

NORTH LINCOLNSHIRE COUNCIL

**ASSET MANAGEMENT, CULTURE AND HOUSING
CABINET MEMBER**

CULTURAL SERVICES – PERFORMANCE UPDATE

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To advise members of recent performance and service improvements across Cultural Services.

2. BACKGROUND INFORMATION

2.1 Cultural Services have put into effect a number of service developments with additional investments and improved visitor statistics.

2.2 Visitor Numbers

- North Lincolnshire Museum is on target for another record breaking year with visitor numbers up by 3% so far. Visitor numbers are expected to exceed 32,000 by the end of March.
- Attendance at Museum Society evening talks are on the increase. A recent event had to be rebooked for later in the year due to the demand for places.
- At 20-21 the numbers are up 8% to date, with an expected 34,000 by the end of the year. This is a significant improvement on previous years. It shows that 20-21 has successfully halted and now reversed the drop in numbers the centre had recorded in the recent past.
- Normanby's visitor figures are up by 3%. We hope to reach 286,000 by the year end.

2.3 Normanby Product Improvements

- The Normanby gift shop has undergone a re-fit. The shop now looks fresher, more inviting and there is more space available. This allows us to display more products.
- The Design team are currently putting together the artwork for our new site signage. All buildings in the park will have new

signage. An 'attention grabber' sign will hopefully better direct visitors to the Farming Museum.

- The Farming Museum has been remodelled over the closed season. It will open with a new look, new information panels, and new displays. The Farming Museum will also have a new shop area to encourage spending.
- The woodland paths project is currently in progress. This will make the woodland area over the park more accessible, especially to those in wheelchairs or pushing buggies.
- We have purchased a storytelling area for the woodland using Arts Council funding. This includes a large storytelling chair, and four benches. This area will be hired out to schools and groups, and also used for our own events. An artist has been commissioned to dress this area of the woodland.
- We are in the process of purchasing new crockery for the Hall. This will help improve the overall look of our wedding facilities.

2.4 Exhibitions

- The permanent First World War exhibition opens to the public on 31 March in Normanby Hall. This gallery was funded by Arts Council money as part of the 'Joining Up The Humber' project. The exhibition tells the story of how Normanby was used as an auxiliary hospital. Listening posts in other rooms in the Hall will tell the story of how that room was used throughout the War period.
- The Normanby costume gallery also opens to the public on the 31 March with the exhibition 'Keep Calm and Look Fabulous'. This will focus on the plight of fashion from the years leading up to the first world war, through to the second world war and the years immediately afterwards.
- At the Museum the Hornsby Exhibition opened on 21 January and is proving very popular with visitors. As part of the exhibition, Hornsby's are offering discounted coaches to take schools to the exhibition. Several schools are taking advantage of this offer. The funday for the exhibition proved very popular with families.
- At 20-21 exhibitions by Tracey Holland and Helen Snell came to an end. Both were hugely ambitious projects. Tracey's because of the technical nature of the installation featuring multiple video screens synched together. Helen's because of the scale and complexity of the exhibits. Both received numerous positive comments and 100% positive feedback for both.
- Last year's Connect10 artists Cullinan and Richards installed their new exhibition. The exhibition features a new artwork made from footage taken at last year's event, and a new documentary film featuring the people involved.
- Touring exhibition Art+Play went to Kingston Museum, London

Sparkle and Spin by Paola McClure went to Clotworthy House, Antrim, Northern Ireland.

2.5 Promotional Activity

- The design team have now submitted designs for the new Weddings website. These have been approved. The website follows the rest of the park branding and will encourage people to consider Normanby as a wedding venue and destination. Following on from this a new wedding brochure will be produced, and then some wedding advertising done.
- 50,000 leaflets will be printed and distributed through the area to TICs, schools etc and given out on the gate. 20,000 of these will also be distributed via Yorkshire's Great Houses, Castles and Gardens.
- Due to the increase in the number of events, workshops, tours and talks that are on offer at Normanby, we now have to print a separate leaflet for events. We will distribute around 40,000 of these leaflets. The number of events that we are having in 2014 is 57, a big increase on the 26 that we had last year. We will also continue to add to this schedule throughout the year and publicise these on our website and via social media.
- In addition both Normanby and the Museum will feature in the 100,000 leaflets for the Arts Council funded project 'Joining Up the Humber'.
- The Museum has now got the new leaflets for the forthcoming year including an "at a glance" guide.
- Staff attended the Schools Event hosted at the Baths Hall and made a few useful contacts.

2.5 Future Events

- Due to the success of the Makaton training events at the Museum, further courses are planned.
- There are also further regular new events at the Museum – a 50s afternoon on Tuesdays and Memory Lane on Wednesdays which included oral history recording.
- An initial meeting has taken place with children's illustrator Nick Sharratt for the Showstoppers project due to open later this year at 20-21. Following a procurement process Leach Colour were appointed as Exhibition designers for the project. They have worked previously for the British Museum and Cutty Sark.
- 20-21 won the Connect10 competition to win support of an artist for Museums at Night in May. We are the first venue to win twice and two years in a row in the national competition.
After a really tough voting battle we managed to beat Tullie House Museum - they had nearly 70% of the vote at one stage. We just scraped though with less than 1% between us. This was

due largely to staff dressing up in super hero costumes and taking voting forms up the High Street to secure public support.

The result is particularly impressive as Tullie House get over 200,000 visitors a year, are open 7 days a week and invested on a strong marketing campaign. We will get £2,000 again and international artist Jessica Voorsanger will host an event on 17 May. Jessica will attend for a site visit and then we will have an exact idea of what she wants to do. Her past work includes song and dance numbers, karaoke and dressing up so we think it will be something along those lines, maybe with a science fiction theme.

The results from the poll for Jessica Voorsanger are:

20-21 Visual Arts Centre, Scunthorpe 1,508 votes (40.67%)
Tullie House Museum and Art Gallery, Carlisle 1,480 (39.91%)
The Potteries Museum and Art Gallery, Stoke-on-Trent 538 (14.51%) and Haworth Art Gallery, Accrington 182 (4.91%)

3. OPTIONS FOR CONSIDERATION

- 3.1 The Cabinet Member is invited to note the performance information outlined in section 2.

4. ANALYSIS OF OPTIONS

- 4.1 This report is for information.

5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

- 5.1 There are no additional resources implications.

6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

- 6.1 Not applicable

7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

- 7.1 There are no declared conflicts of interest.

8. RECOMMENDATIONS

- 8.1 That the Cabinet Member notes the report and welcomes the increase in visitor numbers and improvements to services outlined in the report.

DIRECTOR OF PLACES

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Background Papers used in the preparation of this report - None