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**BRECKLAND
AREA MUSEUMS COMMITTEE**

14 September 2021

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 January to August 2021.

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

- 1.1 All Norfolk Museums Service (NMS) museums closed to visitors on 19 March 2020 as a result of the Coronavirus pandemic. The majority of NMS non frontline staff have been working remotely from home since this time. Following a phased COVID-19 secure reopening of four NMS museum sites including Gressenhall Farm and Workhouse during July and August 2020, all NMS sites closed again from 5 November 2020 as part of the second national lockdown. Following the announcement that Norfolk would be in Tier 2, three NMS sites reopened to the public on Thursday 3 December 2020. These sites were Norwich Castle, Time & Tide Museum and Lynn Museum, with the seasonal site at Gressenhall remaining closed until the start of the 2021 season. Following the announcement that Norfolk would be in Tier 4 from Boxing Day, all NMS sites closed again with effect from 24 December 2020. Following the government announcement that indoor museums could legally reopen from 17 May 2021 as part of Roadmap Step 3, seven NMS sites reopened to visitors in the week beginning 17 May. These sites were Norwich Castle, the Museum of Norwich, Lynn Museum, Time & Tide Museum, the Elizabethan House Museum, Cromer Museum and Gressenhall Farm & Workhouse (outdoor areas at Gressenhall had reopened on 12 April under Step 2). Subsequently, museum reopenings have taken place at Ancient House Museum and Strangers' Hall.
- 1.2 Gressenhall Farm and Workhouse was closed until the spring as a seasonal site but was able to reopen as an outdoor only attraction on Monday 12 April 2021 as the government's roadmap for easing

COVID-19 restrictions moved forwards. This enabled staff to offer visitors pre-booked tickets to access the farm, adventure playground and site grounds including the centenary wood, apple orchard and riverside walks as part of step 2 of the roadmap. The café was able to offer take-away refreshments and full toilet facilities were available. All other indoor spaces remained closed until 17 May. Gressenhall Farm and Workhouse Museum fully reopened on this date with the majority of indoor spaces available to visitors.

- 1.3 Despite the ending of legal restrictions on 19 July, many of the existing COVID-secure systems and procedures remain in place, with a focus on keeping staff and visitors safe through minimising the risk of transmission. Visitors are being requested (rather than legally required) to follow these procedures. The key changes to NMS procedures include:
- The wearing of face coverings by visitors and staff is now “expected and recommended” rather than required by law
 - 2m social distancing is no longer a requirement. Visitors are instead being requested to abide by “respectful distancing” from other visitors and staff
 - Test & Trace venue check-in is now advisory rather than a legal requirement
 - The pre-booking of tickets is no longer a requirement but is now recommended. Walk-in visits are permitted where there is sufficient site capacity
 - Site capacity limits have been increased (previously averaging 30% of normal capacity) and pre-booked ticket slots adjusted to accommodate an overall increase in visitor numbers.
 - Priority on-site activities have resumed including delivery to schools and young people. Some on-site public events have also resumed. All such activities are still the subject of strict COVID-19 procedures, with Safe Systems of Work being created to protect staff and visitors.
 - All legal restrictions specific to museums were removed by the Government with effect from 19 July 2021 (Step 4).
- 1.4 In terms of the COVID-19 procedures and systems that remain in place across NMS sites, the priorities remain:
- Ventilation – maintaining existing ventilation arrangements to maximise fresh air flow including supplementary air purifiers at relevant sites
 - Cleaning regimes – maintaining enhanced cleaning arrangements including toilets and regular touch points
 - Hand sanitisation – maintaining existing sanitiser stations and encourage regular hand sanitisation/hand washing. Additional hand sanitiser stations are being introduced where required (e.g. near reactivated interactives)
- 1.5 Many museum activities and services, including general visits and school visits, have been severely impacted due to COVID-19. NMS staff have been involved in supporting key work relating to the Norfolk

County Council's (NCC) COVID-19 response, 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. NMS staff have also been helping with other COVID response work including supporting the work of the NHS and the NCC Trading Standards and Registrars' teams.

