Gressenhall. The site has three Social Media Champions who have worked throughout lockdown to ensure the regular publishing of interesting content on Facebook and Twitter. This has included a number of projects with video content – a popular *Workhouse Murder Mystery*, which replaced the Museums at Night event and a series of craft activities (*Make It Monday*) which were inspired by the popular Art Attack activities usually provided on site. We also launched a digital escape room during the summer holidays and social media users had to follow clues throughout the week to open a locked box and claim a prize. All staff are encouraged to support this digital content by supplying content and images. The Social Media Champions also respond to enquiries and reviews made via these social media channels along with Trip Advisor and Google Reviews

Since March, there has been an increase in the delivery and enhancement of the Gressenhall digital offer with much more content

across the three main social media channels; Twitter, Facebook and Instagram.

- Since 7 April 2020 these channels delivered a combined increase of 955 followers
- The overall Gressenhall social media following was 13,855 as of 23 September and since April each channel increased followers - Facebook +661, Twitter +90 and Instagram +204

New content includes

- Weekly themes for social media content.
- Online content for cancelled events, this includes the use of past event images, quizzes, sharing of related collection items and activities for children to do at home.
- *Make it Monday* craft videos. Eleven craft videos have been created which show viewers how to create a simple craft using everyday objects in their home.
- *Moaning Martha Takeover*. Martha (a fictional inmate character) took over the Gressenhall social media accounts telling viewers about her life in a workhouse.
- *Gressenhall Farm Diary*. A weekly farm diary (March – September) was published online and frequently in print by the Eastern Daily Press.

3.10 Several online resources have been created by the Events, Learning and Collection teams. All are available to visitors on the Gressenhall website. They include:

- Various craft activities and colouring in sheets for children
- *Murder in the Workhouse* – online murder mystery.
- Creativity and wellbeing activities inspired by Lorina Bulwer.
- A digital tour of the Gressenhall collection.

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

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

[http://www.tripadvisor.co.uk/Gressenhall Farm and Workhouse](http://www.tripadvisor.co.uk/Gressenhall_Farm_and_Workhouse)

3.11 The site closure period also saw the development of a new private Facebook group for Gressenhall staff and volunteers. This provides a link to the museum for staff and volunteers who are not currently able to attend or work on site. Regular updates were provided by staff completing security checks and other essential work on site during the lockdown period. This included photographs of the farm animals being fed and the buildings, gardens and wildlife. Over time content was also received from remote volunteers working on various projects and the Facebook group has become a safe space for developing the Gressenhall digital community.

- 3.12 Gressenhall continues to investigate a range of commercial activities as a means of generating income in the future, including room and venue hire where COVID-19 restrictions allow.

#### 4. Friends and Volunteers

- 4.1 The Friends of Gressenhall remain supportive but it has not been possible to hold the bi-monthly Committee Meetings at the museum over the last six months. The Friends continue to manage the Gressenhall second-hand bookshop, but as with all other areas of the site, this has been impacted by the COVID-19 lockdown and has been closed since the middle of March. Therefore, the Friends have been unable to generate any new income from the bookshop in the current financial year
- 4.2 In 2017, the Friends generously agreed to support the project to restore the *Farmers' Foundry* engine boiler (formerly part of the Bygones Collection at Holkham) back to working use. This was 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. As mentioned above, the steam engine should be back in steam at Gressenhall in 2021.
- 4.3 The Gressenhall Curator, Dr Megan Dennis, continues to co-ordinate, manage and develop the volunteer teams at Gressenhall. A significant amount of time and energy has been spent staying in touch with this group since the national lockdown began in March. Daily emails were sent to the volunteer group and these are still generated on weekdays. They provide a regular link to Gressenhall and other volunteers and are appreciated by many of our volunteers, particularly those living alone, or who were shielding. We have developed a range of remote volunteering opportunities which has seen our volunteer team increase from 120 to over 150 volunteers. We are recruiting people from across the UK for the first time and increasing the diversity of our volunteer group. These volunteers have worked on family history research, cataloguing workhouse archives and improving collection records. Our new project sees remote volunteers working together to create a 3D sculpture for our 2021 temporary exhibition *More in Commons*. We have started a weekly *Virtual Gressenhall Tea Break* on Zoom with regular attendees. Following a detailed review with senior managers and volunteers we have received approval for the resumption of limited outdoor gardening on the top site at Gressenhall. A small number of gardening volunteers are now able to attend the site in a COVID-19 secure and safe way to carry out essential outdoor works to maintain the garden areas.

