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**BRECKLAND  
AREA MUSEUMS COMMITTEE**

**20 February 2023 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 September 2022 to January 2023.**

**1. COVID-19 Service update**

- 1.1** Despite the ending of legal restrictions, a number of the COVID-secure and infection control systems and procedures implemented across Norfolk Museums Service (NMS) sites during the pandemic remain in place, with a focus on keeping staff and visitors safe through minimising any risk of transmission. Sites continue to provide hand sanitiser stations and directional signage. The wearing of face coverings is now optional and visitors are requested to follow “respectful distancing”. The pre-booking of tickets is no longer a requirement but remains an option. Site capacity limits have largely reverted to pre-pandemic levels.
- 1.2** In terms of the COVID-19 and other infection control 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 and CO2 monitors at relevant sites
  - Cleaning regimes – maintaining enhanced cleaning arrangements including toilets and regular touch points
  - Hand sanitisation – maintaining existing sanitiser stations and encouraging regular hand sanitisation/hand washing. Additional hand sanitiser stations have been introduced where required e.g. near interactives.
- 1.3** To facilitate increased levels of use of museum spaces by visitors, staff and volunteers, CO2 monitors provided through Norfolk County Council have been introduced into a number of rooms and spaces across NMS where there is more limited natural/mechanical ventilation. At

Gressenhall these spaces are the Library, Learning Centre, First Farmers Gallery, Women's Land Army Gallery, Training Room, Board Room, Environment Hub - Main meeting room, Café and the Chapel. These CO2 detectors can be monitored locally by staff using these spaces and they also link into the LoRaWAN network, facilitating the use of monitoring dashboards to track live data and trends. The use of CO2 monitors in spaces such as the Training Room at Gressenhall has enabled a number of spaces to be brought back into use by staff and volunteers and increased capacity for schools and other visitors.

- 1.4 Throughout the period of the pandemic, NMS staff 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. A number of these digital resources are now being repurposed to support a hybrid offer e.g. enhanced schools resources.
- 1.5 In line with NCC practice at office hubs, NMS has implemented NCC Smarter Working principles across teams, which identify patterns of home and office-based working on a team and individual staff member level.
- 1.6 Volunteering has recommenced across NMS sites. All volunteer teams are now operational at Gressenhall.

## 2. Events and Activities

- 2.1 The Gressenhall events programme runs four operational models. These are reviewed at the end of the calendar year to assess visitor attendance and feedback.

### 2.2 **Event days**

#### Special Event days

These are major events which require full event staffing and set up, including the use of large parking fields. A premium ticket price applies for these event days to reflect the high level of activities taking place. Free admission continues to be provided to Norfolk Museums Pass holders and Friends of Gressenhall members. Heritage Open Day on 11 September was popular again with 2,053 visitors. Apple Day took place on 16 October and we welcomed 1,422 visitors and 14 Museums Passes were sold.

The national Heritage Open Day theme in 2022 was 'innovation'. At Gressenhall we were joined by partners from the Norwich and Dereham Club of Metal Detectorists in the marquee, where they engaged with this theme by demonstrating their tools and showcasing finds from Georgian horse brasses to Iceni coinage. The site also welcomed two additional working pairs of Suffolk Punches and a mare and foal – for ploughing, cart work and for display in the yards with their

owners, alongside the visiting farrier and the Suffolk Horse Society for a joint working horse day. A range of seasonal tasks were carried out by horses brought to site by the society and this was complimented by the work of our own horses. The Rare Breeds Survival Trust, Sarah Darnell Photography and the Mid-Norfolk Guild of Spinners, Weavers and Dyers also joined us on the day.

Apple Day on 16 October presented a range of autumnal and orchard-themed activities, arts, crafts and treats across the entire site. Visitors enjoyed willow weaving, green woodworking, *Art Attack!* and Forest School inspired fun in Centenary Wood, as well as performances from the Golden Star Morris dancers, the Keel Band and local musician Adam Clark. The site held a prize giving competition for the best apple themed outfit or costume, along with an accessible *Comfy Zone* in the Chapel with a cosy range of books loaned from the Norfolk Library Service. *Folklore Corner* brought in new partnerships by supporting emerging artists and collectives from around Norfolk.



The farm hosted oat harvest steam threshing, face painting and a Special Recipe Station. The Environment Hub was highlighted by stalls on the farm, with families challenged to consider what farms of the future might look like by constructing their own from recyclable materials. This proved a popular activity, with 130 future farms made.



