

**Great Yarmouth Area Museums Committee**  
**22 March 2016**

**Great Yarmouth Museums briefing for period:**  
**January - March 2016**

**1. Exhibitions at Time and Tide**

**1.1 Halfway to Paradise: The Birth of British Rock (19 March – 2 October)**



This exciting exhibition opens on 19<sup>th</sup> March and sees a collaboration with the V&A Museum that showcases the birth of British rock and firmly links this to Great Yarmouth.

Harry Hammond (d. 2009) was Britain's leading showbiz photographer for nearly two decades. Starting in the late 1940s, he captured the definitive images of virtually every leading British musician, as well as those of many visiting American artists. From Tommy Steele to the Beatles and Shirley Bassey to Dusty Springfield,

This exhibition comprises over 80 Harry Hammond photographs which will transport audiences back to the dawn of British rock 'n' roll – when four lads from Liverpool were stopping young hearts and the vinyl record reigned supreme.

Visitors will explore the music, musicians and fashion of the time. Alongside these iconic images visitors will be able to see memorabilia from the private collections of Yarmouth people who were part of the rock scene in its heyday. Local collector Peter Jay has loaned his tabletop jukebox and vintage ABC cinema sign.

Events, workshops and vintage fayres are now being planned to run alongside the exhibition, including school events.

Halfway to Paradise will provide a unique insight into a genre that changed music forever. Time and Tide Museum is a fitting venue for the exhibition, located in the seaside town which played host to the biggest musical acts of the day

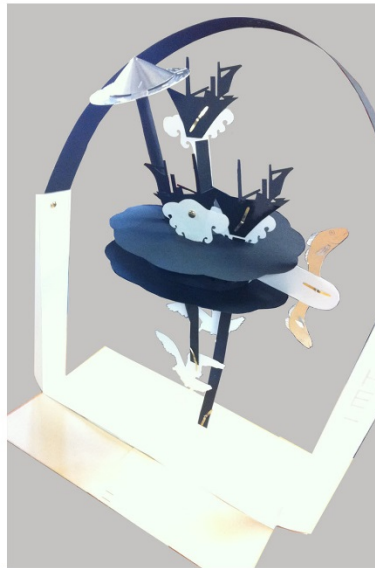
The private viewing launch for the exhibition will be held on Wednesday 6<sup>th</sup> April 2016, starting at 3pm. Anna Landreth-Strong from the V&A is the curator of their Theatre and Performance department. Having developed the exhibition, she will be the key speaker as we formally open the show.

## **1.2 Beastly Machines (17 October 2015 – 21 February 2016)**



The Beastly Machines exhibition ran through the winter season and proved a popular draw. This fun exhibition was well received by visitors of all ages. Schools regularly booked creative writing workshops and these took place in the exhibition gallery almost every academic day.

Also, as part of the Beastly Machines exhibition, we offered two courses for adults, in partnership with the local Adult Education team. For *It's a Write Beastly Machine*, participants worked with writer Claire Sharland to develop their own short stories and poems inspired by the exhibition, creating surreal, imaginary tales about the mechanical creatures on display. One participant said of her experience 'We had two sessions and I thoroughly enjoyed the experience. Claire set us unusual and thought provoking exercises and we were all encouraged to think outside the box. She set us homework to write a 500 word piece on one of the exhibits. I chose the rather menacing exhibit aptly titled 'Pigs Might Fly'.'



**W044EA15F**  
**Paper Beasts, Time and Tide**  
 Final animated artwork p2  
 4 February 2016

Participants for *Paper Beasts* came from our neighbours at Great Yarmouth and Waveney MIND. They worked with artist Cassie Herschel-Shorland to create their own moving paper sculptures, taking inspiration from both the *Beastly Machines* exhibition and creatures on display in our cabinet of curiosities. They produced some fabulous results and several surprised themselves with their creations.

Feedback from the learners included the following:

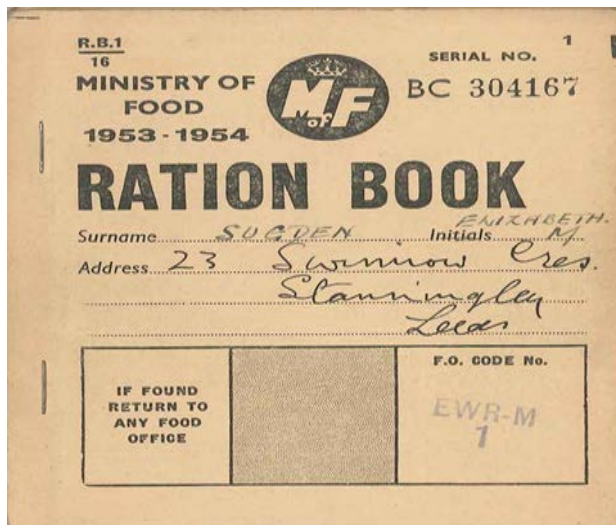
- *Came to the session without expectation and amazed by being so immersed in the gallery (Cabinet of Curiosities) and the creative activity (gathering visual ideas from the displays) that I had to be reminded to take a break for lunch*
- *excited to bring grandson and others into the Museum as soon as possible*
- *great venue, looking forward to coming back*
- *learnt a lot from today*

