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A summary of our success

The Association for Suffolk Museums is very proud of the strength of the Suffolk Museums Partnership. The key to its success is the continued commitment to it from all local authorities in the county and Arts Council England (ACE), for which we are extremely grateful. This core support enables the Suffolk Museums Partnership to draw in additional external inward investment to Suffolk for museum projects from external sources detailed below.

Suffolk Museums attracted over 440,000 visits this year, which is worth over £6.5m to the local economy. Joint promotional activities, such as Summer in Suffolk Museums and Suffolk Museum of the Year are attracting new visitors, particularly families, to museums. A more qualitative experience continues to be offered to children and young people through learning programmes. More vulnerable people in our communities are also being reached through the ongoing success of the Creative Heritage in Mind and Open the Doors programmes.

Heritage Lottery Fund and other funders continue to invest in the museum infrastructure and offer. The National Heritage Centre for Horseracing and Sporting Art launch has set the bar very high this year. I look forward the ambitious plans for Aldeburgh Museum, Gainsborough’s House and The Long Shop Museum come to fruition over the next couple of years.

The partnership continues to enable museums to extend their reach into their communities. The Lowestoft Rising with Museums project is enabling the three museums in Lowestoft to work together with other local organisations to promote volunteering opportunities and recruit new volunteers. Over 1,600 volunteers across Suffolk museums ensure that they are resilient, community-led organisations. The contributed over 215,000 hours this year, which is worth over £1.45 million to museums. I commend the commitment of all these individuals.

Museums make a significant contribution to jobs and skills within the county. Volunteering gives people the opportunity to develop skills that they take into the wider workforce. Museums are employing 128 staff directly. More opportunities are in development through the Transforming People to Transform Museums initiative, which will enable a more diverse workforce to develop transferable, as well as core heritage skills.

Please do continue to read the contents of this report which gives an impressive overview of the impact of some of the Suffolk museum developments this last year.

Gerard Brewster
Chairman of the Association for Suffolk Museums
# Financial summary

## Core Partnership Funding

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suffolk County Council</td>
<td>£3,040</td>
</tr>
<tr>
<td>Arts Council England / SHARE Museums East</td>
<td>£35,000</td>
</tr>
<tr>
<td>Ipswich Borough Council (Colchester &amp; Ipswich Museums Service)</td>
<td>£2,000</td>
</tr>
<tr>
<td>Mid Suffolk District Council</td>
<td>£2,000</td>
</tr>
<tr>
<td>Suffolk Coastal District Council</td>
<td>£2,000</td>
</tr>
<tr>
<td>Forest Heath District Council</td>
<td>£1,000</td>
</tr>
<tr>
<td>Waveney District Council</td>
<td>£2,000</td>
</tr>
<tr>
<td>St Edmundsbury Borough Council</td>
<td>£1,000</td>
</tr>
<tr>
<td>Babergh District Council</td>
<td>£75</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>£48,790</strong></td>
</tr>
</tbody>
</table>

## External investment

The Suffolk Museums Partnership helped to secure the following amounts of external funding in addition to fundraising activities of individual organisations.

<table>
<thead>
<tr>
<th>Projects April 16 – March 17</th>
<th>Source of funding</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building Resilience in St Eds Museums</td>
<td>Arts Council England (ACE)</td>
<td>£108,000</td>
</tr>
<tr>
<td>Lowestoft Rising with Museums</td>
<td>ACE Resilience Fund</td>
<td>£30,000</td>
</tr>
<tr>
<td>Creative Heritage in Mind</td>
<td>SCC Working Together Fund</td>
<td>£5,000</td>
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<tr>
<td>Creative Heritage in Mind</td>
<td>SCC Mental Health Support</td>
<td>£4,000</td>
</tr>
<tr>
<td>Open the Door</td>
<td>SCC Dementia Care Funding</td>
<td>£4,850</td>
</tr>
<tr>
<td>Transforming People to Transform Museums</td>
<td>HLF Skills for the Future</td>
<td>£2,000</td>
</tr>
<tr>
<td>Displaying the Hordes, Halesworth Museum</td>
<td>ACE/SHARE Ready to Borrow</td>
<td>£23,500</td>
</tr>
<tr>
<td>Making Waves (Lowestoft and Gt Yarmouth)</td>
<td>HLF/ACE Great Places</td>
<td>£77,944</td>
</tr>
<tr>
<td>Museum Development Support</td>
<td>SHARE Museums East</td>
<td>£5,000</td>
</tr>
<tr>
<td><strong>Total external project funding secured</strong></td>
<td></td>
<td><strong>£260,294</strong></td>
</tr>
</tbody>
</table>