A Million Trees for Norfolk project representatives offered advice and guidance on tree planting in the Gressenhall Tree Nursery.

Apple Day was featured by BBC Look East and on Stephen Bumfrey's BBC Radio Norfolk show and over £150 was raised for the Mid Norfolk Foodbank through donations and Gressenhall-grown apple sales on the day.

#### Holiday activities

October half term saw an average of 180 visitors per day, peaking at 290 visitors mid-week. Tractor-trailer rides ran on the farm, and the *Stitched Stories* craft activities were available all week, including a sketching trail around the museum to complement the final days of the Georgie Meadows exhibition, as well as stitched postcards, nature wands and winter wishes. The *Autumn Special* ran for the final four days, focusing on a lantern making craft activity in the Chapel – made accessible for a wide audience by provision of both paper lantern making and glass tealight holder decorating.

#### Ticketed Events

These are pre-booked and pre-paid events. These events, held outside of standard opening hours or out of the main season, offer a reduced charge to Norfolk Museums Pass holders.



*Murder Mystery: Amongst the Blackhearts* 21 & 22 October: 114 attendees

*Willow Christmas Decorations* 2 December: 7 attendees

*Festive Wreath Making* 6 December 10 attendees

*Apple tree pruning* workshop 17 January: 10 attendees

*Victorian Family Christmas* 19 & 20 December: 244 attendees. Local heritage theatre company *Time Will Tell* performed as Guardians of the

Workhouse with three interactive performances each day, along with entertaining audiences throughout the event. As well as meeting characters and enjoying a warm welcome, games, eco-friendly crafts and activities, visitors attending on 19 December could also meet BBC Radio Norfolk's Kayleigh Poacher and team who broadcast their entire 10am-2pm show live from the museum that day. Listeners will have heard staff from the Gressenhall team talking about the Christmas celebrations and their history, upcoming events in 2023, and the array of activities on offer across site from public events to schools' visits. The BBC team hope to join Gressenhall again for broadcasting at upcoming 2023 events.

Gressenhall organises several leisure learning short courses throughout the year. Responding to trends of specifically adult engagement via ticketed events, the Gressenhall Events Officer is looking into an expansion of leisure learning short courses in 2023.



- 2.3** SENsational Families / Nansa hosted a focus group of families at Gressenhall in October in partnership with EMBL's European Bioinformatics Institute; they are developing a treasure hunt activity in partnership with Nansa and with input and expertise from the families they work with. The proposal, including external funding, is for an additional sensory activity available in situ alongside the stamper trail activity at Gressenhall, to build on the site's existing engagement and support for visitors with SEND. This would be trialed over the Easter school holidays with another focus group of families from SENsational Families / Nansa.
- 2.4** The 2023 Gressenhall events programme is now in place:  
Special Event days (including free of charge events) consisting of Open Farm Sunday – 11 June, Heritage Open Day – 10 September and Apple Day – 15 October.  
Days with a Difference will include May Day, Cracking Compost, Vintage Vehicles (August bank holiday weekend) and Horse Power (Heavy Horse Day) on 24 September.  
Ticketed Events (pre-booked and pre-paid events held during and outside of standard opening hours or out of the main season) are planned and will include Adult learning workshops e.g. willow basket

making, natural dyeing, rag rugging, seasonal / festive crafts, pruning course. Victorian Family Christmas – 17 December.

Webinar and related families-focused workshops exploring George Edwards' connection to the site alongside the Great Strike Centenary NMS-led tours: Behind the Scenes: Norfolk Collections Centre with Wayne Kett; Collections Highlights with Rachel Kidd; West Runton Mammoth tours with Dr David Waterhouse; Tales from the Workhouse with the GFW Learning team.

Seasonally specific walks, talks and tours in partnership with the Environment Hub and external partners e.g. talk on bees and honey tasting, Ash Dieback walk, fungi ID exploration

- 2.5 We continue to focus on digital delivery as an alternative means of engaging with both existing and new audiences. Our digital delivery was trialled in Gressenhall's first webinar last June, *An Artists Introduction; Georgie Meadows* which focused on her current exhibition, *Georgie Meadows: Stitched Drawings*. Twelve devices logged on and feedback was very positive, including a call for more Gressenhall webinars.
- 2.6 The Gressenhall events programme continues to be communicated via social media, Art Tickets and the Gressenhall website, as well as with local relevant websites going into the autumn, such as AboutDereham and steam-specific interest groups.
- 2.7 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 2018-23 Norfolk Museums Service ACE business plan as a National Portfolio Organisation.
- 2.8 The Gressenhall events programme promotion in print will see a new leaflet produced by the Communications and Marketing team, as well as key event highlight flyers. There is also an increased programme of digital marketing including Facebook and Google adverts and the museum's own social media presence.

