



GREAT YARMOUTH
BOROUGH COUNCIL

Area Museums Committee

Date: Thursday, 24 October 2013

Time: 14:00

Venue: Supper Room

Address: Town Hall, Hall Plain, Great Yarmouth, NR30 2QF

AGENDA

Open to Public and Press

DECLARATIONS OF INTEREST

You have a PERSONAL INTEREST in a matter being discussed at a meeting IF

- It relates to something on your Register of Interests form; or
- A decision on it would affect you, your family or friends more than other people in your Ward.

You have a PREJUDICIAL INTEREST in a matter being discussed at a meeting IF

- It affects your financial position or that of your family or friends more than other people in your Ward; or
- It concerns a planning or licensing application you or they have submitted
- AND IN EITHER CASE a reasonable member of the public would consider it to be so significant that you could not reach an unbiased decision.

If your interest is only PERSONAL, you must declare it but can still speak and vote. If your interest is PREJUDICIAL, you must leave the room. However, you have the same rights as a member of the public to address the meeting before leaving.

- 1 **Apologies for Absence**
To receive any apologies for absence
- 2 **Election of chairman**
To appoint a Chairman for the Area Museums Committee
- 3 **Election of vice-Chair**
To appoint a Vice-Chair for the Area Museums Committee
- 4 **Minutes** 3 - 5
To confirm the minutes of the meeting held on 16 May 2013
- 5 **Eastern Area Manager's Report July - September** 6 - 12
To consider the attached
- 6 **Curatorial Summary July - September 2013** 13 - 16
To consider the attached
- 7 **Presentation on Stories from the Sea Project by John Simpson-
wedge, Project Officer, Norfolk Museums**
The Committee will be given a verbal presentation
- 8 **Update from Senior Conservation Officer**
The Committee will be given a verbal update at the meeting
- 9 **Any other business**
Discussion of any other business not on the agenda

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GREAT YARMOUTH AREA MUSEUMS COMMITTEE

16 May 2013 – 2.30pm

PRESENT:

Councillor Robinson-Payne (in the Chair), Councillors Collins, Cunniffe, Fairhead and Jeal.

Mr J Steward (Eastern Area Museums Manager), Mr A Carr (Group Manager Tourism & Events), Mr D Barker (Principal Conservation Officer) and Miss S Davis (Senior Member Services Officer).

1. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors B Coleman and Williamson.

2. REPORT ON GREAT YARMOUTH MUSEUMS FOR THE PERIOD JANUARY-MARCH 2013 (QTR 4)

The Committee received the Eastern Area Manager's report detailing changes to Museums Service staffing; 2012-2013 Visitor Figures for Time and Tide, Elizabethan House Museum and the Tolhouse; Museum Learning Projects; Youth Engagement in Museums; Exhibitions; and a Curatorial Report giving a summary of activity relating to collections.

A discussion ensued around school visits and youth engagement and it was agreed that the Schools Project Co-ordinator would be invited to attend the next meeting. Reference was also made to the Curatorial Report and it was agreed that this should include future exhibitions.

RESOLVED:

That the Eastern Area Manager's report be noted and the Schools Project Co-ordinator be invited to the next meeting.

3. HERITAGE PASS SCHEME

The Committee received details of the new Heritage Pass Scheme and concern was expressed that presently it was only sold at Maritime House rather than at the Museums themselves. The Eastern Area Manager reported that this was because of VAT issues but it would be reviewed at the end of the season together with the Pass price. Clarification was sought as to whether a Residents Pass valid for the season rather than just 8 days could be introduced, however, Members noted that, despite the Norfolk Museums Pass being less than £20 per year, take up in Great Yarmouth was very low at only 4%. The Eastern Area Manager added that, unfortunately, the Heritage Pass was quite complex bearing in mind it involved five organisations that all had different accounting systems and it was difficult to get

a proportionate income from Pass sales for each Museum. A suggestion was made that, as Officers were already looking at ways to make the Pass better, the Commercial Manager be invited to attend the next meeting and the Heritage Partnership be asked to look into the provision of a Borough Pass for residents.

RESOLVED:

That the Commercial Manager be invited to attend the next meeting to give an update on the Pass.

4. NMAS SERVICE PLAN 2013/16

The Committee considered the draft Service Plan and the Eastern Area Manager confirmed that Great Yarmouth Museums benefitted from being part of a County-wide Service.

RESOLVED:

That the draft Service Plan be noted.