- 1.6 Throughout the period of the pandemic, NMS staff have developed a broad range of digital resources to support audiences, including resources for children and families. Digital engagement included a significant expansion of social media activity. Resources continue to be made available for those in digital poverty or without ready access to digital content.
- 1.7 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.
- 1.8 The reopening of museum sites during 2020 and 2021 followed the implementation of strict COVID-19 safety procedures that were reviewed and signed-off by the NCC Health & Safety and Wellbeing team. Reopening also took place in accordance with sector-specific guidance issued by the National Museums Directors Council and in liaison with the English Civic Museums Network.
- 1.9 Staff training has taken place at all NMS sites, including Gressenhall, in advance of reopening. Staff are provided with any identified PPE and protective screens remain in place at key points. Enhanced staffing levels ensure that visitors can be provided with the necessary level of support and advice. Refresher training for staff took place in advance of the reopening of museum sites.
- 1.10 During periods of site closure, all NMS sites were the subject of regular premises, security and collections condition checks. Statutory maintenance continued, as did essential construction and maintenance works, with strict COVID-19 management procedures in place.

2. Events and Activities

- 2.1 Gressenhall Farm and Workhouse has been able to recommence event activities and offer an exciting programme since April 2021. The 2021 events programme offers a broad range of activities based around four operational models. This programme was re-established in April using an amended COVID-19 secure self-led format, which minimised contacts outside family groups or visitor group bubbles:
 - Special Event days – major events which require full event staffing and set up, including the use of large parking fields. For 2021, these are: *Heritage Open Day & Apple Day*.

A premium ticket price applies for the latter event day to reflect the high level of activities taking place. Free admission continues to be provided to Norfolk Museums Pass holders.

- Days with a Difference – smaller themed events including *Fun for all the Family*. These require smaller staffing complement and utilise core parking. They are aimed at attracting audiences of 500-800 visitors. Again, they are offered free to Norfolk Museums Pass holders.
- Norfolk School Holiday activities – extra themed activities delivered each day of the Norfolk School holidays, with minimal increase in staffing. Free to Norfolk Museums Pass holders.
- Ticketed Events – pre-booked and pre-paid events. For 2021, these include *Outdoor Theatre, Bat Walk & Victorian Family Christmas*. These events, held outside of standard opening hours or out of the main season, offer a reduced charge to Norfolk Museums Pass holders.
- Gressenhall organises several leisure learning short courses throughout the year. The first course offered this year is *Create a terrarium: A workshop for children* due to be held on Thursday 28 October
- In addition to the above, Gressenhall has also been offering stand-alone activities on weekend days to help drive visitor numbers this summer. Activities are run in house and include *Art Attack* crafting along with *Demonstration Sunday* sessions throughout the school holiday period. There has also been a flypast of a spitfire from the Battle of Britain Memorial Flight on the bank holiday Monday in August.

- 2.2 During this period there has been a focus on digital delivery as an alternative means of engaging with both existing and new audiences. This continues with social media posts following a new dedicated programme of themes. Digital resources created by the Events, Learning and Curatorial teams are continuing to be uploaded on a regular basis to social media platforms and the Gressenhall website.
- 2.3 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.
- 2.4 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 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 previous Curator at Gressenhall, Dr Megan Dennis, left NMS in the summer to take up a new position with the National Trust. Megan had been part of the team for 13 years and had helped develop the collections, the galleries and the volunteer base at the museum during her tenure. A new Curator has now been recruited - Rachel Kidd joins us in November once she completes her notice period with her current employer, the Norwich Historic Churches Trust.
- 3.2 During the interim period, Dayna Woolbright, the NMS Assistant Curator at Lynn Museum, is working one day per week to support the Gressenhall collections and complete conservation checks on a temporary basis until the new Curator takes up her full curatorial role. To date, Dayna has undertaken the following work:
- Integrated Pest Management (IPM) – Sticky insect traps, known as ‘blunder traps’ are used to monitor insect activity in the museum and stores. Traps are checked four times a year and the insects collected are documented. Increased insect activity in an area can alert us to an infestation. The traps were checked in July and there were no causes for concern. The next review is scheduled for November.
 - Re-installed the costume display in the Laundry



New costume displays in the Gressenhall laundry

- Deep clean – In July staff worked with colleagues from the NMS Conservation and a group of NMS Teaching Museum Trainees to carry out a deep clean of the four Gressenhall collections stores and library.
- Women’s Land Army gallery – Following building and electrical works, the gallery has been cleaned and plans are underway to reinstate the collections. Gressenhall staff and the NMS conservation team are working to ensure the lighting is at a suitable level to display costume and paper ephemera. The textile items are currently being frozen as a precaution prior to install.
- Gressenhall Farm and Workhouse Disaster Preparedness kit – This kit contains essential PPE, tools and equipment needed to respond to an incident on site involving collections. The kit has been audited, and materials replaced as required. New signage is about to be installed and ‘call out kits’ for those on the call out list are under development.
- Village Row – Refresh of the Village Row Post Office which involved making and installing set dress items.