### 3. Other Museum Developments

- 3.1 *Georgie Meadows: Stitched Drawings* closed at the end of the open season on 29 October. This touring textile exhibition from the Wellcome Collection brought together 24 pieces that explored the personal experience of aging and dementia. The work was by Georgie Meadows, a Monmouth-based artists and occupational therapist who crafts uniquely affecting and passionate portraits, translating line drawings of people she knows or has cared for into stitched works. A

*Collections Highlight Trail* linked in textile objects on display around the museum.

Interactions with the exhibition included approximately 1,300 drawings left by visitors of people who care for them and over 1,000 exhibition booklets provided by the Wellcome Trust being taken. Twelve stitched responses were sent in by the community to form a community blanket. This blanket was also displayed at Ancient House Museum.



- 3.2** *From Axes to Acorns: Woodlands and how we've shaped them* is an in-house curated exhibition opening on 13 March 2023, partially inspired by Gressenhall's role as an environment hub and the tree nursery on site. The exhibition will explore how trees and woodland are more important than ever; they provide habitats for wildlife, spaces for wellbeing and lock away carbon from the atmosphere. With many people now turning to trees as part of a solution, this exhibition looks back to explore our relationship with woodlands in Norfolk, from the Mesolithic to the modern-day. It reflects on how we have and continue to shape them.



The Old Thorn - Hethel by Henry Ninham, 1841. This tree is now probably the smallest nature reserve in the UK

The exhibition will include objects from Gressenhall and wider NMS collections include forestry and hedge-laying equipment; taxidermy birds; bronze-age axes; Cromer-forest bed fossils; and Henry Ninham 19th century etchings. A *Treetalker* device has been loaned by FERA, which is used to collect data about tree health. Footage from wildlife camera traps in Gressenhall's centenary wood will also be shown.

- 3.3** Online versions of previous temporary exhibitions have been created and these have been 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  
Behind the Scenes Collections Store Tour
- 3.4** A deep conservation-clean of collections on open display in the workhouse and rural life gallery (agricultural machinery) will commence on 6 February 2023. In January 2023, woodworm detected in the Victorian School Room display and Cherry Tree Cottage display was treated by freezing of collections in vulnerable spaces. Around 50 pieces of furniture were wrapped, transported and frozen with the help of volunteers.
- 3.5** Recent acquisitions include items relating to the community purchase of the Gressenhall Swan Pub, to add to existing beer and brewing collections, items relating to the history of Holt Hall as a residential school, adding to the collections about Norfolk education provision, and items relating to Frederick Wood – a horseman who lived and worked in Marham in the 1920s.
- 3.6** The Arts Council funded Farmers Foundry Steam Engine project to restore the 1922 engine and enhance volunteering opportunities relating to steam engineering completed at the end of September. New interpretation has been installed in the engineering yard to encourage more visitors to view the engine. Volunteer projects included a *Clever Cogs* museum trail created by craft volunteers, and interpretation banners looking at the environment and social impact of steam created by young people. These elements won a £300 grant in the Volunteer Showcase at the SHARE Museums East Conference.
- 3.7** Improvements are being made to the onsite orchard. The Friends of Gressenhall have provided funding to improve the look of the orchard, which is planted on the site of the former workhouse burial ground. New fencing and tree protection is in place. Improved interpretation and new trees to replace those which have died of disease will be implemented in the 2023 season.



- 3.8** The Suffolk Punch horses and other livestock, including four new Red Poll cattle are doing well and have had recent health checks carried out. The Red Poll in-calf heifers are due to calve in March and our small flock of Norfolk Horn sheep will be lambing at this time too in readiness for the start of the 2023 season. The younger horses, Jack and King, will be introduced to the harness and start to be long reined in the coming months. Volunteers have been helping with hedge laying on site and have completed lengths of hedge row which will enhance the site in the spring.

Farm maintenance tasks have been undertaken over the winter period as part of a wider scheme to refurbish the farm site, with the new Kabota tractor supporting the heavy work. Old and failing fencing has been removed in readiness to be replaced with new as part of the ongoing work plan. Contractors will be on site soon to undertake this fencing work.