### 1.3 Forthcoming exhibitions

Never Had It So Good: Living in Britain in the 1950s (22 October 2016 – 25 February 2017)



A partnership exhibition with Compton Verney, curated by Sue Prichard. *Never Had it So Good* explores the history of post-war design through the experiences of the average British consumer. Using a young couple of its starting point, it will examine the domestic interior and the social and cultural landscape of Britain at the time.



*Never Had it so Good* will explore post-war style and design. It will reflect on a period of national belonging, drawing together the cultural landscape of the period from the time of the Festival of Britain in 1951 and trace the design experience of an average, young British couple through the end of austerity and the disappearance of rationing through to the false dawn of the economic 'boom' of 1956-9, epitomised in objects like the BMC Mini and the Vespa scooter.



## 2. Events

### 2.1 February Half Term

This was a busy week at Time and Tide, featuring a broad range of different events. The programme started off with the *Elusive Jack Valentine* on Sunday, getting everyone into the Valentines Days spirit of giving handmade trinkets and learning about the mysterious Jack.

Next was the *Art of Storytelling*, where families had a chance to become writers, illustrators and animators for a day. The event Concluded with 'Olde Tales Told with New Pictures Drawn' where storyteller Jim Kavanagh was narrating stories of mythical beasts amongst our very Beastly Machines.

*Pirates, Pistols and Gold Doubloons!* Proved to be a very popular event. Those who had a taste for life on the high seas could learn what it takes to be a pirate, from making up a legendary name to becoming a master of swords skills. The day was well attended with everyone getting in the buccaneering spirit.

To round off the week off, the museum hosted *Battle Bots!* This tested visitors building skills to create their own mini robots to race or battle. A week packed with stories, creating and lots of glitter.



### **3. Other Museum Developments**

#### **3.1 Winter deep cleans**

Museum deep cleans have taken place in December and January at Time and Tide. Working gallery by gallery, the team dismantled and cleaned the exhibits where possible and also cleaned every aspect of the museum from the floors to the rafters and everything in between including behind graphic panels and in cases. Many natural history specimens were sent for freezing to prevent infestations including the seagulls that adorn the Quayside displays. Work was focused on the open display elements in the Fish Warf and Maritime Trades galleries where there was a more pressing need for improvement. Visitors that came during the work found it an interesting example of conservation in action. They were eager to talk to staff about both the objects they were seeing up close as well as the conservation elements of the clean. All members of the team in Great Yarmouth supported the work and on the second day some of the NMS Teaching Museum Trainees joined the effort.



The deep clean is important for the museum, its collections and the visitor experience. The deep clean at Elizabethan House will take place on Tuesday 15 March with support from a National Trust team from Blickling Hall. The Tolhouse Gaol will be cleaned ready for re-opening at Easter.

#### **3.2 Google Art Project**

NMS staff have been working on our contribution to the Google Art Project which will provide a new high profile means of showcasing our objects to the public. The project is part of the Google Cultural Institute with museums and other institutions from all over the world participating such as the British Museum, the Smithsonian and the Royal Shakespeare Company. The final product will have a "Google

Street View" navigational view of the museum as well as a selection of ultra high quality images. The initial fifty objects from the displayed collection have been worked on. These include items from fine art like Maggi Hambling's "Big Sea" in the reception area to social history such as the Lacon's Ale sign in the reminiscence corridor.



Now that the initial fifty items have their content written, we may be adding more in the future from our stored collection which will allow us to make use of objects that aren't often seen by the public. Furthermore their "exhibitions" feature may allow us to resurrect some of our previous exhibitions and make them available to the public indefinitely.