The updated Post Office displays

- Enquiries – Staff continue to answer enquiries from members of the public. Typically, these include collections queries, offers for gift and images sales. Staff have recently provided images for a forthcoming publication on East Anglian folk art.

- 3.3 The temporary exhibition for 2021, *More in Commons*, was installed in March ready for visitors to enjoy once the main workhouse building reopened in May. This exhibition sees Gressenhall working in partnership with the 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 and starts with a community designed 3D sculpture created by volunteers working remotely, which directs people to the main exhibition in the Collections Gallery. The main exhibition display explores the wildlife, history and community groups that use common land and examines what the future holds for Norfolk's green, unenclosed spaces. There is also a Robert Kett scarecrow featured in the Cherry Tree Cottage garden.
- 3.4 Staff have created several online versions of previous temporary exhibitions and tours during the lockdown periods and these have been gradually uploaded to the Google Arts and Culture platform. 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
 - Once Upon a Time
 - LGBTQ+ Stories
 - Queer Nature Tour
 - Behind the Scenes Collections Store Tour
- 3.5 The *More Than Oliver Twist* project was completed at the end of March 2021. This Subject Specialist Network (SSN) project was 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. This project saw Gressenhall Farm and Workhouse work with five other workhouse museums and Nottingham Trent University to form the *Workhouse Network* and engage museum workforces with pauper histories. Due to the COVID-19 lockdowns the temporary exhibition developed with these six regional partners was converted from a physical touring show to a completely digital offer, hosted on the Google Arts and Culture platform:
[The Workhouse Network — Google Arts & Culture](#)

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. 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. Research was completed on all the inmates recorded in the 1881 and 1871 censuses. These are available on the free, publicly available eHive website:

[More Than Oliver Twist on eHive](#)

- 3.6 The Farmers Foundry Company steam engine restoration project, also funded through Arts Council England, has now been completed and the steam engine has been delivered to Gressenhall. The final phase is for the engine to be made fully operational again once indoor volunteering is safely resumed. This will provide a platform to train a new diverse volunteer team in running the steam engine.
- 3.7 A new Finance and Administration Assistant has been recruited to the Gressenhall team. Leanne Jarrett joined NMS at the end of August. A Bookings Assistant is also being recruited to support the administration of all bookings, including schools and venue hires. Interviews are currently underway to fill this vacant post.
- 3.8 The new Adventure Playground at Gressenhall Farm and Workhouse, funded through the NCC capital programme, opened to the public on Saturday 25 October 2020, in time for October half term week. The opening of the new playground followed the implementation of strict COVID-19 safety procedures that were reviewed and signed-off by the NCC Health & Safety and Wellbeing team. All visits were pre-booked using timed tickets available from the playground entrance once families had arrived at Gressenhall using their pre-booked museum entry tickets. To maintain social distancing, initially the capacity of the playground was significantly reduced with 25 children able to use the play equipment during each 40 minute play session across five separate sessions. This was increased to 40 children per each 40 minute session in May 2021. Restrictions on use of the playground were lifted in July 2021 ready for the summer holidays, but with regular cleaning still being undertaken by staff at points during the day.
- 3.9 The Gressenhall farm staff have been able to work with colleagues in the learning team to successfully support school visits to the farm. Having a large outdoor site has enabled staff to offer a range of activities for our visitors to engage with and explore on the farm. The Gressenhall Events Officer has developed a range of farm-based activities using the outdoor farm spaces creatively. The farm has managed to operate largely as normal, even during the lockdown periods, with lambing, calving and farrowing of the livestock continuing to be supported seven days per week, alongside feeding and animal welfare checks. The team of Suffolk horses are continuing to carry out tasks and demonstrations and these have built up over recent months as we have reached the busy holiday period. It is rewarding to see the reaction of all our visitors as they have been able to reconnect with the animals and enjoy the Gressenhall farm.
- 3.10 Maintaining and growing a strong social media presence is of even greater importance during lockdown periods and beyond. This remains a key priority for Gressenhall Farm and Workhouse and a digital report for the period will be circulated at the meeting.