All partners can expect a return on investment. The partnership delivers services for all or works with individual museums to develop their own projects. External funding bids for more complex large projects often develop over a number of years. It is not always possible to apportion benefits to each participant in any one year.
Healthier Happier People
Supporting well-being in the Community

CREATIVE HERITAGE IN MIND

This museum and arts project continues to change the lives of people with mental ill health. Working in partnership with the Norfolk and Suffolk NHS Foundation Trust (NSFT), outcomes have been measured against the Warwick-Edinburgh Mental Wellbeing Scale. This has successfully proven that engaging in creative ways with museum collections improves wellbeing.

“Mental well-being is helped by people being able to “think about thinking”. The project supported people to make a step from “just doing” to being able to reflect on what they were doing.”  Heather Bellany, Lead Consultant Clinical Psychologist

Museums provide safe and stimulating places where engaging and meaningful programmes of creative activity can be offered, linked to the objects and stories they hold. Making art in response to these stories is a powerful way for people to make individual connections and to consider their own stories.

Above: A participant exhibiting her wok in Ipswich Town Hall

Every participant received a published booklet which documented their work. Two temporary public exhibitions that were held during September and October, in Ipswich Town Hall in association with Subterranean Arts and at Moyse’s Hall Museum in Bury St Edmunds. Participants were also invited to fill a Community Cabinet at the Museum of East Anglian Life.

The project is building on its achievements with help from a £5,000 Suffolk Foundation Working Together Award. Based on the Creative Heritage in Mind model, a one-day workshop was designed which now continues to be delivered on the NSFT Recovery College programme.

CHIM has been recognised through several awards. It was a finalist in the public choice outstanding care and compassion award of the NSFT Putting People First Awards 2016. Juliet Lockhart received the Health and Wellbeing Award for the project and was runner-up in the Arts and Culture Award at the Suffolk Adult Learners Awards. CHIM had 20 separate nominations for this from course participants. It also received a commendation at the High Sheriff Awards.

Creative Heritage in Mind was delivered as a programme of 12 creative courses across four Museums - The Museum of East Anglian Life, Moyse’s Hall, Gainsborough’s House, and Ipswich Museum. It included three themed courses over three terms. The Heritage Lottery Fund supported the project, with match-funding from Suffolk County Council. It is managed by the Association for Suffolk Museums in partnership with NSFT, LOCKArts and participants with lived experience.

“I can arrive at the class feeling life is on top of me, but leave with a new outlook”. Participant quote
Suffolk Museums have built on the successful introduction of the original *Open the Doors* reminiscence loan resources supporting older people in dementia care. Two new mini-displays; representing an old-style kitchen cabinet and a wardrobe, were commissioned with support from Suffolk County Council’s Improving the Environment of Dementia Care fund. The two new resources are based at Christchurch Mansion in Ipswich, and Felixstowe Museum.

Each display is equipped with a range of period items which help to serve as memory prompts and are fitted with some simple graphics to provide further talking points. Feedback from the original project suggested that it would be helpful for borrowers if the cabinets had their own bespoke carrying cases for greater ease of transportation. These were introduced for both the new and original displays.

Introductory handling and reminiscence training was held at Christchurch Mansion. Representatives from Suffolk Age UK, Sue Ryder, the Alzheimer’s Society, Ipswich Museums, and a local day-care centre attended. A local film-maker who also attended the training supplied copies of DVDs featuring locally recorded memories of people’s school days, the seaside etc. to accompany the new resources.