- 3.9** The community tree nursery is now established on site and the seeds collected last year are growing well into young trees in the raised beds. The automated watering system is helping the nursery to flourish. The team of staff and volunteers, led by Emma Cross, are leading this work. A new three bay pole barn has been designed for this space and planning permission is being sought before this structure is erected in the late spring in the tree nursery compound.

The long-term aim of the nursery is to supply young trees to be planted at various sites around the county and ties in to the NCC ambition to plant a Million trees for Norfolk as well as the DEFRA Trees outside woodland scheme.

- 3.10** NMS and NCC are continuing to work in partnership with our neighbouring landowners in the creation of the Wendling Beck exemplar project. This project has many different themes including manging a wetland, creating an arboretum, regenerative farming practices as well as improving public access. We have been actively working with colleagues from NCC and the landowner partners looking at the farm site, identifying opportunities to improve and develop the physical spaces for the future in an environmentally sustainable way. This includes the new pole barn along with new riverside boardwalks and bridges linking the Gressenhall site to the Dillington Carr area across the river. A number of ecological surveys have been completed and initial designs for these infrastructure projects have been submitted for the relevant planning permission.

- 3.11** Maintaining and growing a strong social media presence remains as 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://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)

- 3.12** 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 and regular updates are posted to keep them updated.
- 3.13** Gressenhall continues to investigate a range of commercial activities as a means of generating income in the future, including room and venue hire. The next wedding at Gressenhall is booked for Saturday 8 July 2023.

#### **4. Friends and Volunteers**

- 4.1** The Friends of Gressenhall remain very supportive and continue to explore new ways to support Gressenhall. The Friends continue to operate the Gressenhall second-hand bookshop and this space was opened to visitors again at the start of last season in April 2022. It has also recently been refurbished inside with new shelving units creating more circulation space and book holding capacity.
- 4.2** Volunteering is now fully operational after Covid-19 lockdowns. Volunteers support all aspects of work at Gressenhall including collections documentation, steam engineering, landscape conservation, farming, research, maintenance of the Panhard car and learning. Recent developments include a new research project started in October 2023 into the nurses of Gressenhall Workhouse and this will form the basis of the 2024 exhibition. Implementation of two new volunteers in the role of 'Site support', involved in maintenance of the site and grounds. Volunteers supported events such as Apple Day (October 2022) and Victorian Family Christmas (December 2022) by demonstrating the steam engine in operation.

#### **5. Learning & Outreach**

##### **5.1 School visits**

Between September and December 2022, we welcomed 4,007 school children on educational visits to Gressenhall. Total visits since last April stand at 8,480 and with current bookings for February and March we should be close to 10,000 visits for the first time since Covid-19, mindful that teacher strike dates will have some impact. These numbers really are testimony to museum staff, freelancers and volunteers who help to make learning visits so memorable for children and teachers.

Below are two comments from teachers which illustrate the impact of our educational visits in the classroom.

*'My expectations were high before we came and we were not disappointed. It couldn't have gone better. The demonstrations were faultless, as was the overall theme. In terms of our attainment, many of our children have acquired new vocabulary. The children benefitted from seeing history brought to life and this will directly impact their literacy skills and hopefully make meeting expectations far more likely.'*  
KS1 Homes Long Ago

*'I believe the high levels of engagement show an increased interest in the subject and it was great to see the children so hands-on! The visit was really superb and the children loved going 'back in time' to experience life in the Stone Age. So lovely to let us touch the artefacts and talk about them. Really wonderful! We cannot wait to come back! Well done Gressenhall!'* KS2 Neolithic Britain

Bookings officer Katie Sheard plays a key role as the initial point of contact with teachers. Katie manoeuvres her way through a range of enquiries and queries to ensure that teaching staff arrive on the day of a visit able to focus upon learning rather than logistics. Two recent pieces of feedback, *"Thank you for keeping us so well informed on the run up to our visit"*, *"Your pre-visit information is fantastic. Made my job so much easier"*.

Numbers of home educated children have been growing in recent years, most recently having increased during and post the Covid-19 pandemic. We have often struggled to provide a developed learning offer to home educators as it is hard to accommodate individual families within the standard schools' programme. However, following an enquiry from a co-ordinator of a home education group, we organised a Victorian-themed day for home educators on 4 November. We were uncertain what the take-up would be and were pleasantly surprised when 242 children and 130 parents and carers attended. It was clear that children and adults both learned a lot and really appreciated a day which catered for their needs. We will explore the potential to hold future bespoke days of this nature.