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 private Facebook group for Gressenhall staff and volunteers remains a valuable communication tool. It provides a link to the museum for staff and volunteers who are not currently able to attend or work on site. Regular updates are provided by staff onsite. Content is also uploaded by 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 virus restrictions and lockdown periods 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 since March 2020. The Friends continue to operate 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 March last year. Therefore, the Friends have been unable to generate any new income from the bookshop for 18 months.
- 4.2 Currently the NMS Volunteer co-Ordinator, Michelle Gaskin, is supporting the volunteer teams at Gressenhall in the absence of a Curator. The volunteer group receive weekly email updates to provide a regular link to Gressenhall and other volunteers. A virtual Gressenhall Tea Break on Zoom also continues with regular volunteer attendees. A range of remote volunteering opportunities have been developed which has seen our volunteer team increase to over 150 volunteers and we have recruited people from across the UK and increased the diversity of our volunteer group. Limited outdoor volunteering has recommenced at Gressenhall, with COVID-secure Safe Systems of Work in place.

5. Learning & Outreach

- 5.1 Digital learning
In the months following the January lockdown the NMS Western Area Learning Team (based at Gressenhall, Kings Lynn and Thetford) combined resources to deliver 'Quiz a Character' and 'Storytime' digital

events. These events used Zoom Webinars to access both those children at who remained at school and those home schooling. For 'Quiz a Character', a short, pre-recorded film was followed by a live Q&A with a costumed character. Gressenhall offered sessions focused on Mabel the Women's Land Army Girl, Mr Bradfield the Schoolmaster, Ploughwright the Workhouse inmate, Maisie and Doreen and the 1953 Coronation, Alice the washerwoman and Mrs Clackett the Farmer's wife. In total, staff engaged with 861 learners in school and 899 other learners. Interestingly, there were also viewers from two residential care homes. 'Storytime' followed a similar format suitable for pre-school and early years children - a pre-recorded film of a reading of a children's story followed by an accessible craft activity and the opportunity to ask questions. For this we filmed 'We're Going on a Bear Hunt', 'Farmer Duck' and 'The Lost Homework', a story about a Gypsy Roma Traveller boy called Sonny. Storytime was watched by 470 children in school and 341 other learners. In addition to these events, staff have engaged with a range of schools to deliver digital Prehistory, Victorian and Local Study sessions. In total, this has reached 680 children and young people. As a result of these engagements, and as mentioned in the last report, the learning team will continue to offer digital engagements to complement the face-to-face offer from the Autumn term. We hope that this will enable us to embed and extend onsite learning by giving schools the chance to question a character or member of learning staff via zoom following their visit.

5.2 Face-to-face learning

To date, the return to face-to-face schools' delivery at Gressenhall has been extremely positive. We were almost fully booked from 17 May 2021, when schools were allowed to visit again, until the end of term. In total, there were visits from 35 schools and more than 1,300 children. There were two cancellations, one due to in-school COVID and the other through issues with coach hire. It was wonderful to have children back on site - our Safe Systems of Work have proved effective and helped to ensure that children and teaching staff could relax, learn and have fun together. Thanks are also due to all Gressenhall staff who helped to make the visits run so smoothly. Some comments from teaching staff.

Marvellous as ever, See you again next year!

All the children loved it (including all the staff). Your colleagues were amazing and really got the children involved.

I just wanted to thank you all at Gressenhall for the most wonderful day today. We all loved it and, in the words of one child, it was 'the most amazing day ever. Thank you all for your passion and hard work. It was so good to be back.

Bookings for school visits in the first half of autumn term are strong. We will be keeping the same procedures and only welcoming one school

each day during the first part half term. We were able to invite a small number of our learning volunteers to help deliver outdoor sessions during the summer term and will extend their involvement to include ventilated indoor spaces during the autumn term.

