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**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

explain their experience of working on the project. This digital exhibition should be ready to publish in mid-October. A five-year plan has been written which will ensure the network continues to grow and includes a range of opportunities to apply for future funding for further projects. Lockdown gave us the opportunity to recruit further family history research volunteers and we have completed research on all the inmates recorded in the 1881 census. The volunteers have now started researching those in the 1871 census. In time these will all be published on the eHive website, providing a valuable resource for academics and local and family historians.



Biographical illustration of Benjamin Newell's life, as depicted by Mel Rye within the Google Arts and Culture More Than Oliver Twist digital exhibition

- 3.5 The Farmers Foundry Company steam engine restoration project, also funded through Arts Council England, has another revised and approved timetable because of the delays brought about by lockdown. Good progress has been made on the engine in the steam engineers' yard and the engine is now ready to be returned to site, once we have closed for the winter season. Once at Gressenhall, the engine will be made fully operational once again and will provide the platform to train a new diverse volunteer team.
- 3.6 A *Collecting COVID-19* project was started in response to the national lockdown and is using a phased approach to collect stories and objects relating to the pandemic across diverse rural Norfolk. The initial phase of collecting was during lockdown itself and will be followed up this Autumn by a new *Living with the Pandemic* phase. Staff have worked hard to identify stories from a range of people and organisations across rural Norfolk to reflect the diverse experiences of people within the county during this unique time.
- 3.7 The new Adventure Playground at Gressenhall Farm and Workhouse, funded through the NCC capital programme, is almost ready to open to visitors. The new play equipment is now fully installed, after work was halted between April and June during the lockdown, and final elements

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://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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