

Great Yarmouth Area Museums Committee  
Town Hall, Great Yarmouth

7<sup>th</sup> November 2014



Report on Great Yarmouth Museums for the period:

June – September 2014



*'The Destruction of the L70 Zeppelin by Capt. E. Cadbury  
on 5<sup>th</sup> August 1918',*

N. Appleton, oil on canvas, 1985.

## 1.0 Visitor figures

- Visits to the Time and Tide Museum, during the period June - September, totalled 11,378 thereby showing a slight 0.7% increase on last year during the same period.
- Visits to the Elizabethan House Museum, during the period totalled 4,998 thereby showing a 17% decrease on the previous year. The decrease has been identified in the number of paying visitors to the museum as numbers of National Trust members have been consistent with the previous year.
- The total number of visits to the Tolhouse Gaol increased slightly (+5%) during the period with a total of 2,557 visits. The increase is attributed to a number of successful events being held at the site, including Heritage Open Days.

## 2.0 Heritage Open days 2014

Heritage Open Days celebrate England's fantastic architecture and culture by offering free access to places that are usually closed to the public or normally charge for admission.

2014 saw the 20th anniversary of Heritage Open Days (HODs) in the UK. From 11 – 14 September over 230 free events were on offer, with museums in Great Yarmouth and across the county getting involved. HODs are an important part of our offer to visitors, reminding them of the great experiences offered by our museums and helping us build our local audiences. In total **1,067** visitors enjoyed exploring the Tolhouse Gaol and the Elizabethan House sites for free, showing an 18% increase on same weekend in 2013.

The Tolhouse **thrilled visitors** with a dramatic re-enactment from the days of witchcraft. Actor Nigel Amies, was in character to prove that 'Not all Witches were Women' along with Visitor services Assistant, Les Cole, as the notorious Witch finder General, Matthew Hopkins. The Witchfinder General, was rewarded financially for successfully convicting a witch so it is suspected that his criteria for bringing men and women before the judge was not always based on credible evidence. The humorous

re-enactment entertained and informed around 180 visitors on one day. Everyone was invited to take part in a lucky draw by listening carefully to the facts of the trial and answering three questions correctly to have a chance of winning. The event was a colourful way of bringing a dramatic event in the history of Great Yarmouth to life through a lively piece of theatre in the very building where the trials occurred.

### **3.0 Major Partner Museum – Arts Council England**

In July it was announced that Norfolk Museums Service is one of 21 major partner museums across the country to win a share of £60 million funding pot from Arts Council England over the next three years.

Arts Council England has announced it will continue to provide funding to NMS from 2015 to 2018, following our successful bid. The investment will total some £3.6 million. Combining with critical investment from Great Yarmouth Borough Council and Norfolk County Council, this funding will allow us to continue delivering a great heritage experience at Great Yarmouth, promote the tourism economy and make a valuable contribution to the cultural education of local children.

At Great Yarmouth ACE funding will be used specifically in the areas of enhancing the programme of temporary exhibitions and permanent galleries, extending the events' programme across all museums, creating opportunities for skills development, lifelong learning activities and developing our work with schools and young people.

The Major Partner Museum programme is guided by the Arts Council's five 10 year goals as laid out in their strategic framework for the sector [Culture, knowledge and understanding: great museums and libraries for everyone](#):

- Goal 1: Excellence is thriving and celebrated in museums and libraries  
[Excellence]
- Goal 2: More people experience and are inspired by museums and libraries  
[Audiences]
- Goal 3: Museums and libraries are sustainable, resilient and innovative  
[Resilience]
- Goal 4: The leadership and workforce in museums and libraries are diverse and highly skilled [Leadership and workforce]

- Goal 5: Every child and young person has the opportunity to experience the richness of museums and libraries [Children and young people]

#### **4.0 Museum Development in the region**

Norfolk Museums Service has also been successful in its bid to continue leading on developing the museum sector in the East of England. This means staff can continue to work with the sector across the region to raise standards and increase visitor numbers. NMS has a proud track record of supporting museums through the SHARE scheme, including the Nelson Museum at Great Yarmouth. Meanwhile our latest MD project—Shared Enterprise—which aims to help museums grow their income generation potential has just got underway.

NMS is one of nine partners nationally to receive funding from Arts Council England to provide professional support, advice and guidance to museums to raise standards across the sector. NMS has been awarded £1,188,000 over the next three years for this important work. The latest award recognises NMS' leadership role in the wider museum sector, and the service's track record of working with museums of all shapes and sizes in the past few years to improve standards. During the last year alone NMS has worked with 93% [153] of the region's Accredited museums through its innovative skills sharing scheme SHARE Museums East, delivering training and support to over 1,000 museum staff and volunteers last year.

#### **5.0 Museum Accreditation**

Museum Accreditation applications for all three Great Yarmouth Museums have been completed and submitted for review. All Great Yarmouth Museums are currently accredited and the results of the re-submission are expected sometime before the New Year.