## 5. Learning & Outreach

- 5.1 Along with the other museums in NMS we have been working to produce safe systems of work to enable schools to begin visiting once more. At present, we are planning to begin having school visits from the week after October half term and have had an encouraging number of provisional bookings. Only one school will be allowed to visit each day with a maximum of two classes from a single year bubble. There will, of course, be some restrictions on activities but we are planning that, with a combination of duplicate sets of equipment and quarantine periods, we can maintain an interactive and engaging offer.
- 5.2 We have also been working on a digital offer to complement our physical programme. This will consist of a combination of pre-recorded film and livestream into classrooms. The first offer will be a series of films for year 3 students (7 – 8 year olds) about Neolithic Britain. We are trying to keep things as fun as possible and have developed a convoluted plot involving time travel. Filming is complete, with final editing now ongoing.
- 5.3 *Murder in the Workhouse*: During the height of lockdown the learning team created an online murder mystery to replace the annual on-site event. The murder followed Detective Lightfoot as he met a series of suspects over the course of six ten-minute episodes. The mystery used existing images and voice recordings made on the phones of staff members and freelancers. It was premiered live on Facebook during May half term and is now available on Youtube.
- 5.4 Katie Smith, one of our learning officers, is currently on maternity leave. Rebecca Hale, our other part time learning officer, has been appointed to cover this absence.
- 5.5 *Kick the Dust: Norfolk* is a county-wide National Lottery Heritage Fund funded project designed to encourage young people to play active roles in museums. (see section 6 below). We have been working to support young people remotely during pandemic. Rachel Duffield, Kick the Dust Project Officer has led on *Museum in a Jar*, a county wide project to encourage young people to display significant personal responses to lockdown. Rachel and Rebecca Hale, our other learning officer, have been supporting a number of young volunteers through the pandemic. One of them has researched and produced voice-overs for a number of short collections-based films relating to sexuality which were released as part of our digital Heritage Open Day offer.
- 5.6 Gressenhall continues to be registered with NCC as a Care Farm. Work-based placements to adults with learning difficulties have been suspended during pandemic. Placements will be reviewed in the new year.

## 6. Kick the Dust: Norfolk – lockdown project activity update

- 6.1 The *Kick the Dust: Norfolk* project, funded through the National Lottery Heritage Fund, has continued to engage with young people throughout the COVID-19 lockdown period. The project team have adapted their activities to support existing groups across Norfolk, in particular YMCA groups, using digital means.
- 6.2 From the start of lockdown to the 31 August there were a total of 940 interventions, involving 399 individual young people taking part in 489 hours of quality digital activity. 17 Kick the Dust groups have been taking part in 155 different digital activities across the county with a further 10 YMCA groups involved in 75 heritage related activities, plus an additional number engaging in activities left at their residences to complete independently during lockdown.
- 6.3 Total engagement numbers for the project from October 2018 to the end of August 2020 are 7,012 interventions, involving 2,114 individual young people taking part in 3,625 hours of quality activity. Of these interventions, 186 volunteering opportunities have been provided to 93 individual young people. During lockdown, Project Workers have developed 18 resource packs which have been shared across partners including NCC Children's Services. A series of videos and audio recordings have been developed which will form part of the NMS Central resources via YouTube. Many young people are following an Arts Award using evidence from their involvement in an activity to upload to their Arts Award files. Seven volunteers continue to support activity as part of Kick the Dust and play an active role in supporting the project workers.
- 6.4 The Kick the Dust team established a working group along with colleagues in NCC Children's Services including Care Leavers, Virtual School, Community and Partner Focus teams, Dads Matters, Youth Offending, Commissioning and Service Development team and external partners working with vulnerable groups including Benjamin Foundation, Young Norfolk Arts and Festival Bridge to ensure that those who are in digital poverty and are most vulnerable are supported through the Art Parcels initiative. 1,000 Art Parcels containing a printed resource pack with an accompanying pack of high-quality art materials were distributed across the county to 11-25-year olds (predominately 13-20 year olds). Initial feedback has been positive with the NCC Community and Partner team saying they had appreciated the 'high quality' of materials stating these were 'second to none' and that was why they had been so well received by the young people. This initiative was followed up through the NCC *Big Summer Fun* Programme with Norwich Learning team and 8 Kick the Dust young people working alongside an artist to develop 400 printed resource packs for 6-10-year olds. This second pack had a textile theme and utilised additional funding from Festival Bridge to provide textile-based materials to accompany a younger age resource pack.

## 6.5 Breakdown of participants

This has changed considerably since lockdown due to the high number of YMCA clients we have been engaging with through the enhanced digital offer.