New leaflets will be used to promote the resources during Dementia Awareness Week. The displays have already been reserved for use in a dementia project with the Suffolk charity ActivLives. Plans are also being developed to trial them in a range of community and care settings as part of a core package of activities that are being developed for people living with dementia, and their carers.
A Vibrant Economy
Supporting growth and skills

TRANSFORMING PEOPLE TO TRANSFORM MUSEUMS

Suffolk Museums have been successful at the first stage of securing £568,000 from the Heritage Lottery Fund under its Skills for the Future programme. Transforming People to Transform Museums is one of only 18 projects selected from 81 applications nationwide to go through to the second stage. It is also the only successful project from the East of England.

Above: Colchester + Ipswich Museum Service Training Museum

Colchester + Ipswich Museum Service, the Museum of East Anglian Life in Stowmarket, The Long Shop Museum in Leiston and Palace House in Newmarket will work together to create high quality, paid work-based training opportunities for 24 trainees over 3 years.

Placements will last for one year, with eight trainees being supported each year. One of the aims of the project is to work towards ensuring that those that work in museums better reflect the diversity of their locality. It will create opportunities for local people to get their foot in the door of a career in museums, which may not be something they have considered.

The trainees will get the opportunity to learn transferrable practical skills in managing events, producing displays, marketing, retail, identifying new income streams, building a business case and managing budgets. They will also learn core heritage skills such as collections management, research, documentation, conservation, and interpretation.

Palace House and Long Shop Museum will benefit from the experience that Colchester and Ipswich Museum Service and the Museum of East Anglian Life have of previous successful Skills for the Future projects. By recruiting and supporting trainees from a diverse range of backgrounds the museums will increase their social impact and benefit the local economy. The Suffolk County Council Museum Development Officer will work with Colchester and Ipswich Museum Service on the detail of the stage 2 application. The deadline for the stage 2 application is September 2017 and if successful will see the project begin in January 2018.

Above: Colchester + Ipswich Museum Service’s award winning Training Museum trainees
PALACE HOUSE

The National Heritage Centre for Horseracing and Sporting Art was formally opened by Her Majesty, The Queen in November 2016 following its £15 million development. It is situated in the remains of Charles II’s sporting palace and stables, and spans five acres in the heart of Newmarket. It comprises three complementary attractions; the new National Horseracing Museum, a National Art Gallery of British Sporting Art, and a chance to meet former racehorses, in the flagship yard of Retraining of Racehorses.

The new museum project has taken more than a decade to come to fruition. The Home of Horseracing Trust was formed in March 2005 by local partners and plans for the National Heritage Centre were developed. Eleven years on, now a world-class destination has been created in a venue that showcases the ‘Sport of Kings’ in every element - preserving its past, safeguarding its present and celebrating its future.

The Heritage Lottery Fund, Forest Heath District Council, Suffolk County Council, the racing industry as well as many private trusts, foundations and individuals from the world of horse racing have contributed to the centre.

TRANSFORMING THE LONG SHOP MUSEUM

The Long Shop Museum has received £161,200 Heritage Lottery Fund development grant towards £2 million restoration project to put the museum on the map.

The Long Shop itself is a very early example of a building designed for assembly-line production. The Long Shop Museum tells an inspiring story of enterprise and endeavour in a small Suffolk town and its remarkable factory. Displays are housed in the original grade II* and grade II listed buildings.

Repairing, restoring and renewing the Long Shop will unlock its unrealised potential as a unique and brilliant place which continues to generate interest, understanding and pride in Leiston’s industrial and engineering heritage amongst people of all ages. The museum wants to reach out to visitors within the wider cultural community, which includes Aldeburgh Music and the ever-popular coastline of east Suffolk.
REVIVING AN ARTIST’S BIRTHPLACE

Gainsborough’s House has received a Heritage Lottery Fund development grant of £280,700 towards a £4.73 million transformation of the House into a national centre for Gainsborough and one of the region’s leading heritage museum and galleries.