Accreditation is the UK-wide standard, created in 1987, for all museums from small volunteer run sites to the British Museum. It provides individual standards that museums commit to perform against or develop across three key areas: Organisational Health, Collections and Users and their Experiences. Accreditation is

an externally validated museum recognition scheme – a type of ‘kite mark’. Approximately 1,740 museums in the UK meet the Accreditation Standard.

## **6.0 Great Yarmouth Heritage Voucher scheme**

The Great Yarmouth Heritage Voucher scheme has been in operation across all three museum sites since the beginning of the year (01.04.14). However, the number of vouchers received at the sites has been relatively small and have not contributed significantly to the visitor totals. The following states the total number of visits admitted with heritage vouchers (expressed as % of total visits):

- Time and Tide : 115 (0.69%)
- Elizabethan House : 113 (1.5%)
- Tolhouse Gaol : 43 (1.2%)

A full review of the voucher scheme will be undertaken before the end of the year with all participating sites to identify what measures can be implemented to help make this scheme successful for all involved.

## **7.0 Norfolk Museums Service - Visitor survey**

This second year of the NMS survey, which gathers important visitor information, including satisfaction levels and visitor profile information, has now been completed following over 1,850 responses.

Great Yarmouth Museums’ sites participated in this bi-annual NMS survey and responses were mostly recorded during the Summer holiday period. The following results are of specific interest:

- 81% of visitors to T&T said they were ‘extremely satisfied’
- 80% said they thought the Elizabethan House was ‘excellent value for money’ (the highest rating in NMS, Time and Tide came second with 79%)
- 85% of those surveyed were visiting the Elizabethan House for the first time
- 83% travelled 50+ miles to visit the Elizabethan House.

## **8.0 10<sup>th</sup> Anniversary**

14<sup>th</sup> July 2014 marked the tenth anniversary of Time and Tide's opening. To mark the occasion a celebratory gathering was held at the museum. Many of those that helped get the attraction off the ground were among the guests who attended a special birthday party. Since opening the museum has become a key attraction for Norfolk and has welcomed a third of a million visitors whilst gaining several awards for its achievement and public service.

Later in the day the museum threw open its doors for free and stayed open late to say thank you to the local community that have contributed so much towards its public success. Staff from the nearby Great Yarmouth Pottery ran pottery workshops and visitors also got to explore the new reminiscence gallery, a treasure trove of iconic vintage artefacts from the 50s, 60s and 70s.

## **9.0 Great Yarmouth Museums & Social media**

Since the beginning of 2014, we have made a concerted effort to develop local community engagement through social media. In particular we have put a lot of effort into developing the content of our Facebook page. During the past six months, we have made a conscious effort to keep the content active and varied, providing a good mix of events, learning, general history and collections related posts. We have also tried to add a bit more of a 'human' element to our posts with a dash of humour where appropriate. During this time the Time and Tide page 'likes' have almost doubled, from 300 to [550](#), and some of our posts are often shared so widely that they reach thousands of people. A post on the Joyland snails ride in August was liked by 50 people. Our next target is to reach 1,000 page likes by this time next year; we're already halfway there.

## **10.0 Youth engagement**

There has been a strong film and photography theme to the work undertaken with young people during the Summer. As part of our work with the 'Creative Collisions' youth arts network a group of young people made two Super 8 films inspired by the movies of Great Yarmouth born and legendary cinematographer Jack Cardiff. They worked with director Guy Myhill, actress Marama Colten (*Maleficent*, 2014) and

Writer Giles Foden (*Last King of Scotland*) to create their films. Museum staff also completed the '*F-stop*' project during which the young people learned how to take pictures using 35mm film which they went on to develop and print in the darkroom. All were really engaged by the 'pre-digital' technology.

The MAP partnership project, 'Maritime Effect' continues. In September young people from Horatio House completed their History of Ships project with a visit to Alicats Shipyard where they discovered how the long tradition of shipbuilding in Great Yarmouth continues today. They met with teachers involved in the 'Creative Collisions' network for an evaluation & planning session and were very enthusiastic about the benefits of the network to themselves. Those involved have also helped museum staff to decide on the priorities for the forthcoming year with lots of ideas for new projects, fund raising and network development.

## **11.0 WWI Commemoration & Appleton painting acquisition**

Great Yarmouth was a front-line town of importance during WW 1:

- First place in the country to be attacked from the sea in November 1914
- First place to be bombed from the air in January 1915
- Two people were the first to be killed in the country from an air raid in January 1915
- The Great Yarmouth Air Station was among the pioneers of new technology to destroy Zeppelin
- Over 7,000 local men joined the forces and of these 1,472 were killed

On 19 August 2014 we were delighted to unveil our latest acquisition, a painting titled, *The Destruction of Zeppelin L70* by Norman Appleton G.A.V.A. The painting captures the moment that the L70 Zeppelin was shot down on 5 August 1918 by Captain Egbert Cadbury and Major Robert Leckie. The Zeppelin crashed in flames in the North Sea approximately 15 miles from the Great Yarmouth coast and the dramatic event was witnessed by many people. We were delighted to have Mr Appleton himself here for the unveiling which takes on a particular significance in this year, the centenary of the outbreak of the First World War. The painting was unveiled by The Borough Mayor, Cllr. M. Fairhead.