- 10% aged 11-13 years
- 17% aged 14-16 years
- 34% aged 17-19 years
- 20% aged 20-22 years
- 19% aged 23-25 years

## 6.6 Target audiences (some young people fall into more than one category)

- YMCA clients – 39%
- Secondary schools – 32%
- FE/HE – 22%
- Young people with mental health issues – 13%
- Outside of mainstream education – 8%
- Young Offenders at those at risk of offending – 7%
- Looked after children and adopted living at home - 5%
- SEND – 7%
- NEET – 4%
- Care Leavers – 2%
- New arrivals and refugees – 2%
- Pregnant young mums and teenage parents – 1%
- Young Carers – 1%

## 6.7 Evaluation

As part of the feedback, young people are asked how aware they are of the range of job roles available within NMS and the heritage sector and how they perceived museums in terms of being spaces for young people. 74% of young people stated they had little or no knowledge of job roles in NMS or the heritage sector before taking part and 84% felt that museums were a space they could use and would use in the future.

## 6.8 Following their engagement with the project:

- 91% of young people said they had learnt new and interesting things about heritage; 71% of young people felt that heritage reflected them and 93% felt heritage would engage other young people.
- 78% of young people said they were more likely to become a volunteer as a result of their involvement in KTD.
- 100% of young people stated they felt welcomed and respected by staff and 85% felt a sense of achievement.
- 81% of young people stated they now had a better understanding of heritage having taken part in the programme.
- 89% of young people felt that there were jobs for young people like themselves to work in heritage.
- 65% of young people felt that heritage had helped them understand more about their own lives – it had given them context.

- 98% of young people felt that the programme was easy and affordable to get involved in but had concerns that they may not be able to do this in the future if there was a significant cost to them.

## **7. Kick the Dust – lockdown Art Parcels project case study**

### Aims

- To engage a core group of heritage and arts partners along with key staff from NCC Council’s Children’s Services to support 1,000 young people aged 11-25 years across Norfolk in receiving a high-quality heritage-based Art Parcel to support their well-being during lockdown.
- To explore options for capturing the thoughts and ideas produced by young people during the pandemic to form a virtual exhibition in Autumn 2020.

### Development of the Art Parcels Initiative

The Art Parcels Initiative came about due to the number of young people who would not have ready access to digital resources during the pandemic. Whilst the Kick the Dust team maintained contact with existing groups of young people already engaged in Kick the Dust activity across the region, it became clear that as the pandemic and subsequent lockdown continued, many young people who lived in digital poverty would struggle to gain access to the online resources the team were developing. Discussions with Festival Bridge in May, who were developing ‘Let’s Create’ packs for those in digital poverty and NCC, who were requesting materials from local business to support Norfolk’s most vulnerable families, demonstrated that there was a real need for high quality art materials to support those in digital poverty but those who had no materials at home to be able to engage in art and heritage based activity. Following these discussions, NMS established a working group comprising colleagues from different services within NCC Children’s Services and external partners to build on activity already in place and develop the mechanism and strategies to support those in the most need through lockdown and beyond.

Partners included:

- Kick the Dust project worker for Norwich and Project Coordinator (Chair)
- Learning Team Manager for Norwich Castle
- NCC Partner and Community Focus Manager
- Virtual School Enrichment Education Coordinator
- NCC Commissioning and Service Development Manager
- Leaving Care Specialist Adviser
- NCC Arts Development Manager
- Norfolk Youth Offending team
- NCC Dad’s Matter Coordinator
- Norfolk Festival Bridge Manager
- Director Young Norfolk Arts
- YMCA Manager - Housing
- Benjamin Foundation Manager
- Prospects senior youth worker - Great Yarmouth

Meetings took place in May where the group discussed how we could pool resources and develop future working relationships for the benefit of young people going forward. By June, we were able to identify the mechanisms for distributing the Art Parcels and for procuring the resources and packing them. After agreeing that Kick the Dust would provide 350 Art Parcels it became evident that the demand was higher than anticipated and so, with the approval of the National Lottery Heritage Fund, the number of Art Parcels was increased to 1,000. To maximise the impact and numbers of young people outside of receiving a specific service, it was agreed that foster carers would receive the electronic pack and that they would be asked to purchase the additional resources required to use the packs to their full potential.

Lockdown created its own unprecedented and logistical challenges:

- Finding a supplier who could provide the quantity and type of materials we were looking for and who were still trading in lockdown,
- A central location that could accommodate receipt of the vast amount of resources and allow staff on site to pack them and for partners to collect them whilst adhering to lockdown rules,
- Having people who would be able to collect and deliver the large number of packs requested during lockdown,
- Having everything in place for 1 July 2020.
- Capturing feedback for a virtual exhibition after lockdown.

In June, the Project Worker for Norwich, Rachel Daniel, worked alongside one of our regular freelance artists, Ali Atkins, to develop a resource pack which would provide not only creative, heritage inspired activities but instructions on how to use the materials in the packs and examples of the effect the young people could create, to provide inspiration and confidence in using materials that many would not have used before. Jo Springall, Norfolk Library Service, helped procure the materials and arranged delivery to County Hall in June. Through NCC we were able to produce a Safe System of Work plan to allow access to County Hall to pack the resources and allow partners to collect in a safe and controlled way.