The project will safeguard Gainsborough’s Grade I childhood home and garden; interpret and improve access to the collection of his art, display more works in a new showcase gallery; and explore his life in the special atmosphere of his home. Drawing on the history of Gainsborough’s weaving family, the House will also tell for the first time the story of wool and silk weaving in Sudbury.

ALDEBURGH MUSEUM REDEVELOPMENT PROJECT

Aldeburgh Museum has been awarded an initial £77,000 grant from the Heritage Lottery Fund (HLF) to begin a comprehensive £800,000 redevelopment of the grade I listed, 16th Century Moot Hall where it is housed. The museum and Aldeburgh Town Council are planning for major improvements to the display and interpretation of the museum’s collection.

ALL STEAM AHEAD AT THE MIDDY

The Mid Suffolk Light Railway Museum successfully launched its Edwardian-style engine shed with £117,000 support from the Heritage Lottery Fund, local authorities, Garfield Weston, Pargiter and Alfred Williams. The museum is now embarking on its heritage learning programme, offering the opportunity to learn about heritage conservation work to people who would not necessarily have previously considered coming to the museum.

The project commenced in May 2016 and is funded until March 2020. It will provide opportunities for small groups to work at the museum for a period of four months, They will be guided by experts and they will be invited to become a museum volunteer.
HALESWORTH MUSEUM: BRANCHING OUT AND READY TO BORROW

One of the many changes to Halesworth High Street is the Pop Up Shop called I Chameleon. Halesworth and District Museum is located at the Railway Station, a little way out of the town. So the museum decided to take the museum to the town and rent the shop for a week in September 2016.

A wide range of artefacts and information was displayed in the shop. A wedding dress, pictures of School Children from the forties to the eighties, memorabilia and pictures from Halesworth and surrounding villages, a range of books, and videos of Old Halesworth and the Southwold railway, were all shown. The Pop Up exhibition was very well received and raised the Museum's profile. Many people who saw the shop have since visited the museum.

To build on this, the museum volunteers were supported in submitting an application to the Arts Council England Ready to Borrow scheme, managed through SHARE Museums East. They were successful in securing £23,500 towards displaying two local Bronze Age hordes of axeheads and bronze tools which were discovered in sites less than 5 miles apart.

The Wissett Hoard was discovered in 2011 and acquired by the museum in 2012. The Bramfield Hoard, which was discovered in 1839, is held by The Royal Armouries in Leeds. The grant will enable the museum to improve its display conditions to borrow the hoard.

The display will launch in 2017. It will coincide with an archaeological dig in the Wissett area to be arranged by the museum. This will directly engage local people with archaeology in action, enabling them to add to the knowledge of the Wissett Hoard site. The new display case will enable the museum to secure future loans and facilitate ongoing temporary displays with related activities that will attract new audiences.

Brian Howard
Halesworth and District Museum
Raising Educational Attainment
Supporting learning and achievement in children and young people

LOWESTOFT RISING CULTURAL EDUCATION PARTNERSHIP

Lowestoft Rising aims to create a significantly improved quality of life for everybody growing up, living in, working in, visiting, and investing in Lowestoft. A comprehensive range of cultural organisations, schools and young people’s organisations have formed the Lowestoft Rising Cultural Education Partnership (LRCEP) and signed up to the following pledge.

A rich and varied cultural education is an essential element in the quality of life of all children and young people in Lowestoft. We know that cultural education, involvement and participation are key drivers in releasing creativity and develop the skills in young people which underpin learning, work and life.

The Festival Bridge has awarded seed funding to two developing projects involving museums through the LRCEP. The Festival Bridge is responsible for connecting children and young people with quality arts and culture across Cambridgeshire, Norfolk, Suffolk, and Peterborough.

The Grit, a project led by Poetry People in partnership with Lowestoft Maritime Museum, has been awarded £5,000. This project will involve young people retelling this story of the Lowestoft fishing village. It will be performed at the Marina Theatre, Snape Maltings, Sparrows Nest. The performance and preparations will be captured and displayed in Lowestoft Maritime Museum.