- 5.3 The work with other audiences is picking up as COVID recovery continues. We will be hosting visits by groups from Dad's Matters and Virtual School Sensory Support and are working with Family Placement and Adoption Services on plans to re-launch our Family Fun Day for Looked After Children and Foster Families in mid-September. The Family Fun Days, which would normally be held in early July, have grown over the twelve years prior to the pandemic, and have become a staple in many families' calendars. They offer a chance for families to meet each other and NCC staff in a relaxed and informal setting and are a small token of our collective gratitude for the critical work these families undertake.
- 5.4 Our work with young people as part of the Kick the Dust: Norfolk project continues to offer online work experience. Project Worker Rachel Duffield is facilitating both individual and group sessions which enable young people to find out about museum work by meeting a range of staff and embark upon a project which makes a real contribution to the museum. Young people have produced material for both digital and physical displays relating to subjects such as women in the workhouse and attitudes to disability.
- 5.5 The Learning Team have said goodbye to two members of learning staff and are in the process of welcoming three new ones. Rebecca Hale, who held our three day a week learning officer post for four years, left us in April to go to a full-time position as a learning and engagement officer at London Transport Museum, primarily working with high school students. We have appointed Susie Childerhouse to Rebecca's old post. Susie comes to us from Norwich Museums where she was a museum learning officer. She has settled in really well since starting in mid-May. Katie Smith, who worked the other two days of our learning officer post, has also left us for family-related reasons after thirteen years. We hope that we will see her in a freelance capacity in the near future. Both Rebecca and Katie have been wonderful colleagues and made great contributions to the offer at Gressenhall.
- 5.6 A third new appointment is Ben Earle, who joins us in September as the three-year funded Environmental Learning and Engagement Officer. Ben comes to us from Islington Council and is relocating to Norfolk with his young family. His post is key to the implementation of the NCC-funded Gressenhall Environmental Hub project, ensuring that a broad range of groups engage with NCC's environmental strategy and promoting positive action. Ben will not be working alone, and the wider Gressenhall team will all be involved in the delivery of this important project, as will colleagues from the NCC Environment team. As far as schools are concerned, we are looking towards developing

onsite sessions, online resources and a professional development programme for teaching staff to promote whole-school action within their local area. A verbal update on the Gressenhall Environmental Hub project will be given at the meeting.

- 5.7 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 at a later time.

6. Kick the Dust Norfolk – project update

The *Kick the Dust: Norfolk* project, funded through the National Lottery Heritage Fund (NLHF) and delivered in partnership with a range of organisations including YMCA Norfolk, has continued to engage with young people aged 11-25 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.

From the start of the first national lockdown to 18 August 2021 there were a total of 3,904 interventions, involving 1,540 individual young people taking part in 1,724 hours of quality digital activity.

Total engagement numbers for the project from October 2018 to 18 August 2021 are 9,976 interventions, involving 3,255 individual young people taking part in 4,856 hours of quality activity. Of these interventions, 237 volunteering opportunities have been provided to 109 individual young people.

Of this activity 5% has been at *Pre-Player* (introductory) level specifically designed for YMCA clients; 27% has been at *Player* (initial activity) level; 43% at *Shaper* (project development & delivery) level; and 25% at *Leader* (leadership) level. Of these activities, 68% involve young people in leading and designing projects as well as acting as mentors to staff and other young people through our *Digital Buddies* and Peer Mentoring programmes.

Since October 2018, the breakdown of project activity taking place in each NMS area: 46% in the West (covering Kings Lynn, Thetford and Gressenhall), 30% in the East (covering Great Yarmouth, Cromer and Sheringham) and 24% in Norwich. Since March 2020 the breakdown changed as more activity has taken place online and additional groups have been established: West 28%; East 32% and Norwich 40%.

Throughout lockdown, project staff have continued to develop and deliver an online training offer for all staff and volunteers who support youth engagement in NMS. In total 220 staff have taken part in training since October 2018, with 129 of these opportunities having taken part during lockdown.

Training allows our young volunteers and staff to work together and share best practice, something that will continue post lockdown. Key areas which staff and volunteers had identified for future training have been incorporated into this year's training plan and included a joint venture between the YMCA and Kick the Dust on a new interview preparation programme entitled *You're*

Hired! for young people who may wish to progress onto the next cohort of the Bursary traineeship programme or into other employment. All places were filled on each of the sessions for young people and volunteers. Delivery of a new training offer will be rolled out from October 2021. As the team have opened up opportunities to volunteers, a further 16 young volunteers have taken part in training including freelancer training workshops. These workshops enable young people to set up as freelancers in the future.

The *Digital Buddy* programme continues to expand with 6 young people supporting 5 Norwich based curators and the Events and Visitor Programme Manager for Norwich Castle with social media.

NMS and NCC continue to work together through the 'Making Creative Futures' group and its sub-group the 'Norfolk Creative Collective'. The group has developed a new offer to support parents in developing their own creativity and communication skills to engage with their children in a more meaningful way and continues to play a key part in the delivery of activity as part of the DfE funded Holiday Activities and Food (HAF) project.