## Outcomes

All partners collected their allocation on 2 July 2020 and distributed these over a 2-week period. Groups who received these included:

- Care leavers across Norfolk through NCC teams – 120 parcels
- Benjamin Foundation distributed parcels to 150 young people through:
  - Parent Support Adviser Team -30
  - Supported Accommodation Services/Restore –15
  - Compass Outreach team -15
  - Young Carers/Youth West group in Hunstanton -25
  - Heart & Home Supported Lodgings -10
  - Boom Young Carers -40
  - Anchorage Shared Housing Scheme - Great Yarmouth -15
- 11 young people living in three of NCC's residential homes
- YMCA housing and hostels outside of those already engaging in Kick the Dust activity – 125 parcels
- YMCA youth groups – 30 parcels
- Norwich Youth Offending Team – 10 parcels
- Saturday Art Club and Make Yarmouth Kick the Dust group Great Yarmouth for Prospects– 12 parcels
- Kick the Dust project groups in Kings Lynn
- ST\*ART Club and Museum Club Norwich – 11 parcels
- Dads Matter Norfolk – 10 parcels
- Thetford Teenage History Club – 6 parcels
- The Partner and Community Focus team distributed 500 parcels across Norfolk including:
  - Young Carers in Norwich and Great Yarmouth
  - Springwood High School Kings Lynn

Virtual School e-mailed all the resources and materials list to foster carers so that this group could also take part in the project.

## What happened next?

Follow up meetings following collection of the Art Parcels agreed that these meetings should continue on a monthly basis and allow partners to 'dip in and out' according to the theme. The working group is now called 'Making Creative Futures'. The group has been able to support and promote the NCC *Big Norfolk Summer of Fun* programme. Using additional funding of £4,000 secured from Norfolk Festival Bridge, eight of our former Kick the Dust young people have worked with Genevieve Rudd, a freelance artist, to develop an accompanying resource pack to support an additional 400 6-11-year olds living in Norfolk in families with little access to resources and who are living in digital poverty. The Kick the Dust Project Coordinator has compiled a list of training offers from all partners which will be accessible to all looking at further developing the skills and knowledge of their teams working with young people facing challenges and barriers to engagement. It is envisaged that training will be recorded so staff in the future can access this via a webinar.

## Evaluation

Initial feedback from partners has been very positive in terms of the ease in which they were able to collect their Art Parcels and the high quality of the materials in the packs. Feedback from young people receiving the Art Parcels has been very positive with partners feeding back how happy they were to receive something that is fun and 'just for them', with many stating that they had nothing at home for doing such activities, not even a pencil.

The challenge of getting 1,000 Art Parcels out to young people spread out across the county through 17 partners was significant and whilst this took an enormous effort, the initiative has delivered on its intended aims. Young people aged 11-25 years of age, living in digital poverty, have access to their own high-quality resources and the opportunity to join in other Kick the Dust activity in the future. The hope is that partners will have the capacity to visit the young people they engaged with and capture their feedback and work they are proud to share. This will be included in a virtual exhibition which will be delivered through Young Norfolk Arts Virtual Gallery space before the end of 2020 and showcase the resilience and creativity of young people in Norfolk during this challenging time.

To be able to work with former Kick the Dust participants on developing the 6-11 year old textile Art Parcels is testament to the way Kick the Dust works and provides that vehicle to help young people gain a real insight into heritage and the different job roles available, something we wish to further develop as we move into our third year of National Lottery Heritage Fund funding.

## Feedback

*'I have passed out the packs today and the young people who we have given them to are really happy and grateful for them and I will keep you informed as to what they do with them now.'* Manager, Great Yarmouth Young Carers.

*'I would just like to say a massive thank you to the Art Materials donated to Springwood High School, King's Lynn. They will be a massive help! Thank you.'* Springwood High School.

The youth worker at Youth West in Hunstanton said at a recent youth club session: *'They are making good use of art and activity packs. Lots of colourful creations are being made with a trend of creating geometric shapes on paper with masking tape and oil pastels.'*

*'The pack are well good. I do art in my spare time. I like designing tattoos. I never usually get things like this.'* Youth West Hunstanton member.

*'I have a resident here at the YMCA who has just received the art parcel from Kick the Dust. We read on the letter that there are opportunities to join some project groups and events and activities.'* Norwich YMCA.

YMCA residents in Great Yarmouth put together a collage of postcards with their messages.

## **8. Visitor & digital participation numbers**

- 8.1 Visitor & digital participation figures for the period will be shared at the meeting.

## **9. 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 National Portfolio Organisation under the terms of the current 2018-22 Business Plan. Project activities are funded from a range of external sources including the National Lottery Heritage Fund (formerly 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.

## **10. Recommendations:**

That the Area Museums Committee notes the report

Originator of report:

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