5. MUSEUM SIGNAGE - UPDATE

The Conservation Officer gave an update in relation to the above and it was noted that this would feed into a Working Group set up to produce a Heritage Strategy which would link the whole town together not just Museums by bringing together heritage, culture and the arts. The Group was also looking at different ways to promote heritage eg heritage guide booklets, schematic town maps, interactive apps, blue plaques and signage etc.

Concern was expressed that the existing noticeboard signs were not kept up to date and the plastic needed replacing. It was clarified that there were five, one outside the Town Hall, two on South Quay, one on North Quay and one in King Street. The Eastern Area Manager stated that he had all the keys except for the King Street one which it was thought Peter Fitzgerald had. He added that it was not clear who owned these noticeboards as they had been paid for by inteGREAT, although the existing graphic panels had been purchased by NMAS. The Committee noted that the Borough Council had recently been provided with the costs for replacing the Perspex and providing new graphics that could be changed on a seasonal basis and could, therefore, promote museums open during the winter. It was agreed that the Eastern Area Manager would be asked to ascertain if the graphics were up to date and between now and the next season agree to replacements that would be changed seasonally.

RESOLVED:

That the Eastern Area Manager liaise with Councillor Jeal in relation to the noticeboards.

6. CIVIC COLLECTION

The Chairman suggested that the Civic Collection should be catalogued and more items put on public display. It was agreed, therefore, that Committee Members should look at what was included in the Collection.

RESOLVED:

That Officers make arrangements for Committee Members to view the Collection in order to decide what could be put on display.

7. MEMBERSHIP OF COMMITTEE

The Eastern Area Manager suggested that, if Members were minded to reconvene this Committee on a regular basis, County Councillors for the area should also be invited to attend as in the past bearing in mind that the Committee's function was to oversee Museums that were part of the Norfolk Joint Museums Agreement.

RESOLVED:

That Great Yarmouth County Councillors be invited to attend.

8. CLOSURE OF MEETING

The meeting ended at 3.35pm.

Great Yarmouth Area Museums Committee
Town Hall, Great Yarmouth
24th October 2013

Report by the Eastern Area Manager,
Norfolk Museums and Archaeology Service (NMAS)

Report on Great Yarmouth Museums for the period:
July – September 2013 (Qtr. 2)



Detail from Lorina Bulwer sampler (c.1901) on display at Time and Tide as part of the
Frayed: Textiles on the Edge exhibition

1.0 NMAS - Five Year Strategy

NMAS is currently developing a new five year strategy to ensure a strong vision for the future, making the best use of limited resources and with an innovative partnership approach across all areas of the Museum's work. The strategy will involve key stakeholder, officer and member consultation to ensure the ambitions and priorities of the Service going forward reflect the challenges and opportunities of the current period in which we operate. Through member involvement NMAS will seek to ensure that our Service ambitions are clearly stated in line with Borough, County and external funders strategic priorities whilst ensuring our services are defined by sector leadership, excellence in our programming, developing audiences and service users, working towards sustainability and inspiring young people with a world class collection.

2.0 Staff

We are currently recruiting for the Operations manager post vacated in August. This post holder will be responsible for building maintenance and security, leading the visitor service team across the four sites of the Eastern area operation in addition to delivering a vital role in supporting our commercial ambitions, notably in driving up retail income and exploring other means of income generation. Selected candidates will be interviewed at Great Yarmouth Town Hall on Friday 18th October.

3.0 Visitor figures

Visits to the Time and Tide Museum, during the period July – September 2013 totalled 8,531 thereby showing a significant 11% increase on the same period in 2012.

Visits to the Elizabethan House Museum, during the period totalled 4,682 thereby showing a 9% increase on the same period last year

Visits to the Tolhouse museum, during the period totalled 2,374 thereby showing a 10% decrease on the same period last year. It should be noted that the opening times for the Tolhouse museum have been reduced this year by 15%.

4.0 2014 /15 Museum admission and opening times

The admission charges for 2014/15 will be amended as follows, with effect from 1st April 2014. The proposed changes are based on the consideration of the current core visitor profile at each site in addition to the potential for growth in visitors and

associated admission income during the next financial year. A fundamental consideration in the agreement of admission prices is that of ensuring our sites and services remain accessible and affordable to the residents of Great Yarmouth and Norfolk.