## **5.2 Environment Hub**

Early November saw us pilot our KS2 environmental-focused schools' programme. We held a week of pilot events, offering free entry and a transport subsidy to schools. Our new event is titled *The Greatest Invention Ever?* This is a multi-disciplinary history / science event which aims to encourage children to consider the impact of technological change in the past. Children carousel around four sessions in which a facilitator effectively tries to convince them that 'their' invention is the greatest ever. Children are introduced to Neolithic farming, Metallurgy, Steam power and the Plastics Revolution – in each case engaging in

active sessions which highlight the benefits of these changes and raise questions about their impact upon the environment. At the end of the day a vote is taken as to which is the 'greatest invention ever'. In each of pilot days so far, Neolithic farming was victorious. The event offers children the chance to look at the past thematically rather than chronologically. Feedback has been very positive, with the effective combination of history and science particularly praised. We are holding two more pilot days in February after which this event will become a part of our standard schools offer.

### **5.3 Public events**

*Murder in the workhouse: Amongst the Black-Hearts.* As the October nights began to draw in, so death stalked Gressenhall for the first time in three years. We were pleased to be able to hold our annual museum at night murder mystery for the first time since the pandemic. Audiences were taken back in time to the Swing Riots of 1831 to solve the murder of the leader of a band of local radicals. We ran the event across two nights. Feedback was excellent and we are beginning to consider a theme for this year.

**5.4** Gressenhall continues to be registered with NCC as a Care Farm. Work-based placements to adults with learning difficulties have been temporarily suspended during the pandemic. Placements will be reviewed and re-introduced gradually.

### **5.5 Kick the Dust Norfolk – project update**

The Kick the Dust: Norfolk project, funded through the National Lottery Heritage Fund (NLHF) delivered in partnership with a range of organisations including YMCA Norfolk, continues to engage with young people aged 11-25. The project provides a structured progression pathway for young people: Player-Shaper-Leader.

The team continues to deliver a blended approach with three quarters of sessions being delivered face-to-face and online engagement for those groups where this has been the most effective in gaining a valuable insight into the workplace. This is the case for our online work experience programme which removes access barriers for those wishing to engage in this acclaimed programme but where travel would be a barrier.

This report compares our data with that of the other 12 national Kick the Dust projects through the Renaisi data produced for the National Lottery Heritage Fund from Oct 2020 to September 2021. This will be updated in March 2023.

#### **Current number of interventions with young people:**

From the start of lockdown to the 26 January 2023 there were a total of 7,224 interventions, involving 2,556 individual young people taking part in 3,649 hours of quality digital activity. Following reopening and access to groups on site and in outdoor settings, the team has delivered 838 face to face sessions (76% of all delivery) with young

people across the county, out of a total of 1,077 sessions delivered between March 2020 and 26 January 2023. This equates to 78% of all activity now being delivered face to face. This blended approach offers a more diverse range of opportunities for young people to engage in heritage.

Total participation numbers from October 2018 are 13,296 interventions, involving 4,278 individual young people taking part in 6,781 hours of quality activity, taking us beyond the initial target of 8,000 interventions. As more young people take the lead in projects this is shifting the percentage of activity at each of the 4 levels. As we move to the end of the current project, we are no longer delivering at Pre-Player level showing that the YMCA young people are more confident and taking part in longer term projects as they engage on our sites.

- 25% of all activity was at Player level
- 40% at Shaper level
- 35% at Leader level

83% of all activity in December/ January involved young people in leading and designing projects, taking on the role of Young Ambassador and playing a leading part in the Youth Board.

Breakdown of activity taking place in each area since October 2018:

- 47.5% (1415 opportunities) in the West (covering Kings Lynn, Thetford and Gressenhall),
- 27.5% (813 opportunities) in the East (covering Great Yarmouth, Cromer and Sheringham)
- 25% (737 opportunities) in Norwich
- 308 volunteering opportunities have been provided to 164 individual young people.

We continue to develop and deliver an online training offer for all staff and volunteers who support youth engagement in NMS. In total 342 staff have taken part in training since October 2018, with 151 having taken up opportunities in lockdown. In addition, 45 young volunteers have taken part in training. Kick the Dust has supported seven young people on its bursary traineeship programme, the last cohort finishing in May 2022, all of whom have secured permanent employment within the heritage sector. One Kick the Dust participant progressed onto the NMS Teaching Museum traineeship programme.