### (11.1)

Museum staff are currently working with five local high schools to create a [touring exhibition](#) called 'Great Yarmouth and the Great War'. Students have been carrying out research over the summer with support from staff and volunteers from the Library and the Local History and Archaeology Society. The exhibition will be launched at a Civic Ceremony at St Georges Theatre on the 8<sup>th</sup> November 2014. We are also introducing our 'Question of Conscience' [schools event](#). This uses the dilemma faced by a conscientious objector to explore the themes of morality, propaganda, religion and social pressure in sustaining the conflict. Both these projects have been funded by English Heritage as part of our work for the Heritage Schools initiative.

### (11.2)

During the Spring term we will be running a poetry project called 'War of Words'. Students will work with a writer in residence to create poems inspired by the work of WWI poets and the experiences of local people during the conflict.

## 12.0 Schools

Despite a small decrease of 1.5% in school visitor numbers to Great Yarmouth Museums during the period the schools programme continues to attract significant numbers of children, particularly from local schools. Over 2,500 organised school visits were made during the reporting period alone. Learning staff have been responding to the new curriculum which, for instance, features Prehistory for the first time on the Key Stage 2 (7-11) History Curriculum and are preparing for the new school year. With the National curriculum changes, learning staff have been writing several new sessions to be offered across the sites. These include the 'Stone to Iron' event at Time and Tide, a new numeracy event called 'Numbers and Nets' and a new *Stories from the Sea* Explorers event.



### **(12.1) Sandford Education Award**

Great Yarmouth Museums staff were delighted to receive news in August that we had been awarded the prestigious Sandford Award for museum education. This highly coveted national award is given annually to museums which are judged to offer very high standards in the provision of their learning events.

Learning was central to the original vision for the Time and Tide museum and the Sandford award is received in recognition of the excellent standard of education provision provided at Great Yarmouth [www.sandfordaward.org](http://www.sandfordaward.org).

In summing up her report the judge said that – *‘The Time & Tide Museum in Great Yarmouth provides a wide range of learning resources to encourage children to explore the past, not only in the local area but also nationally. Ranging from pre-historic times to within living memory, the displays and artefacts, housed in an historic herring curing works, bring stories to life through imaginative interpretation’.*

### **13.0 Temporary Exhibitions**

The current temporary exhibition at Time and Tide, *Super Models: Some Assembly required*, ends on 2<sup>nd</sup> November 2014. This exhibition explores how models and model-making have contributed to our working and cultural lives. The exhibition features models from NMS collections, including the exquisite Blasckchka glass models as well as national loans including set models from both Aardman animations and the Ray Harryhausen collection.

The next exhibition, *Water Ways*, opens to the public on 22<sup>nd</sup> November 2014 and will celebrate the extraordinary natural environment of the Norfolk Broads that makes the area such a rich source of inspiration, relaxation and enjoyment for artists, naturalists and holidaymakers alike. At the heart of the exhibition is work from the Norfolk Museum Service collections, including the most renowned Broadland painters from the 19th and early 20th centuries: Charles Harmony Harrison, Stephen Batchelder and Arthur Patterson. Also on display are works by contemporary artists that reveal how this landscape continues to be a rich source of creativity. Loans from the Museum of the Broads, Norfolk Heritage Centre and private collections, as well as natural history and archive sound recordings, add to the story of this unique landscape and its importance to the region

In the first of a series of workshops linked to the forthcoming exhibition, a group of students from Great Yarmouth High School were taken to Burgh Castle by the Youth Engagement Officer to photograph the landscape around this Broadland landmark. A selection of students' work will feature in the exhibition alongside the work of renowned pioneer of photography PH Emerson.

#### **14.0 Museum Storage & Rationalisation**

Museum staff and volunteers have been busy during the past year working in the basement stores assessing the stored collection for the purpose of relocating to other more appropriate storage facilities both at Time and Tide and the Gressenhall Superstore. The aim of the service wide Rationalisation programme is to review the collection storage and documentation needs, and to assess their future significance and merit for re-display and general museum usage, including suitability for handling collections and learning resources for work with schools. Those that are not suitable for future display or study needs will be found alternative homes while we improve the documentation of retained collections. A number of artefacts have been identified as suitable for rationalisation from the permanent collection held at Great Yarmouth and members of the Area Museums Committee are asked to give their consideration for approval of the actions recommended. If approval of the recommendations is made then further approval is to be sought at the Joint Museums Committee on 28<sup>th</sup> November 2014 (see attached list).

#### **15.0 Recommendation**

That members note this report. If you have any questions about matters contained in this paper please contact

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