Site	Proposed 2014-15 (£)	Current 2013-14 (£)
Time and Tide Museum	Full 4.95 Concession 3.95 Child 3.50 Family (2A+2C) 12.00 Family (1A+ 2C) 9.00	Full 5.20 Concession 4.20 Child 3.70 N/A N/A
Elizabethan House	Full 4.50 Concession 3.50 Child 2.50 Family (2A+ 2C) 10.50 Family (1A+ 2C) 7.00	Full 3.90 Concession 3.30 Child 2.00 N/A N/A
Tolhouse Museum	Full 3.50 Concession 2.95 Child 1.95 Family (2A+ 2C) 8.00 Family (1A+ 2C) 5.50	Full 3.60 Concession 3.00 Child 2.00 N/A N/A

It is proposed that museum opening times in 2014 -15 will remain the same at all three museums as this year with the exception that the Elizabethan House Museum will extend opening hours on Sundays and will reduce opening on Saturdays between April – October 2014.

5.0 Heritage Open Days

Both the Elizabethan House and Tolhouse Museums participated in this year's Heritage Open days (12-15th September) joining many of the town's other historic sites in this annual 'behind the scenes' celebration. In the genteel surroundings of the Tudor

Merchant's House on South Quay and the torturous chambers at the Tolhouse, Great Yarmouth museums' staff invited visitors to experience life in the town spanning 800 years.

A variety of themed events were staged at each site and visitors responded positively to the opportunity to see parts of the buildings that are otherwise inaccessible during regular opening times. The growing profile of the Borough's participation in this national initiative has made Great Yarmouth a key part of the County's heritage trail. Over 1,050 visits were recorded showing an increase on last year's event of 35%.

6.0 Museum Learning

The diverse learning programme supports the needs of both adult learners and local schools in the Borough. Learning staff provide an immersive learning experience that is both enjoyable and which enables both key stage and life long learning to take place in a variety of informal learning settings.

During the period Great Yarmouth museums received a total of 1,965 organised school visits showing a significant increase of 25% on the same period in 2012. The majority of these visits were received at Time and Tide as a result of the Museums and schools programme.

6.1

Presentation on ACE Museum & Schools / *Stories from the Sea* programme by John Simpson-Wedge (Project Officer, Norfolk Museums & Archaeology Service)

In 2012 Great Yarmouth Museums received £180k from the Department for Education through Arts Council England for a three year programme, Museums and Schools (until 2015). The aim of the programme is to increase high quality educational visits to local museums and galleries by schools in areas of low cultural engagement. As a result it is expected that Great Yarmouth school children will develop a greater understanding of their local heritage and its significance, and improve their educational attainment.

6.2 Youth engagement

One of the key priority areas at Great Yarmouth museums for the Major Partner Museum programme (funded by Arts Council England) is youth engagement (16-24). The principal aims of the programme are that more local children will access cultural

activities at our museums through youth engagement opportunities and a comprehensive schools service. It is also anticipated that more young people will be inspired by our museum collections and will take a more active role in museum services, becoming co-producers not just consumers.

One of the recent projects, named #Generation produced two photographic displays installed at Time & Tide and Great Yarmouth Library (16th – 22nd July). Students from Great Yarmouth High School captured family life in a single photograph and explained why it was meaningful to them. Working alongside photographer Paul Osborne students took part in two workshops. They borrowed DSLR cameras for one night and took lots of photographs. Then each student made a voice recording, assisted by BBC Voices, about their chosen photo. Students named this exhibition #Generation and it eloquently reflects Yarmouth families in 2013 through the eyes and words of local teenagers. Photographs and voice recordings will remain on display at Time & Tide until November 2013.

7.0 Display development

The final stage of re-developing the seaside holiday display at Time and Tide has now been completed with the addition of an Edwardian bathing machine structure which we have used to display collections on the theme of 'a day at the seaside' and brings together, costume, accessories, games and programmes from the 1940s – 1960s.

As part of this redisplay the museum recently took delivery of a new automata created by artist, and toy-maker, Ron Fuller. This depicts a collection of seafront attractions from the past that includes the Revolving Tower that was situated by the Britannia Pier until WWII until being demolished and recycled for the war effort. The former Hotchkiss Railway that enabled visitors to cycle along the promenade in the 1900s and the famous Joyland snail rides, built in 1949, also feature. The automata, which operates on receipt of 20 pence also features Admiral Nelson doing battle with a band of pirates and Britannia, from Nelson's monument, dances in the foreground. The exhibit has proved an instant success with visitors of all ages.

8.0 Temporary exhibitions

Frayed: Textiles on the Edge opens on 10th October 2013. This exciting and unusual exhibition explores historic and contemporary textiles, examining issues of individual self expression and mental health through stitch. At the heart of the show are some of

Norfolk Museum & Archaeology Service's most fascinating and poignant objects, including:

Two embroidered 'letters', each over three metres long and entirely covered in text, made by Lorina Bulwer whilst an inmate in the lunatic wing of Great Yarmouth Workhouse between 1901-5 (see front page).