Kick the Dust was set up as a three-stage journey (*Player-Shaper-Leader*), with young people developing transferable work-related skills and gaining experiences that they would struggle to find elsewhere, supporting them in securing employment. Staff have seen young people move through the programme, gaining the confidence to take on volunteering roles within NMS, with others securing their first job through the Government's Kick Start 6 month placement programme; three young people progressing onto the Kick the Dust Bursary traineeship programme who are set to complete their Level 3 Diploma in Cultural Heritage and two others who have taken up positions within NMS Front of House teams. Three young people currently sit on the Project Steering Group.

Take up continues to expand through the establishment of new partnerships with schools, colleges, NCC Children's Services and other cultural organisations. The launch of the new Kick the Dust web pages on the NMS site will support this growth and solidify the way NMS approaches youth engagement going forward – see:

<https://www.museums.norfolk.gov.uk/join-and-support/kick-the-dust>

Evaluation evidence shows that the programme has made a significant impact on young people and staff engaging in activity. As the project team moves to more face to face delivery, this impact will be greater as more staff engage in the co-delivery of activity and see the benefits to their own development.

Breakdown of Kick the Dust project participants

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

- 7% aged 11-13 years
- 11% aged 14-16 years
- 30% aged 17-19 years

- 26% aged 20-22 years
- 26% aged 23-25 years

Data is collected around ethnicity through the Young People's Feedback form (should they choose to answer this question) and is based on the descriptions used by NLHF:

Breakdown of ethnicity

- Asian – 3%
- Black - 0.5%
- Irish Traveller – 0.5%
- Mixed ethnic – 4%
- White – 92%

Those identifying as having a disability which can be a barrier to engagement

- Disabled – 20%
- Non-disabled – 26%
- Prefer not to say – 54%

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

- YMCA clients – 36%
- Secondary schools – 27%
- FE/HE – 32%
- Young people with mental health issues – 17%
- Outside of mainstream education – 6%
- Young Offenders at those at risk of offending – 4%
- Looked after children and adopted living at home - 5%
- SEND – 8%
- NEET – 5%
- Care Leavers – 2%
- New arrivals and refugees – 1%
- Pregnant young mums and teenage parents – 1%
- Young Carers – 3%

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. After their engagement, 62% of young people stated they now had a good understanding of the different job roles available in the sector with a further 33% stating they had more knowledge than they did before starting their Kick the Dust journey. This shows that Kick the Dust enables young people to gain a greater understanding of the opportunities within NMS and the sector in general. Following their engagement, 88% of young people participating felt that museums were a space they could use and would use in the future.

Evaluation responses from this Kick the Dust project can be compared with those from the other eleven Kick the Dust projects currently running across the UK. This programme- wide evaluation has been commissioned by the National Lottery Heritage Fund from the evaluation specialists Renaisi.

Following their engagement with the NMS Kick the Dust project:

- 94% of young people said they had learnt new and interesting things about heritage (Renaisi survey 90%)
- 93% of young people felt that heritage reflected them (Renaisi 70%)
- 97% felt heritage would engage other young people (Renaisi 89%).
- 86% of young people said they were more likely to become a volunteer as a result of their involvement in KTD and this option was the most popular with work experience for all those who took part. (Renaisi 61%)
- 99% of young people stated they felt welcomed and respected by staff and 97% felt a sense of achievement.
- 79% of young people stated they now had a better understanding of heritage having taken part in the programme with 21% stating they weren't sure and needed more engagement. (Renaisi 78%)
- 90% of young people felt they had the opportunity to influence decisions. (Renaisi 66%)
- 80% of young people felt that there were jobs for young people like themselves to work in heritage. (Renaisi 72%).
- 60% of young people felt that heritage had helped them understand more about their own lives – it had given them context
- 88% said they had found heritage more relevant than they had before embarking on their Kick the Dust journey (Renaisi 77%).
- 96% 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. (Renaisi 92%).

7. Visitor numbers

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

8. 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.

9. Recommendations:

That the Area Museums Committee notes the report

Originator of report:

Andrew Smith

Operations Manager – East & West, Norfolk Museums Service

Gressenhall Farm and Workhouse, Gressenhall, Dereham, Norfolk NR20 4DR

Tel: 01362 869254 e-mail: andrew.smith.mus@norfolk.gov.uk