Our six Young Ambassadors support Institutional Change within NMS and are on the strategic Youth Board and Project Board. Staff from our Front of House (FOH) and Visitor Services teams continue to engage in training such as mentoring and coaching and creating autism-friendly spaces which forms part of the training offer to support the new pre-traineeship pilot programme for YMCA clients and other vulnerable groups. The Supervisor at Norwich Castle stated, *'It's been great to see customer focused enthusiasm again from the team, as a result we plan*

*to have a small group who will regularly look at ways in which we can improve access, be more aware and more inclusive as a team'.*

Our offer to support staff and volunteers around the important theme of mental health and wellbeing is on-going and the Youth Board have been working with NCC Public Health and the Audience Agency to incorporate the framework to measure mental wellbeing into the new evaluation tool to be in place for April 2023. Data from the young people's feedback forms shows that 25% of young people up to 26 January 2023 identified as having a mental health issue.

As we have more FOH staff taking part in training to gain confidence in working with young people facing more complex barriers to engagement these Teams are offering opportunities to young people to gain further experience. The team at the Museum of Norwich and Time and Tide Museum supported two YMCA clients onto the pre-traineeship programme and Stories of Lynn took on a young person with complex learning needs to support the Learning and Engagement Officer. The second cohort started in January at Norwich Castle and the Museum of Norwich and a further young person with complex needs at Stories of Lynn. Feedback from the three trainees has been extremely positive with comments such as:

*'This traineeship has given structure to other areas of my life. I now have a routine which will help me achieve other things in my life.*

*Having structure has had a massive positive impact on my mental health' (Trainee Norwich YMCA)*

*'Being in a working environment and watching staff work has made it easier for me to interact with people and school children. Having to manage my bursary payments has also helped me with finances and I am finding that easier now'. (Trainee Great Yarmouth YMCA )*

NMS and NCC continue to work together through the 'Making Creative Futures' group where members from across Children's Services identify ways to engage the hardest to reach and most vulnerable children and young people through a joint effort. The group continues to play a key part in the delivery of activity as part of the DfE funded Holiday Activities and Food (HAF) project through the Big Norfolk Fun programme ([Big Norfolk Holiday Fun - Active Norfolk](#)) and through our own contributions to this through our Kick the Dust offer. The focus is on mental health and wellbeing and now has representation from the NCC Public Health team.

### **Breakdown of respondents**

We continue to work with a higher number of older young people as we work with YMCA clients and those from the University of East Anglia and Norwich University of the Arts who are aged 18-25 years of age (67%). Whilst the number of young people aged 11-17 (33%) years is lower than the older age groups, this allows these young people to progress through the programme.

The comparison with the Renaisi data is in brackets and highlights the changes since the last Renaisi report in 2021. Across all 12 NLHF-

funded Kick the Dust projects, the largest proportion of participants were from the 17-19 category (24%), while the largest proportion in Years 2 and 3 of the project came from the 14-16 category (32%). Approximately half of participants (49%) were aged 11-16 in Years 2 and 3, compared to 32% in this final year. The reasons cited by Renaisi for this change is that young people are engaging in deeper levels of engagement than in previous years which in turn could explain why participants are from the older age groups. Whilst this is the case for Kick the Dust Norfolk, we are providing a range of Shaper and Leader opportunities for young people across all age groups participating although the older age groups tend to be engaged at Leader level.

- 7% aged 11-13 years (15%)
- 11% aged 14-16 years (17%)
- 30% aged 17-19 years (24%)
- 29% aged 20-22 years (22%)
- 23% aged 23-25 years (23%)

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 the NLHF: (Renaisi data is shown in brackets)

Breakdown of ethnicity:

- Asian – 3% (5%)
- Black - 2% (7%)
- Arab – 0.3% (1%)
- Irish traveller – 0.7% (1%)
- Mixed ethnic – 5% (5%)
- White – 89% (70%)

Those who chose to respond to the question on whether they had a physical or mental disability which can be a barrier to engagement is as follows:

- Disabled – 22% (9% in Renaisi data)
- Non-disabled – 15%
- Preferred not to answer – 63%

A large number chose not to answer this question but a further 7% of young people added that additional barriers to their engagement included transport and finances.