Lowestoft Folk, a project led by Suffolk Artlink in partnership with Lowestoft Museum and Lowestoft Maritime Museum, has been awarded £10,000. This project will work with involve children and older people sharing stories of Lowestoft that will be captured and retold through the museums.

PALACE HOUSE LITERACY PROJECT

The National Heritage Centre for Horseracing and Sporting Art is fulfilling its commitment to work with local schools to improve literacy skills. It has been working in partnership with All Saints CEVA Primary School to achieve this, using its collections as a stimulus and focus.

Children in years 2, 4 and 6 from have worked over six sessions with performance poet, Justin Coe, in activities to support the enrichment and understanding of vocabulary which will ultimately develop writing and understanding of text. The children have worked with Justin both in the classroom and in the galleries at the National Heritage Centre, even taking inspiration from the live horses in the Rothschild Yard.

They have produced individual and group poems which they will perform as part of a poetry tour of the galleries of the Heritage Centre during the special show case event in June 2017, which will not only celebrate their achievements but also highlight the value of working with Heritage Centre collections.

This pilot project will form the basis of a replicable resource which can be used by many schools when visiting and will provide a legacy in the form of an easily accessible resource for teachers.

SUFFOLK MUSEUMS LEARNING REVIEW

The Suffolk Museums Partnership has taken a fresh look at the current relationships between Suffolk Museums and schools. It is based on consultation with the Suffolk Museums Development Manager, the learning officers in six Suffolk museums, Norfolk and Norwich Festival Bridge staff, volunteers who work with schools in volunteer-run museums, and teachers who have worked with the museums either as partners or by bringing classes.

The review looked at the strategic context in which the museums and schools now operate and presents a brief overview of the current provision for schools in Suffolk museums with an indication of its strengths, weaknesses, opportunities, and stresses.

Teachers were consulted to understand what they value and what could be better in Suffolk museums. They were also asked for the best strategies for museums’ communication and marketing to schools.

The report, which will be finalised in 2017, will make recommendations for the work of AfSM and SHARE for the next few years to support school learning in and with museums in Suffolk.
SUMMER IN SUFFOLK MUSEUMS

The Summer in Suffolk Museums (SiSM) project was a joint marketing offer for museums in Suffolk throughout the school Summer holidays 2016. The offer also supported a new category in the Suffolk Museum of the Year Awards – Suffolk’s Family-Friendly Museum of the Year.

The project aimed to highlight family-friendly activities and events in museums throughout Suffolk to increase the amount of family visits and raise the profile of museums as a great day out for everyone. A total of 30 museums took part in the scheme, which provided over 67 family events and activities across five weeks. Events included family fun days, arts and crafts clubs, interactive science days, discovery trails and hands-on workshops.

The SiSM project promoted these events and activities. Over 7,500 ‘What’s On’ leaflets and 200 posters were printed and distributed to Children’s Centre, libraries, and museums around Suffolk. Adverts taken out in Primary Times and Families Suffolk magazine that are distributed in school book bags. There was a dedicated SiSM Facebook page, website presence and coverage in local press including the East Anglian Daily Times, Best of Suffolk and BBC Radio Suffolk.

The evaluation for the SiSM project provided positive feedback from both museum partners and visitors. 65% of museums which took part in the initiative felt that the added publicity contributed to a rise in visitor numbers throughout the summer months 2016. Museum partners noted that taking part in the SiSM project was a simple process that was well supported by the AfSM and would be happy to take part in the project again, should it run in the future. 100 per cent of visitors surveyed throughout the evaluation stated that they had a positive experience at a family-friendly event and that this had inspired them to visit other museums during the summer months. 57 per cent of visitors were visiting the museum for the first time to attend the family-friendly event and had heard about it through word of mouth and the SiSM promotional leaflet.

The outcomes of the project were extremely positive, with the majority museums aiming to take part again in 2017.