### **3.3AD UK Visit**

Delegates from the Arts Development UK annual conference were welcomed to Time & Tide as part of their Norwich and Norfolk tour on 23<sup>rd</sup> February. Although they were only in the town for less than two hours they had specifically requested to visit Time & Tide and see the museum and have a curators talk about the cultural infrastructure that Great Yarmouth has to offer and the part that the museums play in that. Points covered included how museums with their creative and collaborative partnerships make them great ambassadors for a changing infrastructure focused on culture. The museums and wider heritage of Great Yarmouth are both well placed to deliver significant changes to the town. Time & Tide was seen as a great example of museums as having an impact on the cultural architecture of a town. Delegates looked at the former

incarnations of the building as well as its museum revamp



"We were all really impressed and it's really great to see such well thought out cultural ambition for the borough and the dynamic collective energy around this." *Delegate feedback*

### **3.4 Endeavour partnership**

The loan of a Pocket watch from the Titanic is being arranged from Royal Museums Greenwich as part of the Endeavour Partnership proposal. This watch belonged to Robert Douglas Norman who perished in the Titanic disaster on the morning of April 15, 1912. Supplementary Titanic related items will be sourced from NMS collections for a small exhibition and interactive area to highlight and promote this unique piece which will be on show in the Time and Tide museum in 2017.





### 3.5 The Young Historians and Archaeology Club



Time and Tide, in partnership with Great Yarmouth Local History and Archaeological Society, is running the Young History and Archaeology Club. The Saturday afternoon meetings, for 8 to 16-year-olds, have so far drawn around 15 participants per month following the September launch date.

There is a programme of activities including field trips, expert demonstrations, a behind-the-scenes look at museums and research trips to other historical organisations.

### 3.6 Weddings and venue hire

Both the Tolhouse Gaol and Elizabethan House are licenced to hold weddings. A promotional brochure is available and NMS continues to actively promote the corporate venue hire offer at Great Yarmouth Museums. Paranormal group booking remain strong and this success was reported in the Museums Journal in January.



## 4. Learning

### 4.1 Schools Visits

We are pleased to report very good schools visit figures throughout the autumn and spring terms with record breaking numbers in November and December at the Time and Tide Museum. Shown below are the monthly figures from October to March, with comparative figures for the same period last year.

	Oc t	Nov	Dec	Jan	Feb	Mar ch
201 4-15	954	790	562	483	532	1238
201 5-16	958	1719	1403	582	534	924

In March 2014 we had 880 children taking part in a *Stories from the Sea* celebration event across our three sites so this years' figure for March is very respectable. Overall our year-end figure is expected to be around 8700 compared to 7936 the previous year. In addition 465 children have participated in museum outreach sessions in local schools. The learning team have worked very hard to achieve these strong figures, which are matched by very positive feedback from teachers and students taking parting our learning events. New publicity materials and visits to school staff meetings have helped to ensure that teachers are kept up to date with our expanding programme. New events such as 'Surviving the Stone Age' and 'Saxons vs Vikings' are also proving to be very popular.

#### **4.2 Surviving the Stone Age**

We have developed this new event in response to changes in the national curriculum which places greater emphasis on studying early history at primary school. The students are challenged to learn the skills essential to survive in the Stone-Age and learn how to hunt, use flint tools and bone needles to create clothes from animal skins and build a willow framed shelter.

#### **4.3 Saxons vs Vikings**

Inspired by the wonderful Anglo Saxon log boat on display in Time & Tide, we have invested a lot of time and effort into creating an awe-inspiring and engaging workshop which we hope will get the children excited about this fascinating topic. The feedback from teachers and pupils appears to suggest we are already hitting the mark:

'I loved how the sessions fed together to enable the children to make a decision. It was a very engaging, exciting afternoon so thank you all very much!' – *Year 4 Teacher at Edward Worlledge Primary School*



In this event the students must decide what King Alfred should do to counter the threat to his kingdom posed by the Vikings. Should he pay them off with Danegeld, employ them as mercenaries or raise an army to fight them. During this active event the children meet Saxons and Vikings and learn about the conflict from the opposing sides. They also learn the very useful skill of axe throwing...

#### 4.4 Stories from the Sea



This project is now drawing to a close after three and a half very successful years. A highlight of this final year was the return of writer Mark Grist who ran a series of workshops using the 'Beastly Machines' exhibition as inspiration. Around 1000 children took part in

the workshops creating fantastic poems about imaginary creatures. The project will have a lasting legacy in our programme of literacy events and the online learning resource developed with our partners at the National Maritime Museum. This partnership is continuing with a Heritage Lottery Fund bid which, if successful, will see an artefact from the Titanic on show at the Time and Tide Museum in 2017.

#### 4.5 Heritage Schools Project

We are working with the Norfolk Archaeological Trust on a Heritage Lottery Fund bid centred on the ruins of the Roman fort at Burgh Castle. This project aims to increase the use of the site by schools and community groups.

The project would include a geophysical survey of the Vicus adjacent to the fort, a series of schools events and a history fair at the site in September 2016.



#### 4.6 Creative Teachers

We have also been working with the Norfolk and Norwich Festival Bridge to set up a new network for primary teachers to provide them with practical training from artists and a forum for discussing ways to introduce more creativity into the classroom. The teachers receive one free CPD workshop per term funded by the Cultural Education Partnership. As the network develops we also aim to run projects with primary schools similar to those run with high schools and colleges via the Creative Collisions youth arts network.