How young people are finding out about Kick the Dust has changed since the beginning of the project with 16% coming to us through social media posts and the new Kick the Dust web pages, 10% through flyers and posters, 19% through friends or a family member and 12% from having taken part in a previous Kick the Dust activity. Strong partnerships with Children's Services and other cultural and youth organisations accounts for 43% of young people being signposted to Kick the Dust.

**Target audiences: (some young people fall into more than one category) as of 26/1/2023**

- FE/HE – 33%
- YMCA clients – 35%
- Secondary schools – 22%
- Young people with mental health issues – 25%
- SEND – 11%
- Outside of mainstream education – 8%
- NEET – 9%
- Looked after children and adopted living those at home - 5%
- Young Offenders and those at risk of offending – 3%
- Care Leavers – 4%
- Young Carers – 3%
- New arrivals and refugees – 3%
- Pregnant young mums and teenage parents – 1%

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 perceive museums in terms of being spaces for young people. (Updated 18/11/22)

- Before taking part in a KTD programme, **77%** of young people stated they had little or no knowledge of job roles in NMS or the heritage sector. After their engagement **62%** of these young people stated they now had a good understanding of the different job roles available in the sector and a further **33%** felt more knowledgeable. **92%** stated that the skills they had learnt would be useful to them in the future (Renaissi 92%). This shows that Kick the Dust as a programme enables young people to gain a greater understanding of the opportunities within the heritage sector and develop transferable work skills.
- Following their engagement, **90%** felt that museums were a space they would use in the future with **59%** stating their engagement had been 'better than they expected'.

When we compare all our data to the Renaissi findings, (which uses data from October 2020 to September 2021 across all 12 national Kick the Dust projects), it shows we are in line with other Kick the Dust projects, scoring higher in 9 of the 13 areas. (The Renaissi responses can be found in the brackets).

Following their engagement: (updated 18/11/22)

- **80%** of young people felt that there were jobs for young people like themselves to work in heritage with 13% not sure and needing to find out more. (Renaissi **67%**).
- **89%** of young people said they had learnt new and interesting things about heritage (Renaissi **85%**); **84%** of young people felt that heritage represented young people like them (Renaissi **73%**);
- **86%** of young people said they were more likely to become a volunteer because of their involvement in KTD (Renaissi **78%**) and



**87%** stated they would be looking to take part in other local heritage events as a result of their engagement (Renaisi **73%**).

- **98%** of young people stated they felt welcomed and respected by staff (Renaisi **95%**) and **96%** felt a sense of achievement (Renaisi **82%**).
- **94%** felt heritage delivered in this way would engage other young people (Renaisi **92%**) with **78%** of young people stating they now had a better understanding of heritage having taken part in the programme although 21% weren't sure and needed more engagement. (Renaisi **85%**)
- **87%** of young people felt they had the opportunity to influence decisions. (Renaisi **64%**)
- **95%** stated there was something for everyone irrespective of background (Renaisi **91%**) although this needs to be put into context of other demographic data for Norfolk.
- **93%** 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 with 50% of this number stating financial concerns as a barrier. (Renaisi **93%**).
- **88%** of young people said they had found heritage more relevant than they had before embarking on their Kick the Dust journey with 9% neither agreeing nor disagreeing (Renaisi **81%**).

### **Summary**

The NLHF-funded Kick the Dust project is due to end in March 2023 with evidence clearly demonstrating the impact on young people and staff engaging in activity. As we deliver activity through our blended offer of face-to-face activity and online engagement, this impact is increased further as more staff engage in the co-delivery of activity and see the benefits to their own development. This has been seen in the delivery of current exhibitions, curation, and through collections.

Kick the Dust was set up as a three-stage journey, with young people developing transferable work-related skills and gaining experiences that they would struggle to find elsewhere, to support them in securing employment. Whilst young people cite being involved in curation and creating exhibitions as the main areas they have enjoyed, it is through these activities that they hone their skills and understanding of the workplace, which will help them secure employment longer term. The introduction of the 10 hour per week pre-traineeship programme allows those young people who have been developing their skills through the Kick the Dust programme, but who lack the confidence to put themselves forward for job roles, to go through a supportive recruitment process and receive mentoring support to help them progress after the programme ends. Feedback from those taking part in the pilot shows that this adds real value to the overall offer and that the process has helped them have the confidence to put themselves forward. The 10 hours a week posts meets the needs of the young person and the participating team and will be used to demonstrate to smaller museums

that they can support a young person from a more challenging background in a meaningful way as well as provide opportunities for professional development for their own staff.