Jenna Ingamells
Museums Project Officer
Suffolk Museums Partnership
This is the fifth year of the Suffolk Museum of the Year Awards (SMotY). A total of 19 museums took part. Public participation in the initial round voting included a record-breaking number of around 4,000 nominations. Partnership with local media companies, University of Suffolk and a panel of judges helped to raise the profile of even the smallest museums.

Five museums were shortlisted for the SMotY Award and put forward to the judging stage. These were Dunwich Museum, Felixstowe Museum, Ipswich Museum, Leiston Long Shop Museum and Southwold Museum.

Southwold Museum won Museum of the Year 2016 and The Long Shop Museum took the Special Award for Family Friendly Museum of the Year. Dunwich and Felixstowe shared the Judges’ Merit Award and Ipswich Museum received the Learning and Access Award from the University of Suffolk for its Training Museum and innovative audience development work with young people. The East Anglia Transport Museum won the Object of the Year Award for its rare and carefully restored half-deck coach. Object of the Year was also open to non-accredited museums, which highlighted the importance of collections across all museums.

More work is to be carried out in the coming year to strengthen the link between the Summer in Suffolk Museums (see above) and SMotY initiatives to encourage museums to take part in both.

Ruth Gillan
Freelance Project Officer
Resilience and Quality Development
Training, professional advice, and national accreditation

LOWESTOFT RISING WITH MUSEUMS

Lowestoft Rising with Museums is strengthening museums in Lowestoft through targeted volunteer recruitment and supported work programmes. It is also supporting people to gain work experience and job seekers to gain valuable skills and work experience. The project was awarded £35,000 from the Arts Council England’s resilience fund in August 2016.

Three volunteer-operated museums at different corners of the town – East Anglia Transport Museum, Lowestoft Museum and Lowestoft Maritime Museum – are working together with Project Officer, Taryn Dennis to attract volunteers for leadership, administration and education work.

The project is developing practical local recruitment and training programmes to meet the role needs of each museum. Working with Lowestoft Rising partners, the museums are establishing a realistic communications and planning strategy between partners for the future. Lowestoft Rising aims to create a significantly improved quality of life for everybody growing up, living in, working in, visiting and investing in Lowestoft.

BUILDING RESILIENCE IN ST EDMUNDSBURY’S MUSEUMS

St Edmundsbury Museums have been awarded £108,000 from the Arts Council England’s Resilience Fund to help ensure its future resilience and sustainability. This will be achieved by reshaping the learning offer to accommodate even more group visits and employing occasional staff to backfill some post-holders to attend meetings, training, and fact-finding visits to other museums. The project will also up-skill volunteers to support the new offer and targeted recruitment of others that can be replicated after the project.

Some old inflexible displays will be upgraded so in-house staff and volunteers can quickly respond to new opportunities generated by collections, finds and research with input from teachers and the museum’s disability advisory group. Pop-up museum and handling boxes will assist in the delivery of museum services to surrounding communities and hard to reach groups. With assistance from the Friends of West Stow, a simple covered area will be created to give more flexibility and space for school groups and family events. The museums on-line collections and marketing presence will be reshaped to fit with 21st Century digital opportunities.
Background to the Suffolk Museums Partnership

Vision

The Partnership between Suffolk museums, local authorities and Arts Council England works to create a network of valued museums to contribute to the quality of life for all.

Principles

- Promote Suffolk heritage
- Support lifelong learning
- Ensure social inclusion and access for all
- Contribute to the prosperity of the area
- Support environmental sustainability

Objectives

Key objective

- Maximise funding and resource opportunities (£ and advice)

Other objectives

- Enable effective partnerships within and beyond the museums network
- Develop capacity within the sector by supporting staff (volunteer and professional) in their work
- Advocacy – engaging with all stakeholders
- Facilitate business development and management
- Improve marketing and promotion
- Increase access, learning and enjoyment in museums for all

Acknowledgments

Special thanks to the Heritage Lottery Fund and Arts Council England who have helped to realise many museum developments shown in this report. With thanks also to all Suffolk Museums and SHARE Museums East for its networks and training support.

Suffolk Museums

www.suffolkmuseums.org