#### 4.7 Youth Engagement

##### Creative Collisions

This network continues to be a key focus for our youth engagement programme. We have successfully delivered two artist residencies for the HLF funded 'Crafting History' project. Each residency is focusing on a different heritage craft form. The second residency featured textiles artist Anita Bruce who ran workshops with students who created sea creatures from knitted wire. Anita is

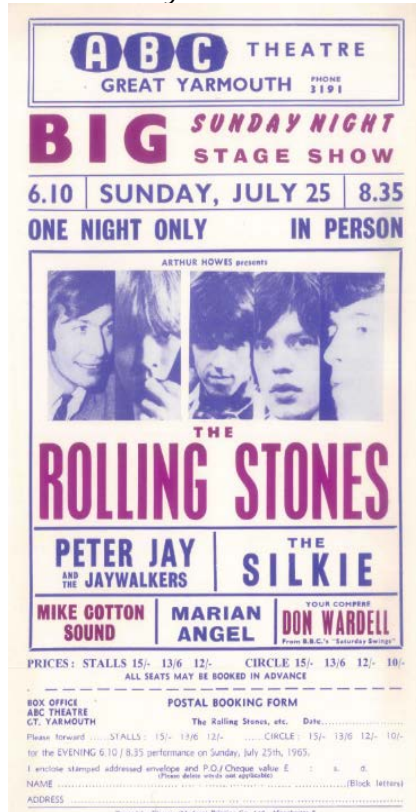


also making a school of knitted herring using traditional fishermen's Gansey patterns. These will feature in an exhibition of artist and students work at the Time and Tide museum in summer 2017.



## Halfway to Paradise – Great Yarmouth Arts Festival Parade

*Halfway to Paradise* is the title of a Billy Fury song and the name of the summer exhibition at Time at Tide which celebrates the lively music scene in Great Yarmouth in 1960's. Great Yarmouth Arts Festival has also adopted and extended the theme for its carnival parade in 2016. The parade aspires to involve and celebrate the multi-cultural communities who live and work in Great Yarmouth. The parade will explore the notion that, where ever we come from, we are all attempting to travel towards our own idea of paradise and that our ideas are as diverse as we are. Creative Collisions youth arts network will work alongside professional puppet makers Tin House Arts at to create giant articulated puppets of some of the rock and roll stars who performed in Yarmouth in the 1960s, including the Beatles and their yellow submarine to lead the carnival procession in June.



## Wide Angle Photography

Our latest 'Wide Angle' project has seen a team of young photographers creating portraits of members of Great Yarmouth's migrant communities. The project was supported by GYROS and the photographs will be on display at Time and Tide from April.



For more information on Creative Collisions projects visit our Facebook page - <https://www.facebook.com/Creative-Collisions-863942330366499/timeline/>

Or our website – [creativecollisions.org.uk](http://creativecollisions.org.uk)

## Crafting History

Young people from Creative Collisions have selected our third artist in residence at Time and Tide. Ceramic artist Mella Shaw [www.mellashaw.co.uk](http://www.mellashaw.co.uk) has a fantastic profile nationally and internationally and we are thrilled with the selection.



Mella will be working at the museum throughout April & May to deliver workshops for young people as well as professional development for staff & peer mentors. She'll also create a piece of work inspired by our collections for the Crafting History final exhibition.

## **5. Partnerships**

### **5.1 Cultural Heritage Partnership**

Great Yarmouth museums continue to actively support a range of local partnerships. The Head of Operations & Learning attends the Great Yarmouth Cultural Heritage Partnership and also sits on the steering group. The Operations Manager – East is a member of the Cultural Heritage Awareness Group. This group focuses on marketing and promoting the cultural heritage of the borough.

The Learning Manager – East is part of the Cultural Educational Partnership. See below.

### **5.2 Cultural Education Partnership**

Our Learning Manager continues to chair this network and has been concentrating in engaging more schools in its activities. We currently have four head teachers involved and they have been instrumental in developing an Arts and Culture Pledge scheme for schools in the Great Yarmouth area. A launch event at St Georges Theatre was attended by teachers from a further ten school that have expressed an interest in joining the scheme. Once they are signed up we will work with them to gather data on their existing provision and look for areas that the arts and cultural organisations in the network can help them to develop.

## 6. Visitor numbers

	Time and Tide	Elizabethan Hse	Tolhouse Gaol
Admissions Feb	16%	117%	56%
Admissions YTD	12%	6.5%	2%
Income YTD	11%	32%	33%
Retail YTD	3%	21%	17%

Detailed visitor figures will be circulated at the meeting.

## 7. Recommendations

7.1 That the Area Museums Committee notes the report.

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