Our aim as we move forward is to support more working age young people to progress into employment, training or further learning and long-term volunteering. The new pilot for the bursary pre-traineeship programme will allow us to gauge the need and success of this entry level pathway into the sector. We have seen young people move through the programme, gaining the confidence to take on volunteering roles within NMS, others securing their first job through the Government's Kick Start 6-month placement programme; three young people who have taken up positions within NMS Front of House teams, eight young people progressing onto the Teaching Museum and Kick the Dust bursary traineeship programme, four of the last cohort of trainees securing permanent employment in the sector, one with NMS; two young people progressing onto Teacher Training, and nine young people taking on the Young Ambassador roles, one of whom has recently secured a position with Norfolk and Norwich Festival another on a Teacher training programme. Others have stated that their involvement has helped them make choices around subjects and options at school and college.

Take up continues to grow through the establishment of new partnerships with schools, colleges, Children's Services, and other cultural organisations as well as Job Centre Plus, Prospects (Shaw Trust) and Norfolk and Waveney MIND. The Kick the Dust web pages on the NMS site is bringing traffic and enquiries from young people who would not ordinarily come to us through our existing partnerships which will support this growth and solidify the way NMS approaches youth engagement going forward. <https://www.museums.norfolk.gov.uk/join-and-support/kick-the-dust>

### **Quotes from participants**

*'Make Yarmouth & Saturday Art Club have influenced me to do more creativity and thanks to Kick the Dust for helping and supporting us. I was really shy when I started and didn't speak much. I feel quite confident and have improved a lot more by being here and learning and artists and the history of Time and Tide' (Young Carer in the East).*

*'M chose film production after a National Saturday Club taster session at East Norfolk Sixth Form. She is now applying for a volunteering role as a result.' (Project Worker East)*

*'I still thought it was worth emailing to say thank you for the photos of the museum club enjoying the trail, it's so lovely to know they gave it such positive feedback as well! It was a lovely project to be involved in and I feel I have learned a lot about creating heritage projects in more practical terms, so thank you for that. I also hope that when I have the time there are more Kick the Dust projects I can get involved in!'*  
(Young Person on the Faith and Ritual YAF project)

*'It was a wonderful opportunity to be able to be a part of the SHARE organising group, so thank you for having young people, like myself, involved at an organising capacity at this event. It was very insightful and I learnt a lot. Thank you also for being so patient and helpful with my questions!' (Lily F Young Ambassador KTD). Following the event Lily secured a job with Norfolk & Norwich Festival in Kings Lynn – 'I have been successful in a job application (which I'm so happy about!!), to work at Kings Lynn Festival as their 'events and communications intern'*

*'Kick the Dust has helped me to gain real-life experience within the museum and heritage sector. I was able to curate, organise and develop my own creative project which has since been on display in numerous venues in Norfolk. As a result of this, I have been able to kick start my career as a project coordinator within the arts and culture sector. Without the hands-on experience that Kick the Dust gave me, and the help and knowledge of the scheme's organisers, I wouldn't have had the experience or confidence to start applying for the jobs I once dreamed of.'* (Young person on the online work experience programme.)

Lily who completed the 6 month Kick Start programme apologised for not being able to apply for the new Project Worker role saying: *'I was starting my application when I received a job offer regarding a role at the GroundWork Gallery in King's Lynn. I have accepted this so will no longer be applying for the Project Worker position. Which is bittersweet as the role breakdown excited me. Thank you so much for sending it over, I really appreciated it as I hadn't seen it.'* Lily – Young Ambassador

One of our complex needs young people who had previously applied for a traineeship has been successful on his work experience with Norfolk Library service. The project worker stated: *'I am sitting S who was one of the Time Turners and former College of West Anglia students. He has just completed his job placement with the library and has done brilliantly. He is applying for a permanent part-time post with the library service and has successfully been accepted onto their Casual staff list and hoping for a job in the library permanently.'* R Williams Project Worker and mentor

Working on the Baedeker project Aug to Nov 22 one young person stated: *'I feel that working on this project has been a new experience which has really helped me to develop some new skills and gain some new knowledge'*

## **6. Visitor numbers**

- 6.1** Visitor figures for the period will be circulated at the meeting.

## **7. 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 2018-23 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.

## **8. Recommendations:**

That the Area Museums Committee notes the report

Originator of report:

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