The extraordinary counterpane and bed hangings made by Anna Margareta Brereton while in deep mourning for the loss of her two children in 1801.

This will be the first time the Lorina Bulwer samplers have been displayed together – the second sampler is being loaned by the Thackray Museum, Leeds – and also the first time that the NMAS sampler has been displayed in its entirety. Alongside these will be significant loans including a piece by artist Tracey Emin and Elizabeth Parker's sampler from the V&A collections which, like the Bulwer sampler, has been an inspiration for contemporary artists' work.

The exhibition will allow each object to speak for itself, with interpretation focussing on the biography of the maker and the context in which it was made. This is in keeping with the deeply personal resonance of many of the pieces on display, such as the Parker sampler which is known by the name of its maker, rather than by the title of the work or location of its creation.

Issues of mental health, grief and long term illness will be articulated in part by the inclusion of contemporary works, including Tracy Emin and Sara Impey. This will enable these issues to be explored both in a historical context, and also will demonstrate that textile arts are still a means of personal testimony and therapy and that these historic objects have been a hugely important influence for artists working with textiles.

9.0 Curatorial Report (Annex Report A)

A summary of activity relating to collections management work completed during the period is attached.

10. Recommendation

That members note this report.

The next AMC report by the NMAS Eastern Area Manager will be for the period October - December 2013.

Officer Contact:

If you have any questions about matters contained in this paper please contact

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07768 156205

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If you need this Agenda in large print, audio, Braille, alternative format or in a different language please contact James Steward 0344 800 8020 or 0344 800 8011 (textphone) and we will do our best to help.

**(9.0) Annex A – Great Yarmouth Museums Curatorial Summary
Area Museums Committee**

Period July – September 2013

Acquisitions during the period include:	<p>A collection of trench art from WW1 Remember When collection (Approximately 70 objects from 50's to the 90's) Local industry Patterns Johnson collections of archive material, photographs and textiles Commemoration sampler and stitched bookmark celebrating 1953 anniversary</p>
Documentation	<p>As an outcome of working on Learning and youth projects we have been able to increase the documentation of object records using high resolution image photography.</p> <p>For the Learning Project Officer and the programme with Royal Museums Greenwich we have worked with a museum trainee and a professional photographer to take high resolution images of the second stage of the Stories From the Sea collections teaching resource. This focuses on 15 objects from both our stored collections, maritime archive and objects on display with the theme of lifesaving. This will form part of a teaching resource online with RMG. This will also have the benefit of developing our own collections documentation and images databases which can be used for all sorts of commercial enterprises as well as research.</p> <p>I have been able to begin sourcing images of non collections photography for the digital archives for GYM. These include retail stock for the recent Frayed exhibition which can be used to promote the shop and our retail offer online.</p> <p>With the Youth Engagement Officer we have provided objects for the Youth Arts Awards Taster sessions aiming to improve skills by working on photography of the collections using the ship models in store. Students looked at the different approaches to photography of the collections.</p> <p>Working with the Museums of the Broads (Stalham, Norfolk) as part of their Trustee and Management committee we have been looking at the accessioning of the collections that come into museum and the database systems.</p> <p>Work has started on the main store with the Cromer curator on the main store audit of the collections for the long term project to rationalise and find alternative storage locations for the artefacts stored in the basement. The first stages of this process have been looking through our existing documentation in the archive and online for collection surveys, audits and moving records. The Cromer curator is starting a physical check of the stored collections and compiling a spreadsheet. We will be looking at these stores in terms of subject specialist collections and hopefully drawing on the expertise of specialist curators in NMAS to determine the relevance to our collecting policy and to decide if they are candidates for rationalisation. The first of the collections that we have finished is the Masonry and architectural salvage collections. Work with specialist Archaeology curator Tim Pestell on further research and identification of objects is now being planned. The second stage of the process has begun on working on the costume collections audit. This is a much larger collection and will take a longer time period to</p>

	complete. Once the initial audit of the costume is complete we will be able to draw on the expertise of the costume and textiles department to assess how much of the collection can be submitted for rationalisation and its significance.
Public enquiries received during the period, including:	<p>At the very beginning of this period we hosted the BBC filming in the galleries for their series Timeshift in the wreck and rescue gallery looking at the Manby and lifesaving collections. Research was also done into the Lowestoft porcelain for the BBC series Arts and the Sea.</p> <p>We have hosted a very well attended reunion (62 people, with standing room only) of employees from the local clothing company Johnsons & Sons Ltd at the museum which was opened by the Mayor.</p> <p>The benefits of a database of high resolution images of the archive material and objects in the collection also benefit the increasing number of enquiries asking for image prints of the collections.</p> <p>Working with the Maritime Curators Group's network and using the knowledge of its curators and volunteers we have successfully identified part of a Schooner for Orkney Museum.</p>
Conservation: object specific issues	<p>With the conservation team we have looked at the next stage of collections management following the completion of the seaside gallery redisplay. With our Conservation department and an external conservation officer we have completed an assessment of our collection of works on paper by the artist, W Bettesworth, and also our canvas railway posters which are currently in store though being considered for potential display at Time & Tide.</p> <p>Pest monitoring of the Bay 5 natural history specimens as we have noted some carapaces. One object sent off for freezing.</p>
Collection Management: activities include	<p>With the exhibitions coordinator we have worked on the Frayed exhibition audio and will be uploading this onto our main guides system at the beginning of October to aid the interpretation of the exhibition.</p> <p>Work continues on creating the object list and completing research for the new 'Super Models' Exhibition opening at Time and Tide in Spring 2014. The exhibition will bring together GYM collections of models, loans from across NMAS sites and loans from national museums and private collectors and businesses.</p> <p>Collections and research has been gathered for the summer events programme including botanical illustrations for the printing press event. Chemist and pharmacy collections including our dentist's drill were taken out of store for the Hoards of History event at the beginning of the month. The medical collections included grouts bandages, medicine bottles and penile probes.</p> <p>Research into the Nelson Drape documentation for its loan to the Forum coordinated by the NMAS costumes and textiles curator.</p> <p>Working with the Maritime Curators group and the MHE network we have been using the groups to share research and networking opportunities for</p>

	delegates, including perhaps most notably a mapping exercise of 'Nelsonia' with RMG, the organisation of the Mike Stammers memorial event with National Museums Liverpool and a research project about WW1 archive material across the region.
Loans etc	<p>Visit from ACE National security advisor concerning security arrangements at the Time & Tide exhibition galleries, to complete loan agreement for sampler from the Victoria & Albert museum. Site tour delivered and facilities reports agreed and updated with the Operations Assistant.</p> <p>Research, photography and selection of the Patterson sketches for the Wonder of Birds exhibition with the exhibitions team at the Castle.</p>
Display work	<p>In the galleries at Time & Tide we have completed the transformation of the Seaside displays. New editions to the gallery include two framed sets of GY postcards, bespoke costumes for visitors to try on and archive material which has been digitised and now appears on rotating screens in the gallery. The railway posters have been re-hung and planning has begun to rotate the store collection of these. The seaside cut out is having an additional interactive painted. The artist commissioned is taking direct inspiration from our postcard collection to create a link between the objects and the Interactives for visitors. The Remember When gallery planning for the new displays in 2014 has moved to incorporate the themes which the objects will be grouped to inform the design of the gallery. We have created a small temporary display in one of the galleries to promote the idea of the gallery to visitors and to ask for feedback and participation from the design process onwards as we will be using the community consultation to inform display decisions.</p> <p>Together with David Waterhouse (Natural History Curator) we have been working on the interpretation for the cabinets of curiosity cases. The interpretation for these cases will be in the form of a printed book to offer additional layers of information than printed labels. For example, audio on the 'Orpheo' handsets will offer an in depth take on the history of the museum and the Boulter collections.</p>
Volunteers	<p>With the Youth Engagement Officer we have started the induction of the young volunteers programme by creating training sessions about the collection and the curatorial side of museum work.</p> <p>Volunteers continue to work regularly on documentation tasks in the archive and on collection security related projects 2.5 days a week. The volunteers have been looking at and cataloguing some of the new postcard and archive photographic collections accepted during the period. They have begun working on the new Johnsons related collections that were donated at the anniversary event. This collection comprises of archive material, photographs, books and costumes/ textiles.</p>
Archive and store users (include)	<p>We have hosted over 10 research visits in to the maritime archive in this period to enquire about the fishing photographic collections and study them in the museum, including research concerning our WW1 collections.</p> <p>Archive researcher visit to look at the photos of fishermen for a PHD project on fashion and clothing of the fishing industry. Preparation work and collections searches done in advance of all visits to the archive.</p>

	Research work with local historians Colin Tooke and Bob Malster on the WW1 collections in the archive on print and photos for their respective publication development. One focusing on the history of maritime Great Yarmouth generally and one looking specifically at wartime Great Yarmouth and the effect of the First World war on the town. These projects are helping to organise the war collections ahead of projects during the centenary next year.
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Jo O'Donoghue, Curator, Great Yarmouth Museums (October 2013)